Factors Impacting Social Commerce Use Intention

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Factors Impacting Social Commerce Use Intention

A Research Report submitted

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Table of Contents

Abstract

The research paper objective is to study and examine the factors influencing on social commerce use intention amongst students all over Pakistan. For this purpose, explanatory research is conducted to find out the problem which has not been studied in this context before. This is not a conclusive aid to the problems faced by social commerce businesses in Pakistan but it can help us understand the problem better. Our research is based on developed theory and explains the positive and significant relationship between the dependent variable which is intention towards usage of social commerce and independent variables which re social norms, perceived behavioral control, perceived value and attitude. The research is quantitative as it is more convenient to collect this type of data and convert it into numerical form for statistical calculation and conclusions. The data was collected through a survey on Google forms distributed to the students of Iqra University, Karachi. A total of 500 responses were found usable. In this research, correlation design is utilized to discover the connection between independent variable such as SN, PBC, PV, A and dependent variable SCUI. The theory used in this research is Social identity theory to find out how the variables effect on social commerce use intentions. By this research we came to know how does the variables attitude, perceived behavioral control, perceived value, social norms has an effect on the social commerce use intentions. There were many limitations to

this investigation. To begin with of all, the time given for investigate was brief as such a detail inquire about cannot be drained a brief period of time. Furthermore, the respondents were restricted to the Karachi as it were and we may not cover the individuals of diverse cities of Pakistan.

CHAPTER # 1

INTRODUCTION

1. Introduction

1.1 Background of the Study

Information Technology has changed the world (IT) in the global market. Due to Information Technology, the world is moving towards the digital economy, which gives emergence to social commerce (electronic commerce). This commerce of socialization helps companies to link with customers in online way (Turban, Bolloju, and Liang 2011). Few researchers describe the usage of social tools; electronic word of mouth (e-WOW), rating on electronic commerce websites such as Amazon and eBay (Stephen and Toubia, 2010), while many researcher describe as electronic commerce use as online shopping (Liang and Turban, 2011; Liang et al., 2011; Huang and Benyoucef, 2013). This research identifies the usage of this social commerce through different technologies. Nowadays there is a rise in social commerce (Johnstone et al., 2013), and in the year 2020, the growth estimated revenues in the billions (Smith, 2015; Lindner, 2016). Before starting Internet-based business they have to measured potential if risk and benefits in e-commerce. Marketers use social commerce to conduct different programs through different platforms, as they think Facebook is the best way to use (Stephen and Toubia 2010). Through the company website, they collect blogs, ratings, and reviews. With the help of e-commerce, tools collect findings from social marketing.

Consumer's use social networking sites for their purchase decisions in outlets and in some cases, it provides read referrals to offline stores and products. Facebook, Twitter, Pinterest allow the customer to purchases the items by simply clicking the icon

(Lindner, 2016). The continuance improvement in internet , which includes Web 2.0, enhance the consumer in the way they interact online (Cova and White, 2010).

Online buyer's intention towards purchasing explained as "the intention of customers in online purchase from e-vendors through social networking sites". Intentions of particular people depend on their behavior (Fishbein & Ajzen, 1975, p.288). Hong and Tam (2006) realized that in most of the studies of marketing and information system, the continuous intention is used for measuring intentions towards purchasing. Moreover, Jen and Hu (2003) analyzed the purchase intention of passengers' effect through perception of services. Bhattacherjee (2001) realized that factors of e-commerce towards services intention. Vatanasombut et al. (2008) explained the factors of social commerce use intention in online banking. Moreover, this paper focus on which factors influencing social commerce use intension.

Subjective norms measure the individual's social pressure to perform specific task or not (Hsu, 2013; Hsu and Chiu, 2004; Kalafatis et al., 1999; Peterson, 2012). Past studies indicate that subjective positively affects behavioral intentions (Yu et al., 2005). Moreover, it is found that social norm doesn't affect behavioral intentions and attitude effect behavioural intentions (Al-Debei et al., 2013). But, the subjective norm is depend on intention (Pavlou and Chai, 2002). The TPB also tries to predict actions that are not completely optional by integrating expectations of influence over behavioral outcomes as an external indicator of purpose and behavior (Ajzen, 1991). Marcinkiewicz and Regstad (1996), who examined the effect of subjective norm on computer usage and found that subjective norm was the most predictive of computer usage.

Perceived behavioral control defined as person's belief, to perform or not, different types of behavior. Ajzen and Madden (1986) found in the evidence that individual's behavioral motivation affected by the perception of control. Control beliefs are the imperatives of perceived behavioral control. These beliefs allocate with the survival and lack of resources and opportunities that are available. They are generally influenced by second-hand behavioral data, observations of contact and friends. (Ajzen, 1991).

Ajzen and Fishbein (1980) use the term attitude in the theory of reasoned action (TRA). This theory explained a conceptual framework for different studies towards social commerce (e.g. Cho, 2004; Korzaan, 2003; Pavlou & Fygenson, 2006). Based on the attitude people perform negative or positive actions. Most of the studies provide information that attitude and value affected individual buying behavior (Kim & Lennon, 2008; Um & Crompton, 1990; Zeithaml, 1988). Moreover, each concept plays a multiple role (Alishav, 2010) in the buying process towards social commerce. Attitude is connected with perception, it was difficult for marketers and managers to understand consumers, whether their intention is willing to buy a product/ service or not (Gursoy, Spangenberg, & Rutherford, 2006).

Perceived value influence on consumer repurchase intention is scholars found that it gain consumer's repurchase intention (Cronin, Brady, & Hult, 2000; Sirdeshmukh et al., 2002). From customer perspective studies, shows that perceived value influence exchange activities. Zeithaml (1988) explained perceived value as individual's mind-set about a product or service impact on consumer's perceptions what is given and received.

Marketers use different marketing strategies in their online stores, i.e., discounts methods, complimentary service, and other valuable benefits to maintain consumer value in online shopping (Ali et al., 2019; Raza et al., 2020).

