



KADIR HAS UNIVERSITY
SCHOOL OF GRADUATE STUDIES
PROGRAM OF MASTER OF BUSINESS ADMINISTRATION

**SOCIAL COMMERCE MOTIVATIONS, TRUST, AND
INTENTIONS: AN INVESTIGATION FROM
GENERATIONAL PERSPECTIVES**

ALBARAA ALSAOUR

MASTER'S THESIS

ISTANBUL, JUNE, 2020

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INTENTIONS: AN INVESTIGATION FROM
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ALBARAA ALSAOUR

MASTER'S THESIS

Submitted to the School of Graduate Studies of Kadir Has University in partial fulfillment of the requirements for the degree of Master's in the Program of Business Administration

ISTANBUL, JUNE, 2020

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SOCIAL COMMERCE MOTIVATIONS, TRUST, AND INTENTIONS: AN
INVESTIGATION FROM GENERATIONAL PERSPECTIVES

ABSTRACT

Social commerce is an e-commerce branch that involves the use of social networks for online transactions and purchases of products and services to support social interaction. Supported by Web 2.0 and its associated technologies, many companies started enabling social networking services, which led to a shift from e-commerce to social commerce. The main objective of this thesis is to explore the motivations and intentions of different age generations towards social commerce shopping. Furthermore, this thesis studies the effect of other demographic factors and used platforms on motivation and intentions for shopping. The method in this thesis is a survey analysis of 154 respondents. Some of the main findings suggest that gender has a significant impact on social commerce shopping motivations. In addition, increased shopping motivations lead to high social commerce trust, purchase intention and word of mouth intentions. We found no moderating role of generations in our analyses.

Keywords: Social Commerce, Social Media, Motivation, Intention, Trust, Generation X, Generation Y, Generation Z.

SOSYAL TİCARETTE MOTİVASYON, GÜVEN VE NİYETLER: KUŞAK PERSPEKTİFİNDEN BİR İNCELEME

ÖZET

Sosyal ticaret, sosyal etkileşimi desteklemek için sosyal ağları kullanarak çevrimiçi ticari işlemleri ve ürün ve hizmet satın alımlarını içeren bir e-ticaret dalıdır. Birçok şirket Web 2.0 ve ilgili teknolojilerini kullanarak, sosyal ağ hizmetlerini etkinleştirmeye başlamıştır. Bu durum e-ticaretten sosyal ticarete geçişe yol açmıştır. Bu tezin temel amacı çeşitli kuşakların sosyal ticaret alışverişi için motivasyonlarının ve niyetlerinin araştırılmasıdır. Ayrıca, bu tez başka demografik faktörlerin ve kullanılan platformların alışveriş için motivasyon ve niyetler üzerindeki etkisini incelemektedir. Tezde 154 katılımcılı anket metodu kullanılmıştır. Tezin ana bulgularından biri, cinsiyetin sosyal ticaret alışverişindeki motivasyonlar üzerinde önemli bir etkisinin olmasıdır. Bunun yanında alışverişte yüksek motivasyonların sosyal ticarete güvenin, satın alma niyetinin ve ağızdan ağıza iletişim niyetlerinin artmasına yol açtığı tespit edilmiştir. Kuşaksal farklılıklar tespit edilememiştir.

Anahtar Sözcükler: Sosyal Ticaret, Sosyal Medya, Satınalma Niyeti, Güven, X Kuşağı, Y Kuşağı, Z Kuşağı

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1. INTRODUCTION

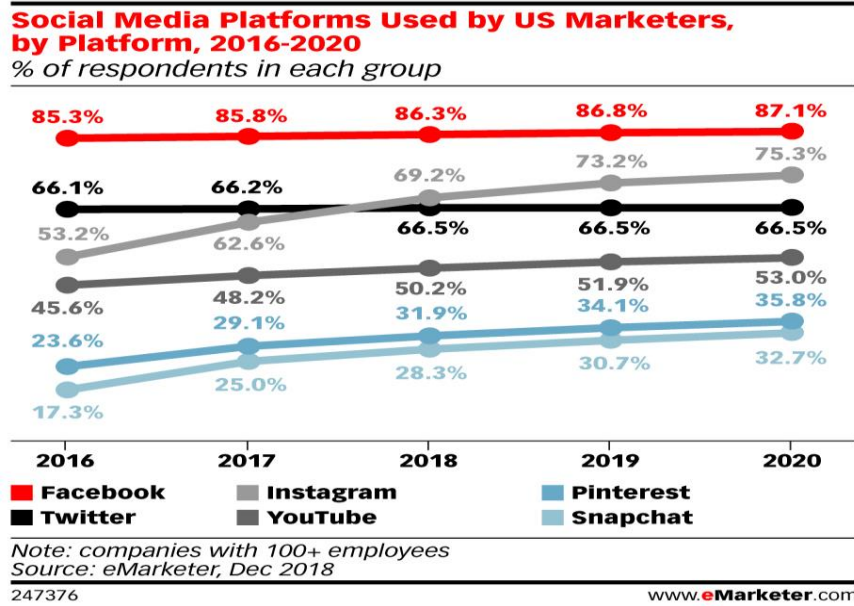
Social commerce as a concept dates back to the late 1990s when Amazon and eBay developed features to encourage customers to write reviews and rate their products (Busalim and Hussin 2016). It refers to the use of social networks for online shopping to support the social interaction while shopping virtually. Social networks give customers platforms to share their shopping experience that encourages many to partake in social commerce (Sharma and Crossler 2014).

