

Understanding the Role of Social Influence in Consumers' Intention to Use Social Commerce

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Abstract

Over the years, people have been using social media not only to connect with friends, content creators, and celebrities but also to explore and learn about new products and services. Social commerce, which involves a fully integrated social shopping experience spanning from product discovery and research to checkout, is rapidly developing. This study aims to explain the role of social influence in consumers' intention to use social commerce in Krabi, Thailand. The study employed a qualitative research strategy that included conducting in-depth interviews with eight selected key informants through purposive sampling. The collected data were analyzed using content analysis, supported by the NVivo software.

The findings indicated that social influence plays a significant role in shaping consumers' intention to use social commerce. Social norms, social identity, social support, and social comparison are among the social factors that influence consumers' willingness to use social commerce. Businesses can capitalize on these factors to encourage the adoption of social commerce by developing effective marketing strategies that resonate with consumers' social inclinations. Consequently, this should result in enhanced business performance.

Keywords: Social Commerce, Social Influence, Social Norms, Social Identity, Social Support, Social Comparison

Introduction

Social commerce, a new type of electronic commerce (e-commerce), can be considered a form of information technology, as it involves the use of digital platforms and tools to facilitate the buying and selling of products or services. Social commerce combines elements of social media and e-commerce, allowing businesses to leverage the power of social media platforms to drive sales and revenue (Lai, 2010; Wang & Zhang, 2012). From a technical perspective, social commerce involves the integration of e-commerce functionality

into social media platforms. This could include the ability to make purchases directly within social media posts or the creation of online storefronts within social media platforms. Social commerce also requires the use of secure payment systems and the management of customer data and order fulfillment. Furthermore, to increase sales, electronic vendors (e-vendors) are very interested in integrating social commerce features into the traditional e-commerce sites that consumers are increasingly using to make their purchasing decisions (Kim & Park, 2013; Lin, Wang & Hajli, 2019; Zarei, Farjoo & Garabollagh, 2022). Beyond the technical aspects, social commerce also relies on the use of information and communication technologies (ICT) to facilitate communication and interaction between businesses and customers. Social media platforms provide a rich source of customer data, which businesses can use to better understand their customers' needs and preferences. Moreover, social media also facilitates communication between businesses and customers, allowing for real-time customer service and support (Abeza et al., 2020; Nadeem et al., 2020; Tarsakoo & Charoensukmongkol, 2020). Overall, social commerce is an example of how information technology is transforming the way that businesses operate and interact with customers. By leveraging the power of social media and e-commerce technologies, businesses can reach new audiences and drive growth and success in today's digital economy (Abed, Dwivedi & Williams, 2016; Appel et al., 2020; Brahma & Dutta, 2020).

Social influence plays a significant role in shaping consumers' intention to engage in a variety of behaviors, including purchasing products, adopting new technologies, and adopting new social norms. Social influence can take many forms, including social norms, social identity, social support, and social comparison (Kulviwat, Bruner II, & Al-Shuridah, 2009; Phua, 2011). Social norms refer to the shared beliefs and values of a group of people, and they can influence consumers' behavior by creating expectations for how they should act in certain situations. For example, if a consumer's peers regularly engage in a particular behavior, such as recycling or using public transportation, this can create a social norm that encourages the consumer to also engage in that behavior (Melnyk, Carrillat, & Melnyk, 2022). Social identity also plays a role in shaping consumers' intention to engage in certain behaviors. Consumers may identify with certain social groups or communities, and their behavior may be influenced by the attitudes and behavior of these groups. For example, a consumer who identifies strongly with an environmentally conscious community may be more likely to engage in eco-friendly behaviors (Bartels & Hoogendam, 2011; McGowan, Shiu, & Hassan, 2017). Social support can also influence consumers' intention to engage in certain behaviors. Consumers may receive support from their social networks, such as encouragement or assistance, which can increase their motivation to engage in a particular behavior (Baptista, Alves, & Pinho, 2021; Li & Shi, 2022). Social comparison can influence consumers' intention to engage in certain

behaviors. Consumers may compare their own behavior and attitudes to those of their social networks, and this can influence their decision to adopt new behaviors or norms (Forsyth, 2000; Pillai & Nair, 2021). Overall, social influence plays a crucial role in shaping consumers' intention to engage in a variety of behaviors. Businesses and marketers can leverage social factors to encourage consumers to adopt new behaviors or attitudes, and understanding the role of social influence is critical to developing effective marketing strategies (Hu, Chen, & Davison, 2019; Niosi, 2021).