Collective norm is different other concepts such as e-WOM. Collective norms understand by community collectively. e-WOM is a statement which is negative or positive, given by a customer about product or services (Hennig-Thurau et al., 2004, p. 39).

1.2 Problem Statement

Social commerce, is a branch of e-commerce, has become popular because of Facebook, LinkdIn, Twitter and other sites (Huang & Benyoucef, 2013). In the modern era, every type of business is shifting towards E-commerce and as a response, the competition is rising, due to which it is important to know why customer chooses to continue using a social commerce site, what are the factors that he/she is influenced by and how the overall experience can be improved. In social commerce, electronic media and online websites is also involved, gives support to interact with consumer, which help to online selling and of tangible and intangible goods (Shen & Eder, 2011). Many users usually look towards google to help them find what there are looking for rather than visiting specific e-commerce sites, which may be due to lack of marketing, exposure or advertisements. It was observed that in normative literature the participation of consumer is focal so socialization is not realized without users daily participation. (Jina et al., 2010). A study towards the purchasing intention on online communities with e-commerce perspective by (Hajli et. al, 2015) suggests that the constructs perceived

behavioral control, social norms, and attitude are from Theory of Planned Behavior that influence online purchasing behavior of consumer.

Our study takes into account all the valid variables which can have an impact on Social commerce use intention (Social norms, Perceived Value, Attitude, Perceived behavioral control). Various similar researches have been conducted on this topic in the first world countries, however, in Pakistan research in this area is very limited and since e-commerce business is on the rise in this country being estimated at PKR 99.3Bn in FY18 (FY17: PKR 51.8Bn) with YoY growth of 92% (KCCI – R&D Dept). We are making an effort towards covering this huge inevitable gap in the Pakistani E-commerce market. There is a high possibility that more research on this topic with fewer constraints and limitations can have a huge impact on the growth of businesses that totally depend on e-commerce like Telemart & Daraz.pk, furthermore it can help companies and researchers understand the psyche of social platform users for better user experience. After this research we are able to fulfilled the research gap that we have identified.

1.3 Research Objective

The purpose of this research is to determine the factors which influence the social commerce continuance use intention of consumers.

1.4. Research Question

RQ1: What are the factors that influence the social commerce continuance use intention of consumers?

1.5 Significance of the study

Through findings this research will prove to be beneficial for new startup businesses as well as established businesses in making their mark and engaging with their customers online, it will help business owners to tap into the online market and improve their customer relations. This study will also help in improving the e-commerce (online) experience of the general audience. Considering how the world is slowly moving towards a virtual buying and selling trend, it seems that it is absolutely pivotal for a business to have an study the factor that affect their customers to continue using their online platform. Overall, this study aims to increase online buying power of consumer and to find out the factors which influence a customer to continue using a social commerce site so that it can assist future researchers and analyst in understanding what will and will not work in generating sales and keep the customers engaged

1.6 Limitations and Delimitations

There are some limitations which created obstacles in our research work, due to the unavailability of resources, data collection was performed in Karachi, Pakistan otherwise it would be done in other cities as well. Our research is done to check the consumer intention towards the use of social commerce and it can also be done with other variables as well (such as trust, perceived ease of use). Our delimitations are shortcomings, limited resources available etc.

1.7 Organization of the study

This study consists of five chapters. Chapter 2 discuss the literature review where we discuss the theoretical framework, empirical study and conceptual framework. Chapter 3 contains all the major details of our research from its purpose to ethical consideration. Chapter 4 shows the complete data analysis of our research and all the statistical representation of our research and chapter 5 is based on the conclusion and recommendations of our research. Moreover, there are references and our survey, which we conducted from our target audience.

CHAPTER # 2

LITERATURE REVIEW

2. Literature Review

2.1 Theoretical Background

In this paper, we have used the theory of Social identity which was proposed by Tajfel and Turner (1972). This theory suggests that in some ways a part of person's personality and self-esteem is dictated by the groups that person belongs to. In this theory, Gu and Jarvenpaa (2003) tell about the interaction of customers. This theory links how customer maintains their social identity. In social identity theory, unity among customers creates cooperation and motivation. People develop their personalities and sense of self from the groups they belong to or participate in and then they start behaving and acting accordingly (Hogg and Terry, 2000). This theory refers to "the knowledge of the individual that he belongs to social groups due to some emotional and value importance to him of this group membership" (Tajfel, 1972; Hogg & Terry, 2000).

Social identity theory formulated through self-categorization. People categorize into two groups i.e. "out-group" and "in-group" depend on their similarities and differences. Self-categorization formulates group-like thinking and behavior. Those people who are in the same "in-group" are treated favorably and those who are indifferent "out-group" are treated as less favorable (Lea & Spears, 1992).

One of the important factors of this theory is that they perform social norms which include subjective and collective norms, intention towards social commerce sites. Similarly, there are 3 components that affected these models and they are perceived value (PV), it refers to the pressure which makes you perform/ refrain from any

particular behavior. Attitude towards Behavior (AB), the point at person evaluates favorable/ unfavorable conditions to perform a targeted behavior and Perceived Behavioral Control (PBC), the difficulty/ease to perform any task. The model remains open for other external variables as well, which might weigh-in in the growth of attitudes and beliefs. Moreover, different contributions showed that the use of social theory identity is relevant to the study of social motivation for the use of social technologies

2.2 Empirical Studies

Shin (2013) analyses how consumer behaviors in social commerce, focusing on the role of social influence in s-commerce in Seoul, Korea. In this paper, the independent variables are subjective norm and trust, social support and attitude. The intention has been used as the dependent variable. The researcher used the survey method, which consists of four phases. First, he takes interviews with current users of social shopping and social commerce. There were 10 respondents to describe their attitude and experience of social commerce. Second, a focus group using social commerce in Seoul, Korea. The third is based on focus group meetings, preparing a final questionnaire where there are expert panels consisting of researchers, professors and social commerce experts. There were 30 respondents participating. By the end of the trial, 1208 visitors had seen it, and 342 questionnaires had been distributed. Of the questionnaires submitted, 13 were excluded due to incomplete answers, leaving 329 possible answers. To perform the statistical analysis, AMOS, a complex estimation method, and a covariance-based method in contrast to a few nonlinear least squares,

were used. The questionnaire was used based on a 7-point Likert scale. In the study there were 21 items. The results indicate that the subjective norm is the basic step in using s-commerce. With regard to moderating and mediating the outcome variables are consistent with the normality of the norm. The implications of the findings are discussed in the theory of social interaction and provides social commerce platform as a user-centered.