Social activities in social media such as following, liking, etc., are being implemented in some growing online stores such as Depop (Lunden 2019). On the other hand, some social media platforms such as Facebook and Instagram have started to develop built-in shopping capabilities with the aim of competing new social commerce platforms (Wertz 2019).

Features as user-generated content and shared content enhance business performance and customer social interaction (Huang and Benyoucef 2013). Consumers perceive social commerce as an environment to feel closeness and familiarity with other members. It also helps them to share their personal information to create a personal identity (Li and Ku 2018).

In this thesis, study of customers' intention, beliefs, motives in the context of social commerce would be based on generational cohorts. Understanding the generational motives and intentions would improve marketing strategies and enhance the implementation of generational marketing (Williams et al. 2010).

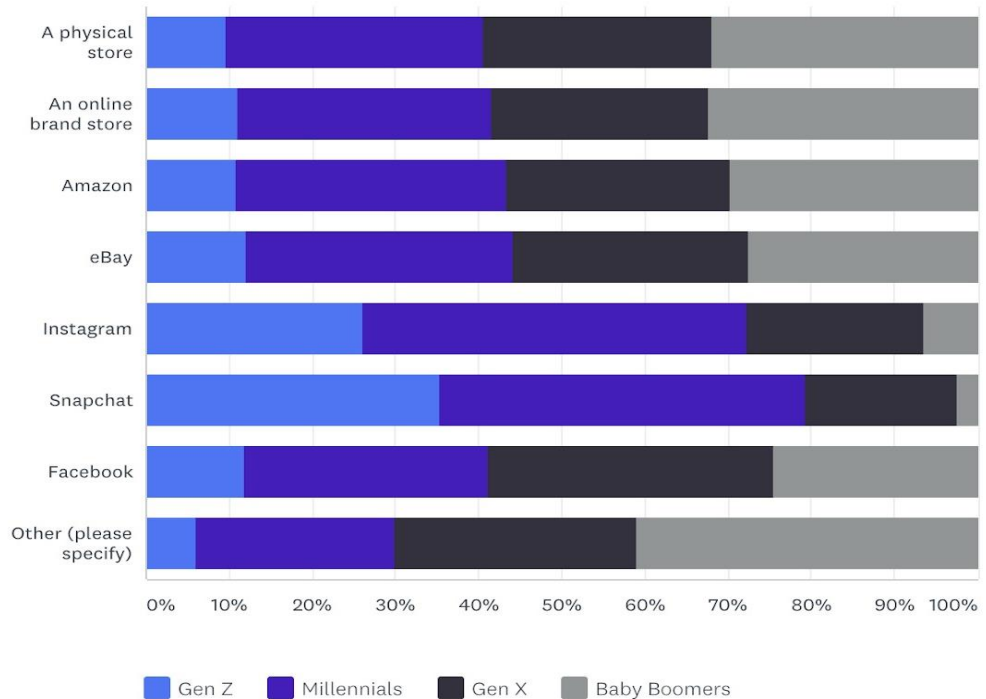
Figure 2.2 Social media platforms used by US marketers, by platform



Source: eMarketer 2018

New types of social media networks are more appealing for younger customers as Figure (2.3) shows.

Figure 2.3 The channels US consumers purchased from in the last 6 months



Source: BigCommerce 2018

According to the survey conducted by BigCommerce in the United States (2018), the time spent in online shopping is increasing among Generation Z. They spend on average between 2-3 times of Generation X's shopping time on social channels. Furthermore, just 9.6% of Generation Z reported buying items in physical stores.

This section outlines the social commerce market. We will first discuss the market needs and trends and later show statistics about the market size and the main competitors.

2.1. MARKET NEEDS / TRENDS

As the social commerce market grows, the importance to follow its trends and needs strongly arises to keep pace with a developing and changing market. The concept of social commerce is not just about adding "buy" buttons to social media posts. Indeed, it is about integrating social interaction and user-generated content into consumer's shopping experience. Social commerce lets products spread through peer-to-peer reviews and recommendations (Liu 2019). According to Smart Insight website, the most common features of social commerce include shoppable posts and stories, ads on social networks including calls to action, peer-to-peer buying and selling, and buy buttons within social media posts (Llewellyn 2019b).

