

Investigating the drivers of trust influencing purchase intention in social commerce: An exploratory study in NCR(India)

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Abstract:

As social networking sites (SNSs) have grown in popularity, a new e-commerce paradigm known as social commerce (s-commerce) has evolved. In the context of social commerce, this study investigates the antecedents of trust that impact purchase intention, with a particular emphasis on the fashion sector in India's National Capital Region (NCR). As a quickly expanding e-commerce model, social commerce mainly depends on customer trust to encourage interaction and buying. The study examines the influence of important trust-building elements on consumer purchase intention in the fashion industry, including perceived reputation, perceived size, service quality, economic benefits, and social commerce constructs. Data was gathered quantitatively from NCR consumers, and to evaluate how the items clustered and how the resulting factors matched the constructs we took from the literature, exploratory factor analysis (EFA) was used. The results show that purchase intention is significantly boosted by trust. For fashion brands and e-commerce platforms hoping to boost customer trust and increase sales in the ever-changing world of social commerce, this study offers useful insights. These findings have ramifications for platform developers and marketers who want to increase consumer engagement and loyalty in the Indian fashion sector.

Keywords- Internet, Purchase intention, Social Commerce, Trust.

1.Introduction

The use of interactive and participatory approaches to achieve corporate success has fueled the growth of technologies such as Web 2.0 and their growing popularity in social networking platforms (Curty and Zhang, 2013). Furthermore, over 4.59 billion people accessed social networking sites in 2022, and estimates indicate that by 2027, there will be close to six billion users (Statista, 2023). These numbers illustrate the increasing significance of online communities as a communication medium that companies can leverage to foster stronger client connections and boost revenue. Facebook, Instagram, Twitter and other social media platforms are now seen as important elements of the digital world and offer new e-commerce opportunities, especially in the business-to-business (SC) field. Marketing provides a new way of integrating relationships into business, characterized by the use of relationships in business to achieve business goals (Mamonov and Benbunan-Fich, 2017). Given the quick development of social commerce as a novel e-commerce paradigm, researchers have been looking into the extent to which social media platforms utilize as marketing tools (Zhou et al., 2013). The shift from traditional e-commerce to social commerce (Busalim & Hussin, 2016; Huang & Benyoucef, 2013) has altered the role of the consumer and given them more negotiating power (Hajli & Sims, 2015), altering the paradigm from one that is seller-driven to one that is customer-focused. This shift is demonstrated by the way e-commerce platforms have changed from being primarily focused on products to becoming more customer-orientated (Huang & Benyoucef, 2013). According to a Gartner study, social commerce

elements have been incorporated into 424 companies, with 66% of them having done so (Dan O'Shea, 2018). While some businesses, like Walmart, have found it challenging to embrace social commerce due to concerns about security, confidentiality, and trust with knowledge dissemination, others, like Tom's, Samsung, and Armani transmission, have done so with success (Kim & Park, 2013). Customers frequently consider trust as a major deterrent to making online purchases. Trust is defined as having faith that the seller and user reviews are legitimate and reliable (Hajli et al., 2017). Trust in traditional e-commerce is predicated on opinions of expertise, honesty, and kindness (McKnight et al. 2002). However, the abundance of content generated by users and the lack of face-to-face interactions in social commerce lead to uncertainty and complicate the process of establishing trust (Featherman & Hajli, 2016). Gaining the trust of customers is therefore challenging in social commerce since users find it hard to validate the legitimacy of content. The level of trust that exists between people and companies is momentous to the triumph of social commerce (Sherchan et al., 2013). Therefore, it is important to understand trust in social commerce. Despite its importance, little is known about trust in the internet world, especially in social commerce. More literature is required to evaluate the major determinants of trust in this area, particularly the impact of buyer trust in sellers on purchase behavior (Tuncer, 2021). By reviewing previous studies and putting forth a framework for the trust of trust in s-commerce, this paper aims to close this gap. The paper has been arranged as follows: A review of the pertinent literature is given in subsection 2, the research framework is described in the third section, the research methods are described in the fourth section, the results are analyzed in the fifth subsection, and the paper is concluded in the last section.