Sharma and Crossler (2014) analyzed those factors which affect the intention of consumers to engage in social commerce. Subjective norms and trust are independent variables are while behavioral intention to engage in social commerce is a dependent variable. In this paper two theories used, "Trust theory" and "Uses and gratifications theory (UGT)". Theory of Reasoned Action (TRA) explains the relationship between behavioral intention, subjective norms, and trust. The data was collected from undergraduate students of University in the Southern United States, more than 200 responses were collected from which 131 were useful. The researcher uses an online survey (on Qualtrics.com) to collect data. The questionnaire was in a Likert form. For testing Partial Least Squares (PLS) through SmartPLS used to measure the instrument validation and test the structural model of this study. The results found that trust-related issues such as privacy, security, word of mouth quality and competency of referees change the mind of individuals to engage in social commerce. Moreover, knowledge, quality, familiarity, and a new trend in the lifestyle of social commerce. Research in the future have gap to study the impact of actual behavior on social commerce rather than behavioral intention. Trust and behavioral intention relationship can also be studied for a

purpose of engaging in social commerce considering some moderating factors such as past experience on online shopping.

Hung, Yu and Chiu (2017) studied how different factors would influence small online vendor's intention to use social commerce. The independent variables for this study were social exchange factors, subjective norms, attitude and perceived behavioral control while continuous usage intention was used as a dependent variable. As stated above the population targeted in this study was microenterprises and vendors, having about five or less employees with a single owner. During May – July 2014 the data was collected from 190 respondents who were small business owners through an online questionnaire, only 166 responses were found useful while 24 were disregarded. "Theory of unplanned behavior (TBD) and social exchange theory (SET) were used in this paper and partial least square (PLS) was used to validate the model. The results show that the social exchange factors i.e. perceived benefits and commitment, considerably affects the decision of small vendors on continually using social commerce. Independent variables of attitude and perceived behavioral control also have a significant impact on the direct variable. In the future a study should be conducted on differences and similarities of different categories of small online vendors, taking into factor the size of the company or the services/products they offer.

Sin, Nor and Al-Agaga (2012) have studied the aspects which affect the young Malaysian consumer's intention to purchase online through social media. The dependent variable is purchasing intention and the independent variables are perceived ease of use, perceived usefulness and subjective norm. To develop the variables the theory of

reasoned action and the technology acceptance model were performed. Multiple regression model was conducted to examine the data of 297 undergraduate students who were selected by using stratified sampling method. The outcome suggests that 'perceived usefulness" had the most significant impact out of the other two independent variables on the young consumer's decision of purchasing online through social media. There are many other independent factors which can affect the online buying intention of young students, so, future studies can produce more independent variables in the model such as trust and perceived costs.

Clemes, Gan, and Zhang (2014) considered that online shopping is not as popular as it should be so they researched the key decision factors which determine whether or not the Chinese consumers will shop online. The independent variables in this research were website factor, perceived Risk, service Quality, convenience, price, product variety, consumer resources, subjective norms, product guarantee and demographic characteristics and the dependent variable was online shopping. Through a self-administered questionnaire the data was collected from 435 respondents in Beijing, China. The findings suggest that high earners in the Chinese market usually buy products from top tier brands such as Nike, Gucci and Apple, so they don't want to shop online. So, in the future researches it should be study how these consumers react to different products and luxuries and necessities should be compared. Other factors of online shopping can also be studied in the future.

Grandon, Nasco and Mykytyn (2011) examined that amongst the small online enterprises ecommerce is growing at an alarming rate. The comparison of theories resulted in determining the relationship between variables. The independent variables of this study were attitude, perceived behavioral control and subjective norm, where as intention was used as a dependent variable. This research compares the theory of reasoned action (TRA) to the theory of planned behavior (TPB). 212 small sized businesses owners from the capital city of Santiago were taken as respondents the questionnaire presented to them was on a 7-point Likert scale. To examine the consistency of the models the researchers of this study conducted confirmatory factor analyses (four separate CFAs involving one for each construct) and Cronbach's alpha reliability analyses. However, the results indicate that there is no major differences between the two theories when compared with the initial research with the American respondents. No significant relationship was found between PBC and intention to adopt e-commerce due to differences in culture amongst the countries. In the future the impact of crossover effects on the intention to adopt IT can be further studied in a different variety. Also, in the developing countries the relationship may be more significant for future studies.

Amaro and Duarte (2015) study the determinants of intention to purchase travel online., Trust, perceived compatibility, perceived complexity, perceived relative advantage, perceived behavioral control, perceived risk and communicability had been selected as the independent variables while intention to purchase travel online was used as a dependent variable. Through convenience sampling method the data was gathered

from 1732 internet users who were presented with a 5-point Likert scale questionnaire. The theories used for the measurement of the model were of consumer behavior (TPB, TAM, IDT) and techniques used to validate the measurement were of Partial least squares structural equation modeling (PLS-SEM). The concluded results show that attitude, perceived risk and compatibility were the most impactful on the intentions to purchase travel online. Cross-culture and culture-specific factors should also be studied in the future. To decide the marketing techniques study of differences across the country must be conducted. For better understanding of intentions to purchase travel online, marketing strategies in different segments can be developed in the future studies.