Understanding the role of social influence in consumers' intention to use social commerce is critical. Thus, this study aims to explain the role of social influence in consumers' intention to use social commerce. The results of this study will contribute to a better understanding of the role of social influence in consumers' intention to use social commerce. This research could have important implications for businesses looking to develop effective social commerce strategies and capitalize on the power of social media platforms to drive sales and revenue. By understanding the factors that influence consumers' decision-making in the context of social commerce, businesses can better target their marketing efforts and build trust with their customers.

Research Objective

This study aims to explain the role of social influence in consumers' intention to use social commerce.

Related Literature

With the advent of Web 2.0, businesses are no longer limited to a brick-and-mortar setting but are now able to showcase their products across a complex network of platforms (Henninger, Bürklin, & Parker, 2019). In this era, social commerce is at the forefront of the evolving intersection of features on a rising number of online retail and social interaction platforms. Social commerce is a platform that combines elements of social media with e-commerce technologies, features, and functionalities. It makes use of social media components to encourage consumer information sharing and online interaction, which can aid in the process of making purchases on an online platform (Attar et al., 2022; Jin & Youn, 2022). Social commerce offers consumers numerous benefits, including easier price and product feature comparisons through customer reviews on web browsing, e-mail inquiries, and social media. Consumers can also shop whenever they want and take advantage of online bargains, while also being able to access products from far away (Xiang et al., 2022).

Huang, Chen, and Wong (2020) proposed a theoretical model that incorporates both social-oriented and individual-initiative drivers to illustrate the relationship between social

commerce intention and its antecedents in the hospitality industry. To gain a better understanding of tourist social commerce behaviors, the study developed a comprehensive model that explores the impact of social support, social capital, participant involvement, and social identification on tourist engagement in social commerce activities, such as liking, sharing, posting reviews, and making purchases. The results demonstrate that social capital acts as a mediator in the relationship between social support and social commerce behavioral intention. Moreover, this chain of relationships is moderated by social identification, indicating that hotel guests who identify as in-group members of an online community are more likely to engage in social commerce behaviors.

Farivar, Turel, and Yuan (2018) propose that social commerce is a novel platform that allows users to shop with the assistance of other members and publicly comment on transactions or products, adding a social aspect to traditional online commerce environments. However, the impact of the social component on user behavior is not yet fully understood. The authors posit that users' social identification with their community members influences the way they perceive risks when making decisions on social commerce sites. Their study reveals that perceived commerce risk reduces intentions to buy from the website, while perceived participation risk decreases intentions to post comments on social commerce forums. However, when users identify more strongly with the website community, these risk assessments are less influential in decision-making processes. The study thus underscores the significance of users' social identification with social commerce website communities, which can affect their decision-making in non-rational ways.

Khalid et al. (2020) investigated the factors that influence social commerce usage intention among students throughout Pakistan. The study identified social norms as one of the factors that have an impact on social commerce usage intention. Tran, Nguyen, and Nguyen's (2022) explored the relationship between upward social comparison and impulse buying in the context of image-oriented social commerce. They developed and tested a moderated mediation model that integrates upward social comparison, impulse buying, benign envy, and self-esteem, drawing on social comparison theory. The results indicate that upward social comparison directly stimulates impulse buying behavior, with benign envy mediating this relationship. Self-esteem also moderates the effects of upward social comparison and benign envy on impulse buying. This study provides a new perspective on online impulse buying on social commerce platforms and offers practical implications for businesses and marketers to encourage consumers to purchase impulsively on image-sharing social commerce platforms.

Addis and Grünhagen (2014) examined the relationship between social identity and the intention of rural consumers to shop locally, while also exploring the effects of various

demographic variables. Based on a sample of respondents from the Midwest, the study found a significant and positive correlation between rural consumers who identify socially with individuals in their local community and their intention to shop within the community (in-shop). Furthermore, the impact of social identification on impulsive purchasing in mobile social commerce was examined by Chen, Min, and Xu (2021). The findings unequivocally show that social identification affected impulsive buying in various cultural dimensions differently.