2. Literature Review

2.1. Social commerce

Social networks have experienced significant global growth in recent years, largely due to the speed and ease with which individuals can connect and share various types of information (Bortoli et al., 2011). Companies are increasingly turning to social networks for promotional purposes (Hajli, 2015), a phenomenon known as s-commerce. S-commerce which was first coined by yahoo! In 2005 has grown to include concepts like peer recommendations, network-based marketing, company-run online communities, product recommendations, integrating online products with social media, sharing shopping lists, and sharing coupons. Social commerce is the term adopted to signify e-commerce operations that make use of social media and networks (Liang et al., 2011; Mamounov & Benbunan-Fich, 2017). Using social media platforms for commercial operations and transactions is one of these activities (Liang and Turban, 2011). In this study, social commerce is defined as "an extension of e-commerce sites, integrated with social media and Web 2.0 technology to encourage online purchases and interactions with customers before, during, and after the purchase," as described by Meilatinova (2021). The significant impact of s-commerce on both business practices and customer perspectives has transformed how businesses function (Zhang and Benyoucef, 2016; Yahia et al., 2018). By combining social media with e-shopping (Wesson, 2010) and initiating innovative marketing strategies on social networks (Turban et al., 2010; Zhang et al., 2015), s-commerce has reshaped long established e-commerce (Hew et al., 2016; Mikalef et al., 2017). Due to ability of Social networks like Facebook, Instagram, LinkedIn, Twitter, WhatsApp, and Yahoo to allow businesses to easily reach a wide audience with their goods and services are rising in prominence as marketing tools (Huang and Benyoucef, 2013). s-commerce has gained momentum quickly than e-commerce despite it being relatively new concept compared to e-commerce (Kim and Park, 2013; Barnes, 2014). In s-commerce, important part is played by trust in a customer's purchasing decision (Yen et al., 2014; Akman and Mishra, 2017; Yahia et al., 2018). More frequent engagement in social commerce is dedicated by elevated level of trust (Yen et al., 2014; Lu et al., 2016; Hung et al., 2018). This literature motive is to fill void in existing studies by

exploring how trust drivers influence consumer trust and how trust affects purchase intention. By examining these factors, this research will provide valuable insights that help businesses better target and engage social media users, strengthening their relationships with potential customers.

2.2. Trust

Numerous studies have extensively defined and explored the concept of trust. While there are various interpretations of this complex idea, we adopt a widely acknowledged and frequently mentioned definition that is referenced in many studies. In present research, trust is referred as one party's inclination to take responsibility for the other's work, expecting that the second party will do a task of significance to the first, even without the capacity to evaluate or control the counterpart actions (Mayer et al., 1995). Trust is essential in business interactions, especially in the internet environment, where uncertainties abound (Gefen et al., 2003). It has a profound effect on whether individual decide to accept or reject online transactions (Pavlou & Gefen, 2004). Trust has also been described as a person's confidence in another individual (Doney and Cannon, 1997b). Building trust with social commerce (SC) users can be challenging because they often cannot assess the solidness and credibility of content created by users (Leong et al., 2020). Furthermore, it is more challenging to foster trust in SC as customers do not interact in person and are therefore unable to interpret non-verbal clues. Therefore, a more grip on concept of trust in social commerce is important. A model was presented by Kim and Park (2013) to investigate the ways in which customer trust is impacted by "reputation, firm size, information quality, transaction security, communication effectiveness, economic feasibility, and word-of-mouth". Based to a model for the consumer adoption of s-commerce presented by Hajli and Lin (2015), "perceived ease of use, user experience, social presence, and familiarity all possess an influence on trust". According to their research, trust is a significant predictor of user intent, and social presence as well as familiarity are facilitated by features like forums, communities, ratings, reviews, and recommendations. An empirical study by Kim and Noh (2012) evaluated at how a number of trust drivers, comprising communication, scale, reputation, and the quality of the information, affect consumers' trust in s-commerce. Their study additionally examined at the effect of trust on intention to purchase and how buyer experiences affected the relationships between trust antecedents and trust. Customer behavioral intentions, such as the intent to use (Rahman et al., 2020), the intention to buy or repurchase (Kim and Park, 2013; Hajli et al., 2017; Meilatinova, 2021), the desire to assist (Tuncer, 2021), word of mouth (WOM) (Meilatinova, 2021), and loyal conduct intentions (Molinillo et al., 2021), are all significantly influenced by trust, according to prior research on social commerce. Therefore, the primary motive of this study is to understand the bond between trust drivers and trust itself, also the connection between trust and purchase intention.