Chang and Zhu (2011) researched on the adoption intention of pre-adopters and post-adopters on social networking sites. The independent variables of this research were attitude, perceived behavioral control, subjective norm, information motivation, entertainment motivation, connecting with old friend motivation, meeting new friend motivation and conformity motivation while adoption intention towards social networking sites was taken as the dependent variable. The sample size was 278 Chinese citizens. The model of pre-adoption and post-adoption was tested through Partial Least Square technique (PLS) and the differences between the two groups were identified through multi-group analysis. Regarding the adoption intention of pre-adopters and post-adopters, the result shows that perceived behavior control, subjective norm, information, meeting new people, conformity motivations and attitude have significant effect on both the groups, therefore theirs is no difference between the two. Yet, pre-adopters are significantly affected by the IV "entertainment motivation" but "connecting with old

friends" has no impact, in contrast, the same variable "connecting with old friends" has a significant impact on post-adopters and no impact on "entertainment motivation". In the future research other motivation factors such as impression management, social support and self-expression can be studied.

Bakes and White (2010) determined that among the adolescent's demand for social networking sites (SNSs) has increased rapidly. The independent variables of this study were subjective norms, group norm, self-esteem, perceived behavioral control, reported behavior and attitude. The dependent variable is the intention to use social networking sites. Theory of planned behavior (TPB) model. 160 students from Australian secondary school (Aged 13-16) were used to collect the data, while the validity was checked through descriptive statistics. The results revealed through theory of planned behavior (TPB) that attitude and perceived behavioral control, including group norm, in forecast intention to use social networking sites frequently, with intention, in turn, forecast behavior. This result shows that these factors influence adolescent engagement in socialization. Future research study could identify the determinants to use social networking sites among adolescents for understanding, communicating and developing appropriate strategies for appropriate use.

Dermentzi, Papagiannidis, Toro, and Yannopoulou (2016) analyzed articles into two ways; the first one explores the academic intention to use online technology to engage with peers and second one explores the differences among other technologies and social networking sites (SNS). The independent variable in this research were social norms, perceived behavioral control and attitude while intention is used as a dependent

variable. Data collected for this study was from 370 respondents and a conceptual model was proposed by using the structural modeling equation. To evaluate the model two theories were used which were Uses and Gratifications Theory (UGT) and Theory of planned behavior (TPB). Differences were observed in the model of online technologies and the model of SNS. The results show that understanding or training in the usage of online technology is important specially with social networking sites, as the results suggest that the IV "perceived behavioral control" has a significant impact on self-efficacy, which impacts behavioral intention. Also, no significant impact of social norms is found on intention of social networking sites, which advocates that universities may have to use internal promotions. In the future research, it is recommended to study how other variables such as satisfaction effect on intention to use online technologies.

Al-Debei, Akroush, and Ashouri (2015) studied how consumers react or perceive online shopping. In this study perceived benefits, perceived web quality, trust and electronic word of mouth (eWOM) has been used as an independent variable while consumer attitudes towards online shopping has been selected as the dependent variable. 273 people who belonged to online shopping were used to collect the data for this study and to analyze this research exploratory and confirmatory factor analysis has been used. The results showed that the independent variables and the dependent variable had a significant positive relationship, concluding that trust and perceived benefits play a huge role in consumer's attitude towards online shopping. In addition, the researchers also discovered that in order to build greater levels of trust in consumers, greater level of perceived web quality must be created.

Lien, Wen and Cheng Wu (2011) studied the impact of different variables on the intention of online shopping. The independent variables of this study are E-service quality and perceived value whereas, behavioral intention is used as the dependent variable. 428 undergraduate students were randomly selected for the collection of data. To analyze this relationship an empirical test was performed on a two-step structural equation model. The findings of this research show that the relationship between IVs and DV is significant and positive which suggests that e-service quality has a substantial positive impact on perceived value, satisfaction and behavioral intentions. Customer satisfaction and behavioral intention are also directly influenced by perceived value.

Wu, Yang Chen, Chen, Cheng (2014) studied different factors in order to find out what impacts customer's repurchase intention in online shopping. In this study repurchase intention is used as a dependent variable while, perceived value and cost of transaction are the two independent variables. Through a survey 887 online shoppers were used to collect the data for this research and to analyze the relationship between the variables. The result indicates that repurchase intention is positively affected by consumer's perceived value and transaction cost. In addition, the most significant impact on repurchase intention is of information searching cost among all the relational factors.

Fang, Wen, George, Prybutok (2016) studied the intention of consumers to repurchase something online by being influenced by some independent factors. The dependent variable in this study is selected as repurchase intention while the independent variables are e-service quality, sacrifice and product quality, keeping perceived value as a moderator. For the collection of data 651 students from a university

in the US who shop online were selected. This data was collected to provide empirical evidence in support of the proposed research framework. The findings implicate that both age and gender play a role in repurchase intention of products online if the relationship between product quality, e-service quality and perceived value is moderated. These finding are subject to shoppers' motives and can variate. Future research can study on how the repurchase decision is also affected by other variables such as trust and perceived value.

Mpinganjira (2015) analyzed how positive word of mouth and behavioral response can impact the businesses in online shopping. The independent variables of this study are interaction quality, platform quality and perceived value whereas, positive word of mouth and behavioral response are selected as the two dependent variables. To analyze this relationship between variables a structured questionnaire was given to 201 students from Gauteng, South Africa who shopped online. The results show that there is a significant impact of platform quality, interaction quality and perceived value on customers attitude towards online stores as well as the behavioral response in terms of engagement in positive word of mouth. Future studies can further investigate by taking into account other variables such as collective norm and peer pressure.

Hasbullah et al. (2016) studied the factors which impact consumer's intention to purchase products online. The independent variable of this study were attitude, subjective norm and website usability while the dependent variable is intention to shop online. Through random sampling technique data was collected from 300 Malaysian youngsters belonging to online shopping genre. The findings revealed that there was a

significant impact of attitude, website usability and subjective norm on the intention of youth to shop online. However, the most influential factor among all the considered variable was perceived to be the website usability whereas other variables have little impact on consumer's decision to purchase and shop online. Future recommendations include the consideration of other factors and moderators such as perceived quality, trust and word of mouth.