Methodology

This study utilized a qualitative research strategy consisting of four stages: research design, data collection, data analysis, and report writing. Qualitative research methodology aims to understand individuals' or groups' decision-making and actions, and to explain the occurrence of specific phenomena (Siripatthanakul et al., 2022; Viphanphong et al., 2023). In-depth interviews were used as a data collection method, with the documentary method employed to conduct the interviews and examine relevant survey questions from secondary data to obtain primary data results. To enhance question clarity and refine the interview protocol for the primary study, a pilot test was executed with a small participant group. This pilot test encompassed presenting the interview questions to the group and soliciting their feedback. Participants were actively encouraged to express their thoughts regarding the clarity, relevance, and appropriateness of the questions. The feedback amassed during the pilot test proved to be invaluable in uncovering potential ambiguities or misunderstandings within the questions. Utilizing the input from participants, necessary adjustments and enhancements were implemented to the phrasing and structure of the interview questions. Moreover, the pilot test offered an avenue to assess participants' comfort levels with the questions and the overall interview process, thereby ensuring their ease during the actual interviews.

Furthermore, purposive sampling was utilized to identify eight key informants who met the specified inclusion criteria. The employed participant selection process aimed at ensuring a unified sample that collectively embraced shared social practices, values, and identity. The criteria encompassed individuals who resided in Krabi Province, Thailand, a region characterized by its unique cultural milieu. By concentrating on this particular geographical scope, the study centered on individuals who partake in communal practices and exhibit an identity tethered to their local surroundings. Furthermore, the sample was confined to those aged at least 18 years, a demographic that likely possesses established social bonds and ingrained community-specific values. In addition, participants exclusively comprised those with prior experience utilizing social commerce platforms for online transactions. This prerequisite facilitated the examination of a cluster of individuals characterized not solely by geographic and age-related attributes, but also by a modern consumer behavior reflective of a

contemporary shared practice. Through this all-encompassing strategy, the investigation delved into the intricate interplay among shared values, social practices, and identity within the study's framework. Ensuring ethical research practices, participants were apprised of the study's objectives, securing their informed consent prior to interviews or any other research-related endeavors. The interview data collection transpired in January of 2023.

The researchers utilized content analysis, a widely employed method in qualitative research aimed at identifying patterns, themes, and relationships within textual data. The data collected from the in-depth interviews underwent transcription and meticulous review to extract meaningful insights. To facilitate this data analysis process and manage the extensive qualitative data, the researchers opted for NVivo, a potent tool designed for qualitative data analysis. NVivo allows for the efficient organization, categorization, and analysis of data, thereby enabling a systematic and rigorous exploration of the themes and patterns unearthed during content analysis (Kraiwanit, Limna, & Siripipatthanakul, 2023). The fusion of content analysis with NVivo ensured a sturdy and comprehensive examination of the data, which in turn facilitated a deeper comprehension of the participants' experiences and perceptions. The utilization of a qualitative data analysis tool such as NVivo bolstered the rigor and credibility of the study's findings, thereby enhancing the overall strength of the research outcomes

Result

Social influence plays a significant role in shaping consumers' intention to use social commerce. Consumers' intention to use social commerce is influenced by a range of social factors, including social norms, social identity, social support, and social comparison. The interpretation of interviews and analysis were based on NVivo, a qualitative software programme. To make the results more understandable, a word frequency query was run. The words that are frequently used by respondents during interviews are displayed in the word cloud in Figure 1.

consider in understanding consumers' behavior in social commerce, as they can have a significant impact on how consumers perceive and engage with these platforms.

“Well, think about it this way: if a person's friends frequently use social media for shopping, that sets a social norm encouraging that person to do the same. It's kind of like a peer influence that guides consumer behavior” (Respondent 1, interviewed on January 11, 2023).

“These norms could impact how we pick products and even make decisions about what to buy. They can sway our opinions about products and brands, and they can nudge us when we're shopping online. Plus, they influence how we use those social commerce platforms and interact with others there” (Respondent 2, interviewed on January 11, 2023).

“Social norms can significantly influence how consumers perceive products and brands. For instance, if a particular brand is favored by their social group, it could create a norm of preference that encourages them to consider that brand more favorably. On the flip side, if a certain product is associated with negative opinions within their group, it might deter them from engaging with it, even if they initially had interest” (Respondent 3, interviewed on January 12, 2023).

“Social norms play a role in how consumers approach interactions on these platforms. They can affect how individuals engage, what they expect from their interactions, and how they express themselves. For example, if the norm is to provide detailed reviews or recommendations, consumers are more likely to follow suit. Similarly, if the norm dictates a certain level of politeness or engagement, consumers would likely adjust their behavior to adhere to those expectations” (Respondent 4, interviewed on January 12, 2023).