2.2.1 Antecedents of Trust

Perceived Reputation: One important component of s-commerce traits is the company's reputation, which measures how much customers believe the business to be trustworthy and customer-focused. Customer trust is increased by an impeccable reputation (Doney & Cannon, 1997; Jarvenpaa et al., 2000). According to Koufaris and Hampton-Sosa (2004), building trust with customers depends heavily on their opinions of an e-commerce site's reputation. Building trust requires a strong reputation, which is frequently shared by clients (Chen, 2006; Teo & Liu, 2007). Reputation and trust are strongly correlated, according to previous research (Casaló, Flavian, & Guinaliu, 2007; Janda, Trocchia, & Gwinner, 2002), and social commerce shopper typically give a company's reputation top priority when assessing its dependability before making a purchase.

Perceived Size: The size of the e-commerce company, or how customers view its market share, is the second variable. Larger online businesses, particularly those with a significant share of the market, tend

to inspire more trust in customers because they are perceived as less risky and facilitating transactions (Lu et al., 2006). According to Jarvenpaa et al. (2000) and Jarvenpaa, Tractinsky, & Saarinen (1999), establishing consumer faith is greatly influenced by an online company's perceived size. Customers are generally more inclined to trust companies with greater market shares. Doney and Cannon (1997) noted that larger firms tend to foster greater trust and loyalty, demonstrating the influence of firm size on trust. Furthermore, customers' opinions about a store's size frequently have greater sway.

Economic benefit: Consumers' opinions of the advantages of accessing a particular website to make purchases are frequently expressed in terms of economic benefit (Kim et al., 2008). These anticipated advantages that result from buying goods or services are referred to as economic benefits in social commerce. These advantages cover both financial and non-financial aspects, like the time and emotional investment required for shopping. According to Kim (2011), financial considerations are frequently regarded as the main determinant of consumer purchasing decisions. According to earlier studies (Oh, Yoon, & Lee, 2006, for example), Most prominent benefit of e-shopping is the availability of reasonably valued goods and services that also increase customers' confidence in online merchants. Additionally, the cost benefit enjoyed by e-buyers is often linked to discounts, which further increase the economic value of their purchases (Ankar & D'Incau, 2002). According to Lu et al. (2006), price significantly influences the faith of customer in business to customer commerce. Thus, economic benefits, particularly related to price, are an essential factor in shaping customer trust.

Social commerce constructs: "Online forums, ratings, communities, reviews, and recommendations are an instance of social commerce constructions" (Hajli, 2015). The insight generated on these platforms has the power to greatly affect the intents and actions of customers when making purchases. Scholars' interest in researching these social commerce constructs has grown recently. For instance, Hajli (2015) showed that s-commerce components such as forums, communities, ratings, reviews, and referrals are frequently used by customers to mention and suggest goods and services. These elements are essential for facilitating successful social commerce transactions since they increase the likelihood that consumers will use online services or make purchases. Additionally, studies have demonstrated that evaluations, as a particular social commerce construct, benefit community members (Heinonen, 2011; Keller, 2009), assisting helping to reduce or clarify uncertainty (Nambisan, 2002). Furthermore, people with diverse or alike interests can interact and share ideas and expertise through online communities (Chen, Xu, & Whinston, 2011).