Lim et al. (2016) researched on the behavior of online shopping through considering various factors and mediators which might influence it. The independent variables of this research are subjective norm and perceived usefulness while the dependent variable is online shopping behavior. The 662 respondents of this study were university students in Malaysia, Perlis. The data collected from these students was then analyzed by using SPSS v18.0 and AMOS version 16.0 Structural Equation Modeling to test the hypothesis and model fits. It is derived from the results that online purchasing intention is significantly influenced positively by the variable subjective norm and perceived usefulness. But it is also important to note that both of these variables insignificantly influence online shopping behavior.

Kim, YoungKim, and Kumar (2013) determined the Behavioral Intentions Model of Online Shopping for Clothing and analyzed the factors which impact the consumer's intention to shop online which has been used as the dependent variable while, attitude and subjective norms are used as independent variables. Through a mailing survey the data was collected from 303 students from the US. The findings affirmed the proposed theory of modified behavioral intentions since both the variables

i.e. subjective norm and attitude have an impact on the behavioral intention. It is important to note that this study is in the case of online clothing retailers, however in the future it can be further expanded by other researchers in the context of other products that sell online.

Park and Cho (2012) studied about the variables involved in the consumer's commitment to a social network online community which has been used as the dependent variable while, information seeking behavior has been used as the independent variable. The data was collected from a total of 186 female college students with prior experience at a social network online community. The findings confirm the positive relationship between the two considered variables (commitment to a social networking online community and information seeking behavior in the community). It is important to add that this relationship is moderated by sensitivity of individuals to group conformity. The results also revealed that a person will be committed when they are psychologically attached to the community.

Chi, Yeh, Hung (2012) studied the effect on cloud computing users perceived risk and usage intention when moderated by subjective norm. In this study user's perceived risk is an independent variable whereas, usage intention is a dependent variable and a moderating variable which is subjective norm. Through convenient sampling technique 350 questionnaires were sent out to internet users in various companies, schools and cafes, although only 273 copies returned. The results indicate that both the considered variables namely perceived risk and subjective norm have a

significant relationship with the usage intention while the subjective norm is acting as a moderator between usage intention and perceived risk.

Kim, d-y (2013) in this study we examine the consumer values and how this value affects consumer attitude towards and behaviors intensions in the content of social commerce. The independent variable are hedonic value, utilitarian value, social value and attitude. The intension is independent variable in this study. A sample was collected from undergraduate students at a university in the Midwest United States for this study using structure equation model. A 232 sample was collected through questionnaire. The result show that the attitude towards social commerce is positively associate with commerce intension to use social commerce.   To define attitude towards social commerce, consumer values are employed as influential antecedents in the using social commerce. Attitude towards social commerce is positively associated with consumer intension to use social commerce in the hospitality industry.

Um, N.-H. (2018) this study is about the antecedents and consequences of consumer's attitude towards social commerce sites. In this paper the independent variable are perceived usefulness, perceived ease, perceived trust, perceived shopping enjoyment, perceived shopping risk, perceived social presence. The intension to use social commerce has been used as dependent variable. This study utilizes the web-based survey tool Qualtrics which consist of four steps. First the survey opened with an informed – consent notice, if the participant agrees then press the 'proceed' button for further. Second they answer the question if they ever purchase a product or service through social commerce site then select the 'yes' button so they were selected and

continue the survey and those who say no they are directly disqualify. Third one in which questions were presented for participant to measuring all independent variable towards e-commerce site, e-Wom intension, e-purchase intension, and purchase to return. Fourth and final step of online survey in which ask participants to share demographic as well as social media information. Through this research we identify the result that perceived usefulness, perceived ease, perceived trust, perceived shopping enjoyment and perceived social presence all have positive influence attitude towards a social commerce site. Study results show that relationship to be significant. The perceived risk has only the negative influence attitude towards social commerce site because the participant so much concern about their security of accounts so the how much the number of perceived risk increase the consumer intention towards social commerce decrease.

Shin, D.-H. (2013) analyzed those factors which influence consumers to use social commerce. Independent variables are perceived usefulness, perceived enjoyment, subjective norm, perceived trust, perceived social norms and the continuous usage intension in social commerce is dependent variable in this study. The survey method was conducted which include 4 phases; individual interviews, grounp interview, focus group and online survey qustionnaire dispatched in the groups of multiple associations and blogs etc. From 1208 respondent there were 329 were useful and 13 responses were incomplete. The results show that Subjective norm directly influence consumer's usage towards social networking sites for purchasing. The relationship between continuous use

intention in social commerce and perceived usefulness, perceived enjoyment, perceived trust, perceived social norms is positive and significant.

Chiu, Y.-C. (2017) this study is investigating that determine small online businessman use social commerce sites for buying. Identify the antecedent that influence small online vendor's attitude towards social commerce, subjective norms and perceived behavioral control. Perceived benefits, commitments, reputation, social interaction, trust are the independent variable in this study. The dependent variable is continuous usage intension in social commerce. The research was conducted through online questionnaire, which consist of three sections. The sample size in this research is 166 small online businessman and co-workers from different fields. The result shows that Attitude and PBC have directly affect social commerce use intention of small online businessman and co-workers.Through finding, we identify the antecedent insight of social commerce through this study we introduce new strategies and tactics for development of online marketing.

Shin, D.-H. (2010) examine, security, trust, and privacy impact on attitude on use towards intension in social commerce. The dependent variable is attitude towards social networking sites and independent variable is security and trust. The data was collected through pre-survey interviews. Interviews was taken by 19 students sample from which, 10 female and 9 male students from different fields. The reasons to collect the data from college students because at this stage the participants more use this social commerce sides and social media networks. The result found that attitude towards SNS affect positively to do online purchasing.