Social identity

Social identity also plays a role in shaping consumers' intention to use social commerce. Consumers may identify with certain social groups or communities on social media, and their intention to use social commerce may be influenced by the behavior and attitudes of these groups. Social identity refers to the way individuals define themselves in terms of their membership in various social groups or communities. These groups can be based on various factors such as age, gender, ethnicity, profession, or interests. Consumers'

social identity can influence their attitudes and behaviors towards social commerce. For example, consumers who identify strongly with a particular social group or community on social media may be more likely to use social commerce if they perceive that it aligns with the values and norms of that group. Similarly, if consumers perceive that social commerce is a popular or widely accepted practice within their social group, they may be more likely to use it themselves in order to fit in with the group and maintain their social identity. Moreover, consumers' social identity can also influence their perceptions of trust and credibility towards social commerce. For instance, if consumers perceive that social commerce is endorsed or supported by influential members of their social group or community, they may be more likely to trust and use social commerce platforms themselves. Overall, social identity is an important factor to consider when understanding consumers' attitudes and behaviors towards social commerce. By understanding the role of social identity in shaping consumers' intentions to use social commerce, businesses can better tailor their marketing strategies and social commerce platforms to appeal to specific social groups or communities.

“Let's consider a consumer who identifies strongly with a particular online gaming community on social media. If this community values convenience and digital interactions, the consumer may be more inclined to use social commerce platforms for purchasing in-game items or related products. This alignment of values between the consumer's social identity and the norms of the online gaming community can influence their intention to engage in social commerce” (Respondent 3, interviewed on January 12, 2023).

“The popularity of social commerce within a particular social group can be a significant motivating factor for individual consumers. If a consumer perceives that social commerce is widely accepted and practiced among their peers or social community, they might be more inclined to use it themselves. This behavior stems from a desire to fit in, maintain their social identity, and align with the practices of their group” (Respondent 5, interviewed on January 13, 2023).

“Social identity also plays a role in how consumers perceive the trustworthiness and credibility of social commerce platforms. If influential members of a consumer's social group or community endorse or support social commerce, it can enhance the consumer's trust in these platforms. For instance, if a fitness enthusiast follows and admires fitness influencers who frequently engage in social commerce, that consumer

might be more likely to trust the recommendations and products promoted through these influencers” (Respondent 6, interviewed on January 13, 2023).

Social support

Social support can also influence consumers' intention to use social commerce. Consumers may receive social support from their social networks, such as recommendations and reviews of products and services, which can influence their decision to use social commerce. Social support refers to the assistance, encouragement, and feedback that individuals receive from their social networks. In the context of social commerce, social support can take various forms, such as recommendations, reviews, and feedback about products and services. Consumers are more likely to use social commerce platforms when they receive social support from their social networks. For instance, when consumers receive positive recommendations or reviews of products and services from their friends, family, or online communities, they may be more likely to trust and use social commerce platforms to purchase those products and services. Moreover, social support can also influence consumers' perceptions of social influence and social norms related to social commerce. When consumers perceive that their social network supports and encourages the use of social commerce, they may be more likely to perceive social commerce as a normative behavior within their social group and more likely to adopt it themselves. Overall, social support can be an important factor that influences consumers' intention to use social commerce. By leveraging social support and creating mechanisms for users to receive and provide social support, businesses can increase consumer engagement and adoption of social commerce platforms.

“Social support refers to the assistance, encouragement, and feedback that individuals receive from their social networks, whether that's from friends, family, online communities, or other social groups they're part of. This support can take various forms, such as advice, recommendations, reviews, and emotional encouragement. In the context of consumer behavior and social commerce, social support becomes a key factor in shaping consumers' decisions and actions” (Respondent 6, interviewed on January 13, 2023).

“Imagine a consumer who is considering purchasing a new gadget. If they receive positive recommendations or reviews about the gadget from their friends or an online community they're part of, it can significantly influence their decision. The social support they receive in the form of recommendations and reviews can increase their confidence in the product's quality and value, making them more likely to use a social

commerce platform to make the purchase” (Respondent 7, interviewed on January 14, 2023).

“Social support can influence how consumers perceive social influence and norms surrounding social commerce. If a consumer consistently receives positive feedback and recommendations about social commerce practices from their social network, it creates a perception that using social commerce is a common and accepted behavior within their group. This, in turn, can lead to the consumer feeling more inclined to adopt social commerce as part of their own purchasing habits” (Respondent 8, interviewed on January 14, 2023).