Service quality: The main way to describe service quality is as the outcome of contrasting actual service performance with customer expectations. It indicates the degree to which clients analyse the advantages and offerings of a service provider, particularly via their online presence (Lee and Kim, 2017). Customers assess quality of the service in the setting of s-commerce by looking at how well concerns have been solved during the buying process and their entire experience with the platform (Lal, 2017). Trust of buyer in the service provider and the services they give is significantly impacted by the quality of the service (Gounaris & Venetis, 2002).

2.3. Purchase intention

Intent to purchase is the final stage in an online shopper's decision-making process, following a number of stimulation. In the setting of online transactions, this motive is defined as the decision to visit a website and make a purchase (Pavlou, 2003). Therefore, a major factor in determining online customer behavior is the intention to make a transaction. "Purchase intention" represents The eagerness of a customer to acquire something from a seller (Raza et al., 2014). According to Keller (2001), it is the wish of buyer

to purchase a good or service because they have favorable perceptions of it or a particular need for it. The likelihood that customers will make a purchase via the internet from an e-vendor on websites like Amazon and Apple, or through social networks such as Facebook, WhatsApp, and Yahoo, is known as purchase intention in the setting of s-commerce. Fishbein and Ajzen (1975) defined intention as "the strength of one's intentions to perform a specific behavior." Intent to purchase is the readiness of an individual to buy products or services online, and it can be greatly influenced by elements such as website trust. It is often acknowledged that trust occupies a significant role in influencing purchasing intention. The probability that people will carry out a specific action is known as behavioral intention, and it is a measure of actual behavior (Ajzen, 1991; Warshaw and Davis, 1985). Purchase intention is frequently hampered by a lack of trust in websites or suppliers, which is a major factor in determining internet shopping conduct. Literature has indicated that stronger buyer intentions are correlated with higher levels of consumer trust during online transactions (Verhagen et al., 2006; McKnight et al., 2002; Lim et al., 2006; Ling et al., 2010). According to research by Chen and Barns (2007), Dash and Saji (2006), and Yoon (2002), trust itself serves as a catalyst, and trust-building elements come before purchase intention. Particular research has focused on the role of trust in s-commerce and how it affects behavioral usage intention (Mou and Benyoucef, 2021; Tuncer, 2021).

3. Conceptual framework

Conceptual framework for the study is shown in Figure 1. It was created by incorporating existing literature, informal interviews, and a theoretical model focused on social commerce users. A fundamental theory that evaluates the bond between trust and purchase intention as important indicators of consumer behavior, the Theory of Reasoned Action (TRA) is at the very foundation of the model. Individual opinions influence their perspectives, which in turn shape their behavior, according to TRA. The definition of trust in the current research is the mindset of an individual that influences their behavior. The framework of the research also aims to emphasize the importance of a number of critical elements that affect trust of commerce in social commerce platforms, like perceived size, perceived reputation, service quality, economic benefits, and other social commerce constructs. In addition to examine relevant literature, the researchers conducted informal interviews with a range of social commerce shoppers to gain a deeper comprehension of the major trust drivers in this industry. The findings showed that participants placed special emphasis on the s-commerce prominent features, pricing advantages, service quality, and the reputation and size of social commerce enterprises among the many elements influencing trust. For empirical research of the characteristics that effect trust in s-commerce, the model thus concentrates on these crucial components.