2.3 Conceptual model
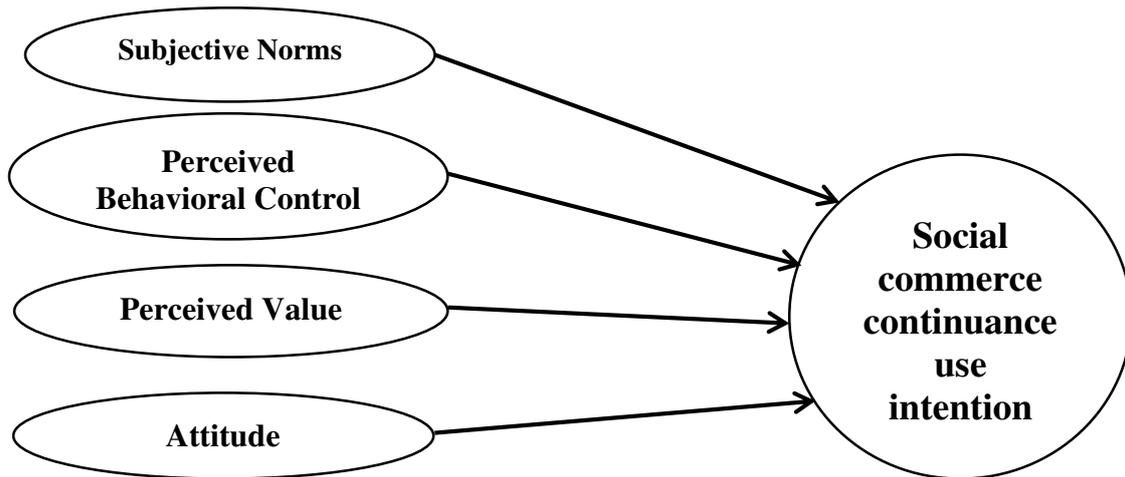
Figure 1: Research Model

2.4 Model Hypothesis

H1: Attitude has a significant impact on social commerce continuous use intention.

H2: Perceived behavioral control has a significant impact on social commerce continuous use intention.

H3: Perceived value has a significant impact on social commerce continuous use intention.

H4: Subjective norm has a significant impact on social commerce's continuous use intention.

CHAPTER # 3

METHODOLOGY

3. Research Methodology

3.1 Research Purpose

In this study, we have used explanatory research purposes because explanatory research helps us in understanding the problem more efficiently and our research is based on developed theory and explains the relationship between the dependent and independent variables (Raza et al., 2017; Raza et al., 2018). Moreover, we have different target audiences in our research so that this theory fits best in our research.

3.2 Research Approach

In this research, we have used a quantitative approach as it can easily convert data into a numerical form which can be easily performed in the statistical calculation and made the conclusion unbiased.

3.3 Research Design

In this research, we are using correlation research design because we are finding the relationship between a direct and indirect variable and we have more than two variables in our study (Ali & Raza, 2017).

3.4 Sampling Technique

In this research, we use a non-probabilistic convenience sampling technique because not all individuals in the population are given equal opportunity to be selected (Raza et al., 2018). Researchers choose this sampling technique to gather data because it is simple, easy and less expensive and the subjects are readily available.

3.5 Target Population

To determine the relationship between the dependent and independent variables, both male and female, who are interested in online shopping through social commerce sites had selected as a target population. Target people are students of Iqra University.

3.6 Sampling Size

In this research 500 respondents are selected as a sample size from the targeted population and the result is based on these 500 responses (Sharif & Raza, 2017; Raza et al., 2020).

3.7 Statistical Technique

This study uses SPSS software for obtaining demographics summary and Smart-PLS (Partial Least Square) software to test proposed model by using Structural Modeling (PLS-SEM) analysis (Raza et al., 2020). The test applies on the data includes reliability analysis (the ability of instrument to measure the phenomenon it is designed to assess), factor analysis (a data reduction technique designed to represent a wide range of attributes on a smaller number of dimensions on the basis of their similarities) and the regression analysis (the degree of dependency of one variable on the other variable).

3.8 Questionnaire and Measurement Instrument

A close-ended, structured questionnaire based on a Likert scale ranging from 1=strongly disagree to 5=strongly agree has been used in this study. The conceptual framework give knowledge on the following dimensions i.e. attitude, perceived value,

perceived behavioral control, subjective and collective norms. All questions were adopted from the previous study.

3.9 Ethical Consideration

In this research, the author assures that all information and work used for this research are kept confidential, we do not wish to use any of the said comments for our name, and we appreciate the reliability of their work, citing all the sources that we have used. Their data will stay private, should not harm the dignity of participants and would not be forwarded further to anyone. The data of the people will not be used for any other purpose rather than this research.

CHAPTER # 4

DATA ANALYSIS

4. Data Analysis

4.1 Demographic Profile

Table 1: Respondent's profile (N=500)

Demographics	Frequency	Percentage
Gender		
Male	244	48.7%
Female	256	51.5%
Education		
Undergraduate	226	46.2%
Graduate	243	48.6%
Postgraduate	31	6.2%

The details of demographic profiles are presented in table 1 which shows the overall respondents' profile in terms of their gender and education. The social commerce use intention mostly effects female gender i.e. 51.5% of the female gender while the 48.7% of the people lies in male gender. Among the respondents, the education level has been described in the table i.e. lies 46.2% in undergraduate 48.6% in graduate and 6.2% in postgraduate.

4.2 Reliability Analysis

Table 2: Reliability Statistics

Construct	Cronbach's α	Items
A	0.711	3
CPI	0.767	3
PBC	0.811	4
PV	0.756	3
SN	0.731	5

Notes: A= Attitude, CPI= Continuance Participation Intention, PBC= Perceived Behavior Control, PV= Perceived value, SN=Social Norm.

In the table 2, reliability analysis of all variables is shown. As per the Uma Sekaran (2003), the reliability close to 0.1 is better the reliability. According to Tabachnick & Fiddell, (2007) the values of Cronbach's Alpha should be more then 0.55. The reliability of all items ensures the reliability of the instruments (Raza et al., 2020; Qazi et al., 2020).