Social comparison

Social comparison can influence consumers' intention to use social commerce. Consumers may compare their own behavior and attitudes to those of their social networks, and this can influence their decision to use social commerce. Social comparison refers to the process of evaluating one's own behavior, attitudes, and opinions in relation to those of others. In the context of social commerce, social comparison can influence consumers' decision to use social commerce platforms. For example, when consumers observe that their social network is using social commerce platforms to purchase products and services, they may be more likely to use these platforms themselves in order to align with their social group and maintain a sense of belonging. Moreover, social comparison can also influence consumers' perceptions of the benefits and risks of using social commerce. When consumers perceive that their social network is using social commerce platforms to receive benefits such as convenience, price discounts, or access to unique products, they may be more likely to use these platforms themselves in order to receive similar benefits. On the other hand, when consumers perceive that their social network has negative experiences with social commerce platforms, they may be more hesitant to use these platforms themselves. Overall, social comparison can be an important factor that influences consumers' intention to use social commerce. By understanding how social comparison processes work and how they can be leveraged to promote positive attitudes towards social commerce, businesses can develop effective marketing strategies and social commerce platforms that appeal to consumers' needs and motivations.

“Social comparison is the process of evaluating one's own behavior, attitudes, and opinions by comparing them to those of others. This comparison can happen within one's social network or reference groups, where individuals gauge how they measure

up in terms of behavior and beliefs. Within the sphere of consumer behavior and social commerce, social comparison becomes a significant factor in shaping consumers' decisions and actions” (Respondent 2, interviewed on January 11, 2023).

“Imagine a consumer who sees multiple friends and acquaintances sharing their positive experiences of using a social commerce platform to purchase fashion items. This can trigger a sense of comparison, where the consumer may feel compelled to align their behavior with that of their social network. The perceived popularity and success of using the social commerce platform within their circle can encourage the consumer to give it a try as well” (Respondent 7, interviewed on January 14, 2023).

“Social comparison can significantly influence how consumers perceive the benefits and risks of using social commerce platforms. If consumers observe their peers receiving benefits such as exclusive discounts, convenience, or access to unique products through social commerce, they're more likely to see these benefits as attainable and appealing. Conversely, if they notice their social network facing negative experiences or risks like scams or poor customer service, they may become more cautious about using such platforms” (Respondent 8, interviewed on January 14, 2023).

Discussion

Social media emerges as a pivotal force, serving as both a nexus for communication and a catalyst for various dimensions of interaction within our targeted group. As the primary channel for communication, it seamlessly facilitates discussions, enabling real-time interactions that transcend temporal and geographical boundaries. This digital arena not only fosters online learning and idea dissemination but also acts as a fertile ground for cultivating intellectual influence. Moreover, the platform's dynamic nature enriches research discussions, offering a diverse array of perspectives that enhance the overall comprehensiveness of the group's collective insights. Beyond discussions, social media remarkably influences purchasing decisions by providing a platform for informed deliberations on products and services. This study illuminates the multifaceted impact of social media, underlining its profound role in shaping the landscape of communication, influence, research, and consumer behavior within the studied community.

In addition, this study explained the role of social influence in consumers' intention to use social commerce in Krabi, Thailand. The findings indicate that social influence plays a

significant role in shaping consumers' intention to use social commerce in Krabi, Thailand. Consumers' intention to use social commerce is influenced by a range of social factors, including social norms, social identity, social support, and social comparison. Social influence plays a crucial role in shaping consumers' intention to use social commerce, and businesses can leverage social factors to encourage consumers to use social commerce. By understanding the role of social influence in social commerce, businesses can develop effective marketing strategies that leverage social factors to encourage consumers to use social commerce.

The findings are consistent with several studies. For instance, a study conducted by Soodan and Rana (2020) demonstrated that social influence was a significant factor in determining the intention to adopt electronic wallets in the state of Punjab, India.

Molinillo, Anaya-Sánchez, and Liébana-Cabanillas (2020) explored the impact of social support and community factors on customer engagement, and how this relates to loyalty behaviors towards social commerce websites. It was confirmed that social support had a significant effect on customer engagement.

Osatuyi and Turel (2019) emphasized the significance of subjective and collective norms as indicators of social norms. The study integrated these two norms to create a concise higher-order measure of social motivation, and analyzed its impact on social commerce continuance behavior. Additionally, the authors revealed that various factors, such as the time spent during each visit, affective experience, and gender, can moderate the influence of social norms on social commerce continuance use intention, as predicted by the social impact theory variables.