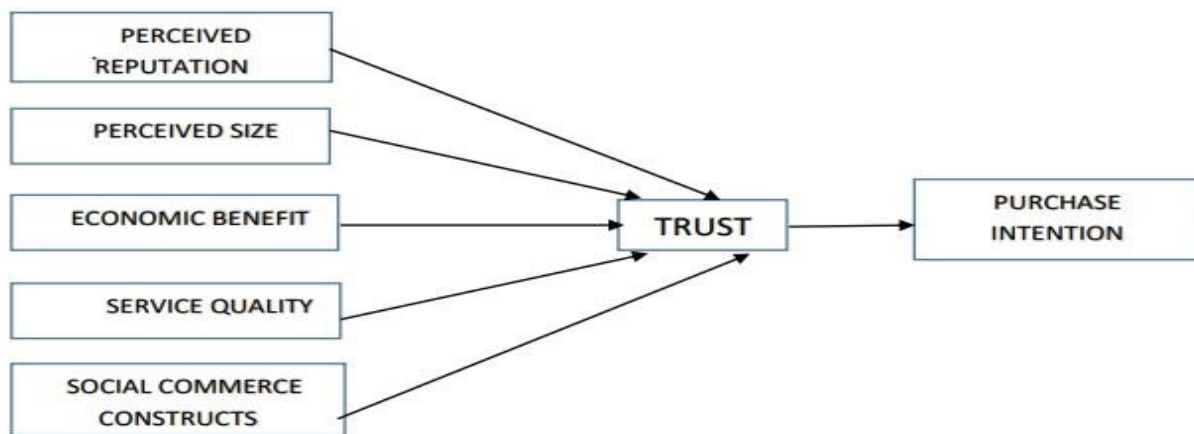


Fig 1: Conceptual framework

4. Research methodology

4.1. Instrument development

The majority of each construct's elements were adapted from previous research, but was altered to emphasize social commerce (s-commerce) as primary technology in recent years. For all analyses, a seven-point Likert scale was employed, with 1 indicate "strongly disagree" and 7 indicating "strongly agree."

4.2. Data collection

The present research was mainly concerned with India's National Capital Region (NCR). Given the substantial rise in social commerce (s-commerce) users in the NCR, the findings were more appropriate due to the sample's large and diverse population. 1500 s-commerce users in the NCR were randomly sent questionnaires via Instagram, WhatsApp, and email with the objective of gathering information. Participation in the online questionnaire was completely optional. There were 440 responses in all, which roughly translates to a 29.33% response rate. 37 responses, however, were disqualified because the data was erroneous or inadequate. Participants were briefed on the objective of this research and given an overview of s-commerce concepts through illustrations prior to filling out the online questionnaire. 403 questionnaires served as the basis for data analysis after duplicate and missing responses were removed.

5. Data analysis and Result

Factor analysis is a statistical tool for assessing the connections between variables in the set of data. Figure 1 demonstrates the initial specimen model for the research, which found seven components. Along with these themes, 35 elements were found in the literature and needed to be evaluated. The Cronbach Alpha coefficient (Pallant, 2007) is used to ascertain internal consistency; a value that is more than 0.7 is optimal (Hair et al., 2010). Unacceptable internal consistency reliability is shown by a Cronbach Alpha coefficient less than 0.7 (Malhotra, 2007). All of the variables tested in this study obtained Cronbach Alpha values above 0.7, which is regarded as excellent and satisfactory, exhibiting high internal consistency among the items.

The underlying components of the s-commerce model have been explored using Exploratory Factor Analysis (EFA). To determine if the data was appropriate for factor extraction, two tests were used: The Bartlett's test and the Kaiser-Meyer-Olkin (KMO) test. The factor analysis was able to proceed since the results either met or exceeded the minimal requirements set forth in Table 1.

Table 1: Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) and Bartlett's Test of Sphericity

KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			0.946
Bartlett's Test of Sphericity	Approx. Chi-Square		16571.733
	Df		630
	Sig.		<.001

According to the KMO sampling adequacy results, Bartlett's Test of Sphericity exhibited significance with $p < 0.001$, confirming exploratory factor analysis (EFA) is appropriate. Relevance of Bartlett's Test of Sphericity and the relatively high KMO score of 0.946 further reinforce the applicability of EFA for this study. Based on these findings, it was established that EFA can be employed for further investigation. In essence, Principal Components Analysis (PCA) identifies the fundamental elements that account for the relationships between the variables, was utilised to extract the data once it was

determined that the data was suitable for component analysis. The findings demonstrated 81.98% of the variance explained overall, which points out that factor extraction lost 18.02% of the data. The Principal Component Analysis discovered that seven elements had eigenvalues exceeding 1. This means that the 35 original statements have been reduced to seven variables. More variance is explained by a factor with an eigenvalue of ≥ 1 than by a single observable variable.