The first variable **A** has 3 items and the value of Cronbach's Alpha is 0.711. The second variable **CPI** has 3 items and its alpha value is 0.767. The third variable **PBC** has 4 items which has the Cronbach's alpha value as 0.811. The fourth variable **PV** has 3 items and its alpha value is 0.756. The fifth variable **SN** has 5 items and its alpha value is 0.731. Thus, all meet the criteria of 0.55 given by Tabachnick and Fiddell, (2007) and ensures the reliability of the data.

4.3 Factor Analysis

	A	CPI	PBC	PV	SN
Table 3: Factor Analysis					
A1	0.825				
A2	0.736				
A3	0.823				
CPI1		0.837			
CPI2		0.803			
CPI3		0.838			
PBC1			0.798		
PBC2			0.807		
PBC3			0.805		
PBC4			0.785		
PV1				0.823	
PV2				0.814	
PV3				0.823	
CN1					0.964
CN2					0.812
SN1					0.725
SN2					0.703
SN3					0.777

Notes: A= Attitude, CPI= Continuance Participation Intention, PBC= Perceived Behavior Control, PV= Perceived value, CN= Collective norms, SN= Subjective Norm.

The measurement model includes 18 items and 6 factors. Factor one **A** contains three items with factor loading range is 0.825, 0.736 & 0.823 Second factor which is **CPI** comprised of three items with factor loading range is 0.837, 0.803 & 0.838. The third factor is **PBC** which comprised of four items with factor loading range is 0.798, 0.807, 0.805 & 0.785. Fourth factor **PV** comprised of three variable items with factor loading range is 0.823, 0.814 & 0.823. Fifth factor of analysis which is **CN** comprised of two items with factor loading range is 0.964 & 0.812. The last factor name **SN** comprised of three items with factor loadings range is 0.725, 0.703 & 0.777.

If value range is 0.01 to 0.3, means relationship between variables is weak. Moreover, if value is 0.31 to 0.7 then it is a moderate relationship between variables and if it is greater than 0.7 so it represents a high correlation. As according to table 3, all 5 variables has a high correlation with their respective variables as the value is greater than or equals to 0.7.

4.4 Regression Analysis

Table-4 Regression Analysis					
Hypothesis	**Regression Path**	**Effect type**	**B-Coefficients**	**P Values**	**Remarks**
H1	**A -> CPI**	Direct effect	0.543	0.001	Supported
H2	**PBC -> CPI**	Direct effect	0.359	0.000	Supported
H3	**PV -> CPI**	Direct effect	0.381	0.000	Supported
H4	**SN -> CPI**	Direct effect	0.180	0.004	Supported

Notes: A= Attitude, CPI= Continuance Participation Intention, PBC= Perceived Behavior Control, PV= Perceived value, SN=Subjective Norm.

In the above table no 4 regression analysis results have been shown. The result of the first hypothesis shows that there is a positive and significant relationship between Attitude and Social Commerce Use Intentions (β=0.543 p<0.01). The hypothesis is said to be accepted. The study which supported that relationship include MIC (2017), Nielsen (2016) and SUMO (2016). This study implies that attitude of individual includes towards commercial and social activities. Apart from routing activities, consumers also share their positive shopping experience, their likes and their future recommendation. The study which supported that relationship Huang and Benyoucef (2017) attitude towards social commerce give different features that allows users to provide ratings and reviews with others, they search those products that information shared by their fans and friends. SNS users purchase decision influenced by their attitude and SNS users

The second hypothesis shows that there is a positive and significant relationship between Perceived Behavioral Control and Social Commerce Use Intentions (β =0.359 p<0.1). The hypothesis is said to be accepted because of the significant relationship between them. The study which supported that relationship include (George, 2004) Khalifa and Limayem, 2003). This study show that PBC directly reflects towards self-efficacy and external behavior of consumer towards online buying. PBC has a strong relationship with internet purchasing and it directly affects the consumer behavior towards online shopping. Perugini and Bagozzi (2001) study show that perceived behavioral control is one of the determinants of desires. Previous research has empirically confirmed that perceived behavioral control has a positive effect on desire to

conduct knowledge contribution behavior in virtual communities (Tsai and Bagozzi, 2014).

The third hypothesis shows that there is a positive and significant relationship between Perceived Value and Social Commerce Use Intentions (β =0.381 p<0.1). The hypothesis is said to be accepted because of the significant relationship between them. Our result consistent with the studies of Petrick (2002), Petrick and Backman (2002), Woodruff (1997) and Al-Debei et al. (2013) perceived value has a significant relationship with social commerce use intentions, confirmed that behavior increases through conducting a likelihood and increases confidence level in online community site. Sweeney et al., 1997 study has shown that perceived value influence the consumer perception's and willingness to buy. If consumer is willing to buy they through product knowledge and evaluation whether it is value for them or not.

The fourth hypothesis shows that there is a positive and significant relationship between Social norm (Subjective & Collective) and Social Commerce Use Intentions (β =0.381 p<0.1). The hypothesis is said to be accepted because of the significant relationship between them. Our result consistent with the studies of Jarvelainen (2007) and Khalifa and Limayem (2003). Subjective norm influences online shopping behavior but not with others. People ordered their favourite products through online website rather than go to the market. Other studies of Leeraphong and Mardjo (2013), Jamil and Mat (2011), Siti, Mohammed and Nik Kamariah (2012) and Xie et al. (2011), subjective norm and social commerce use intention has a direct impact towards consumers. Media, friends and family influence on the online purchasing. Subjective norms were the

influential factor to motivate the consumer to purchase online. Gan and Wang (2017), Akman and Mishra (2017) Collective norm and social commerce use intention directly impact consumers choose their social commerce sites to visit because everyone in the website doing same thing. It is found that in social norm there was higher effect of collective norm as compared to subjective norms but it depends on closeness considerations.