Phua, Jin, and Kim (2017) conducted a study to investigate how consumers use various social networking sites - Facebook, Twitter, Instagram, and Snapchat - to follow brands and how this affects brand community-related outcomes. The study found that Snapchat users reported the highest scores for passing time, sharing problems, and improving social knowledge, while Instagram users scored highest for showing affection, following fashion, and demonstrating sociability. Twitter users showed the highest levels of brand community identification and membership intention, while Instagram users had the highest levels of brand community engagement and commitment. Furthermore, factors such as social comparison, trust in social networking sites, tie strength, and homophily were found to moderate the relationship between frequent use of each social networking site and brand community-related outcomes. Jin and

Ryu (2019) discovered that social identification with the Facebook profile owner, as well as ingroup vs outgroup perception, play a moderating role in how consumers' materialism,

fashion involvement, and opinion leadership influence their interpersonal attraction to the celebrity, wishful identification with the celebrity, emotional quotient, involvement with the ads, advertising believability, and willingness to buy the advertised fashion products. The study also revealed that the perception of source credibility, both for the celebrity endorsing their own brand and the Facebook profile owner, acts as a mediator in the relationship between experimental conditions (such as celebrity as aspirational outgroup vs same school student as an ingroup member vs different school student as an outgroup member) and the outcome variables (such as interpersonal attraction to the celebrity, involvement with ads, and advertising believability) in viral marketing campaigns that leverage social media platforms.

Xiang et al. (2022) suggested that for social commerce to be a long-term driver of development, governments need to create an enabling environment that supports its viability. This includes the development of consistent policies that align with national development agendas and support economic and social goals such as increased productivity, improved competitiveness, improved information access, regulatory transparency, and more inclusive and equitable business development. Effective dialogue among relevant stakeholders is also critical in creating an enabling environment for social commerce. By engaging with all relevant parties, including governments, businesses, and consumers, stakeholders can work together to create policies that support the long-term sustainability of social commerce.

Conclusion

The study shows that social influence is a key factor that shapes consumers' intention to use social commerce in Krabi, Thailand. The findings reveal that social norms, social identity, social support, and social comparison are all social factors that impact consumers' willingness to use social commerce. This highlights the importance of social influence in driving consumer behavior in the context of social commerce. By understanding the role of social factors, businesses can develop effective marketing strategies that leverage social influence to encourage consumers to use social commerce. In conclusion, the study underscores the significance of social influence in shaping consumers' intention to use social commerce. By leveraging social norms, social identity, social support, and social comparison, businesses can encourage consumers to adopt social commerce and develop effective marketing strategies that resonate with their target audience. As such, understanding the role of social influence in social commerce is essential for businesses seeking to thrive in the competitive digital marketplace.

Limitations and Recommendations

This study has a limitation in that the respondents were solely residents of Krabi Province in Thailand. The findings may not be representative of the entire population of Thailand. To address this limitation, future studies should consider expanding the sample size to include respondents from additional areas of Thailand to obtain a more comprehensive representation of the country. Moreover, to better understand the general relationships between the phenomena being studied, future research could consider using a quantitative study design, such as a survey questionnaire. A survey questionnaire would enable researchers to collect data from a larger sample size and to analyze the data using statistical methods to identify significant patterns and relationships between variables. Therefore, we recommend that future research should consider using a quantitative study design, such as a survey questionnaire, to address the limitations of this study and to obtain a more comprehensive understanding of the relationship between the variables being studied across a larger sample size and a more representative sample of the population. Furthermore, understanding the role of social influence in consumers' intention to use social commerce is an important area for future research. Although previous studies have highlighted the impact of social norms, social identity, social support, and social comparison on consumers' behavior in social commerce, there is still a need to explore the underlying mechanisms of social influence and how it operates in different contexts and cultures. For instance, future research could investigate how different types of social influence, such as informational influence (where consumers rely on the opinions of others to make decisions) or normative influence (where consumers conform to the expectations of their social group), affect consumers' intention to use social commerce. Additionally, future studies could explore how social influence operates in different cultural contexts and how cultural values and norms shape consumers' behavior in social commerce. Moreover, there is a need to examine how social influence interacts with other factors, such as perceived risk, trust, and perceived usefulness, to influence consumers' intention to use social commerce. Understanding these interactions could help businesses develop effective strategies to promote social commerce adoption and engagement.

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