Interpretation of Factors

According to Tabachnick and Fidell (2007), each construct or factor should be allocated a name that supports its explanation. This section outlines how the elements of trust are identified in the Exploratory Factor Analysis process using Principal Component Analysis. The trust construct scale variables, which are covered in greater detail in the following subsections, were examined to determine the labels allocated to each construct. Perceived reputation is the most important dimension in evaluating trust, with the highest Total Variance Explained value (15.195%).

Table 2: Summary of Rotated Component Matrix, Cronbach's Alpha and Variance

Fact or No.	Name of the Dimension	Variables	% of explained variance		Factor Loadi ng	Cronbac hh alpha
			Extract ion sums of square d loadi ng s	Rotatio n sums of square d loadi ng s		
1.	Perceived Reputation	I will purchase from only those Instagram/Facebook stores which are well known to me.	52.211	15.195	0.78	.955
		I will purchase from only those Instagram/Facebook stores which were honest to me in past dealings.			0.777	
		I will purchase from only those Instagram/Facebook stores which have good reputation.			0.813	
		I make purchases from Instagram/Faceboo			0.802	

		k stores if I recognize the name.				
		I will purchase from only those Instagram/Facebook stores which has many followers.			0.754	
		I will purchase from only those Instagram/Facebook stores which are popular.			0.71	

The items were gathered from the literature review, and the second dimension, perceived size, had the second-highest Total Variance Explained (13.233%). Assessment of perceived size is one of the items, as shown in the table below:

Table 3: Summary of Rotated Component Matrix, Cronbach's Alpha and Variance

Factor No.	Name of the Dimension	Variables	% of explained variance		Factor Loading	Cronbach h alpha
			Extraction sums of squared loadings	Rotation sums of squared loadings		
2.	Perceived Size	I purchase from only those Instagram/Facebook stores which are a big players in the market.	7.793	13.233	0.747	.952
		I purchase from only those Instagram/Facebook stores which are very large in size.			0.785	
		I purchase from only those Instagram/Facebook stores which have regional presence.			0.791	
		I purchase from only those Instagram/Facebook			0.833	

		stores which have Global presence.				
		I purchase from only those Instagram/Facebook stores which are industry's biggest seller of items such as clothes etc.			0.786	

The economic benefit and its total variance contribute to the third dimension. The items are adapted from the literature review, and the explained value is 12.981%. The following table lists the items used to measure trust in the social commerce:

Table 4: Summary of Rotated Component Matrix, Cronbach's Alpha and Variance

Factor No.	Name of the Dimension	Variables	% of explained variance		Factor Loading	Cronbach h alpha
			Extraction sums of squared loadings	Rotation sums of squared loadings		
3.	Economic Benefit	I can save money by buying products via Facebook or Instagram store.	6.058	12.981	0.746	.954
		My economic condition is improved by buying products via Facebook or Instagram store.			0.814	
		I get cheaper products by buying products via Facebook or Instagram store.			0.805	

		I get valuable and attractive products by buying products via Facebook or Instagram store.			0.737	
		I get benefits beyond my expectations by buying products via Facebook or Instagram store.			0.711	

Service quality and its total variance constitute the fourth dimension. The items were derived from the literature review, and the explained value is 11.922 percent. The following table lists the items considered to measure trust in social commerce:

Table 5: Summary of Rotated Component Matrix, Cronbach's Alpha and Variance

Factor No.	Name of the Dimension	Variables	% of explained variance		Factor Loading	Cronbach h alpha
			Extraction sums of squared loadings	Rotation sums of squared loadings		
4.	Service Quality	I prefer buying from only those Facebook/Instagram stores which perform the service correctly the first time.	5.212	11.922	0.624	.943
		I prefer buying from only those Facebook/Instagram stores which quickly resolve problems I encounter.			0.663	