CHAPTER # 5

CONCLUSION AND

FUTURE

RECOMMENDATION

5.1 Conclusion

The purpose behind this research was to identify the impact of the selected independent variables (social norms, perceived behavioral control, perceived value and attitude) on the direct variable (social commerce use intention) in Karachi. A total of 500 questionnaires were found usable from Iqra University students who use social commerce sites in Karachi, Pakistan. Structural Equation Modeling (PLS-SEM) was used to evaluate the relations. Moreover, in this research a quantitative approach has been used because it can conveniently be converted into numerical form and since all individuals in the population could not have equal opportunity to be selected this research is using non probabilistic sampling technique.

The result shows that our selected independent variables which are social norms, perceived behavioral control, perceived value and attitude have a positive and significant impact on our direct variable which is social commerce use intention. Hence all our hypothesis (H1, H2, H3, H4, H5) are accepted which means that all the IVs play a very important role in an individual's social commerce use intention.

5.2 Managerial Implications

Since E-commerce is a multibillion-dollar industry in Pakistan, surely the findings of this research can help the business owners understand what makes their customers continue using their social commerce sites and what makes them buy online. This study implicates that all the IVs (social norms, perceived behavioral control, perceived value and attitude) have a positive significant impact on the DV (social

commerce use intention). It is implied in this study that social norms both subjective and collective must be considered according to the society since they play a pivotal role in whether or not a user will continue using a social commerce site. Secondly, perceived behavioral control also has a significant impact on social commerce use intention which suggests that the managers running the business must maintain self-discipline, higher consumer priority and controllability in their employee's behavior. Another independent variable which has a positive impact is perceived value, it directly impacts the perceptions of the customers towards a brand which makes their social commerce use intention higher or lower, it is very important for managers to maintain that level of value which is perceived by a customer. Lastly it is very important to study attitude of your users because more loyal and frequent users need more attention and priority, a good manager will make sure to add value to a user's social commerce experience.

5.3 Future Recommendations

There are various recommendations which can help researchers in future i.e.to study in depth on more different variables and make analysis as in our research we studied limited no of variables. The researchers should also be doing research in other cities as well to know the perspective and trends among different people regarding social commerce use intention. The results we concluded are based on the resources available but we believe that if more time and resources are provided to researchers the results would be different.

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APPENDIX

Impact of Social Commerce Use Intention (EI), Attitude towards intentions (ATI), Subjective Norm (SN), Perceived behavioral control (PBC), Opportunities Identification (OI) on Entrepreneurship Education Program (EEP).

Survey Questionnaire

Dear Respondent,

This survey is conducted for writing a thesis as part of BBA - Honors. The purpose of this survey is to investigate the effects of college students' smartphone use on their perceived academic performance. We will appreciate if you could complete the following table. Any information obtained with this study that can be identified with you will remain confidential.

<u>Demographic</u>

<u>Gender</u>

- o Male
- o Female

<u>Age</u>

- o 15 – 20
- o 21 – 25
- o 26 – 30

<u>Education</u>

- o Intermediate
- o Under graduation
- o Graduated

<u>Program</u>

- o Bachelors
- o Masters
- o Others

Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)

S.NO	Questions	1	2	3	4	5
	Collective norm					
1	Using social commerce sites is a cool and trendy thing to do					
2	Everyone knows it is trendy to use social commerce sites (e.g. for online shopping, browsing products, deal hunting etc.)					

REF: Sharma, S. and Crossler, R.E. (2014), "Intention to engage in social commerce: uses and gratifications approach", *Twentieth Americas Conference on Information Systems, AMCIS 2014, Savannah, GA, August 7-10.*

Attitude

1	I have positive opinion on my favourite social commerce site.					
2	I think continuance usage of my favourite social commerce site is good for me.					
3	I think continuance usage of my favourite social commerce site is appropiate for me.					

REF: Davis, F. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly, 13*(3), 319-340.

Subjective Norms

1	People that are important to me (e.g. my friends) share good experiences about using social commerce sites					
2	My family members use social commerce sites					

	for some of their online purchases					
3	Everybody I know use social commerce sites for some of their online purchases					

REF: Ajzen, I. (1991), "The theory of planned behavior", *Organizational Behavior and Human Decision Processes,* Vol. 50 No. 2, pp. 179-211.

Perceived Value

1	Compared to the effort I need to put in, the continuance usage of my favourite social commerce site is beneficial to me.					
2	Compared to the time I need to spend, the continuance usage of my favourite social commerce site is worthwhile to me.					
3	Overall, the continuance usage of my favourite social commerce site delivers me good value.					

REF: Kim, H.-W., Chan, H.C., Gupta, S., 2007. Value-based adoption of mobile internet: an empirical investigation. *Decision Support System, 43* (1), 111–126.

Continuance participation intention

1	I intend to continue using social commerce sites for my purchases rather than discontinue its use					
2	My intentions are to continue using social commerce sites for my purchases rather than use any other alternative means (e.g. regular electronic commerce sites)					
3	I would like to continue using social commerce sites for purchasing goods and services online					

REF: Bhattacherjee, A. (2001b), "Understanding information systems continuance: an expectation confirmation model", *MIS Quarterly,* Vol. 25 No. 3, pp. 351-370.						
Perceived behavioral control						
1	I would be able to use social commerce sites					
2	Using the social commerce sites is entirely within my control					
3	I have the resources and the knowledge and the ability to make use of social commerce sites					
4	I have complete control over whether I will make 4 or more unique visits per day to social commerce sites (e.g., Facebook, MySpace, Bebo) in the next week					
REF: Taylor, S., & Todd, P. A. (1995). Understanding information technology usage: A test of competing models. *Information systems research*, *6*(2), 144-176. Pelling, E. L., & White, K. M. (2009). The theory of planned behavior applied to young people's use of social networking web sites. *Cyber Psychology & Behavior*, *12*(6), 755-759.						