		I prefer buying from only those Facebook/Instagram stores which provide services with the trait I need.			0.694	
		I prefer buying from only those Facebook/Instagram stores which give prompt service to me.			0.686	
		I prefer buying from only those Facebook/Instagram stores which customize its services for me.			0.61	
		I prefer buying from only those Facebook/Instagram stores which perform the service correctly the first time.			0.624	

Social commerce constructs and their overall variance constitute the fifth dimension. The items are derived from the literature research for Trust, and the explained value is 11.812%. The following table lists the items used to determine trust in social commerce:

Table 6: Summary of Rotated Component Matrix, Cronbach's Alpha and Variance

Factor No.	Name of the Dimension	Variables	% of explained variance		Factor Loading	Cronbach h alpha
			Extraction sums of squared loadings	Rotation sums of squared loadings		
5.	Social Commerce Constructs	Before purchasing a new product, I will seek recommendations from friends in forums and communities.	3.978	11.812	0.684	.936

		I am willing to recommend a new product that is worth buying to my online community buddies.			0.761	
		I Prefer to buy from those facebook/Instagram stores which take recommendations and referrals from others.			0.791	
		I am eager to rate and review new products, post on forums and groups, and share with my friends my own purchasing experiences.			0.67	
		I would like to purchase a new product based on suggestions from others.			0.785	

5. Research Contributions

This study's primary contribution is to shed light on the key variables shaping consumers' perceptions of s-commerce adoption in the National Capital Region (NCR) of India. The study revealed that the key elements that constitute trust are 1) Perceived reputation 2) perceived size 3) Economic benefit 4) Service quality 5) Social commerce constructs. The research findings would help the social commerce entrepreneurs Build appropriate methods by considering drivers. Particularly in this area of the National Capital Region (NCR), it provides both theoretical and practical insights into the s-commerce context.

5.1. Theoretical Contributions

Theoretically, this study adds to the corpus of previous knowledge by emphasizing the crucial components required for s-commerce to be implemented successfully in the National Capital Region (NCR) of India. It tackles gap in theoretical frameworks to direct s-commerce adoption in the region. Thus, the study provides scholars, academic staff, PhD and master's students, and other stakeholders in research centres, institutions, and universities in the National Capital Region (NCR) (India) with substantial theoretical and academic insights that they may leverage to incorporate the advantages of s-commerce to their academic endeavors.

5.2. Practical Contributions

Practically speaking, the findings offer valuable details that governments, businesses, and companies may leverage to encourage and enhance s-commerce adoption in the National Capital Region (NCR) of

India. The concluded model can be used by stakeholders, including businesses, managers, and entrepreneurs, to pinpoint crucial areas that require attention in order to maximize the benefits of online space. Moreover, other regions of India might benefit as well from the comprehensive model developed in this study due to their almost identical political, linguistic, cultural, economic, and financial traits.

6. Conclusions and Future Research

In conclusion, this study expresses a thorough examination of social commerce in the NCR (India), emphasizing its growing significance in the digital economy. Furthermore, this study fills void in the existing study and provides significant ideas for upcoming advancements, which will help India achieve its larger digital transformation goals.

The outcomes of this research demonstrate a number of possible avenues for further social commerce research. This study used a cross-sectional strategy; however, future research could think about employing a longitudinal design. The adoption of social commerce would be influenced by the ways in which different factors interact throughout time. Given that this study was done in the NCR (India), its findings may not be applicable to other locations with distinctive characteristics. To verify and compare the findings, upcoming research could test the finalized framework on various populations. Furthermore, the outcomes of this study could not be entirely generalizable because convenience sampling was incorporated. There may be a prejudice towards younger, tech-savvy participants due to convenience sampling. Simple random sampling is one of the probability sampling techniques that should be used to boost the validity and generalizability of subsequent findings. This offers a more comprehensive knowledge of the elements that make social commerce successful.

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