2.1.1. COMMERCE IN SOCIAL MEDIA

Some social media platforms have started to develop built-in shopping capabilities with the aim of competing new social commerce apps (Wertz 2019). By the year of 2019, shopping in Instagram became available in 44 countries. It offers the ability to share shoppable posts and stories (Wallace 2019). Besides, Facebook developed Marketplace which is a convenient place for users to discover, buy and sell items online (Watson 2018). Snapchat also increased its e-commerce capabilities like sharing shoppable stories and in-app checkout feature (Berthiaume 2019). This trend is expected to rise as social media platforms try to meet the challenge of delivering an end-to-end in-app e-commerce experience for users (Llewellyn 2019a).

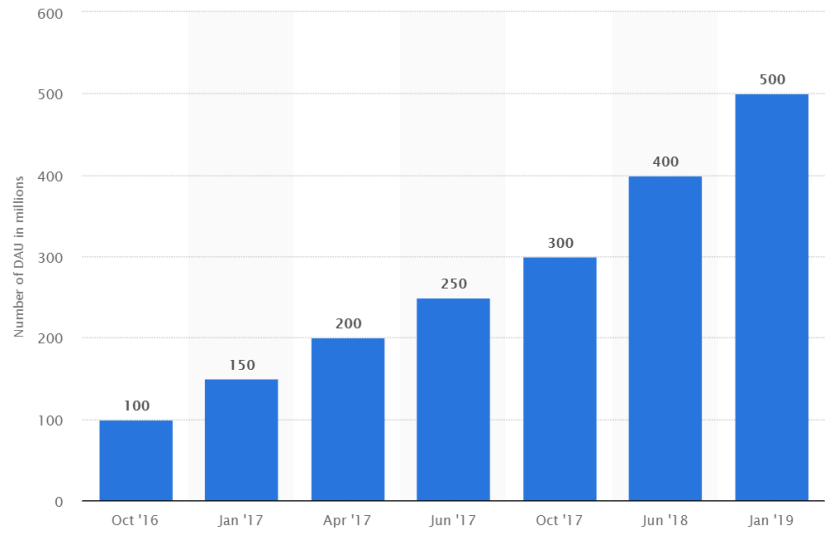
2.1.2. IN-STORE SOCIAL ACTIVITIES

Social activities in social media such as following, liking, etc., are being implemented in some growing online stores. Depop and other social commerce like Poshmark and Vinted reflect the trend to social shopping not only with comments and reviews but the complete social media design and methodology. One of the fast-growing social commerce apps is Depop, a startup that developed an application for individuals to share and sell items to groups of followers, with 13 million active users as of 2019. Depop mainly targets Generation Y and Generation Z customers. since about 90% of its active users are under the age of 26 (Lunden 2019). The idea of Depop app is described as a mix of eBay and Instagram (Hanbury 2019). Depop made the application with the characteristics of social platforms like followers, celebrities and likes, which is quite attractive for younger customers (Schneier 2019).

2.1.3. THE TYPE OF CONTENTS

The shifting of Generation Z and Generation Y preferences from old social media like Facebook towards platforms like YouTube, TikTok, and Instagram was one of the main drivers of social commerce success. The key to this success is short-form video content. It quickly became the dominant online content form (Wertz 2019). According to 2015 Content Preferences Survey (2015), 91% of buyers prefer visual and interactive content rather than traditional formats. In addition, according to a Cisco report, video content will be 82% of all online content by 2022 ("Cisco" 2020). This strongly shows the importance of video content utilization in social media to remain significant in this sector ("Influencer Marketing Hub" 2019). Beside the rapid rise of visual and interactive contents, the importance of making appealed visual contents increased to attract busy users in fast-scrolling mobile news feeds (Llewellyn 2019b). This trend is expected to keep gaining popularity. One of the evident indicators of this expected growing is the substantial rise in Instagram stories daily active users ("Influencer Marketing Hub" 2019), as Figure (2.4) shows below.

Figure 2.4 Number of daily active Instagram stories users (in millions)



Source: Statista 2019

2.1.4. CUSTOMER CENTRICITY

Analysts employ the “Fission Marketing” strategy where the focus is on using customers to generate more customers. This strategy is strongly applicable to social commerce (Liu 2019). Besides, influencer marketing is expected to keep growing. In this strategy, influencers are getting paid to endorse brands. Investing in this kind of strategies is much cheaper than running paid advertising campaigns, with better results. Influencers may also help marketers meet a variety of marketing goals, which could be an advantage compared to advertising campaigns (“Influencer Marketing Hub” 2019). As social commerce moves to be integrated with social media, this strategy is strongly expected to be present in social commerce networks.

Another aspect that is important for companies with multi-channels is to provide consistent shopping journeys to customers. According to the survey conducted by Retail Touch Point (2018), 73% of customers use multiple channels in their shopping journeys which implies the need for omnichannel strategy to deliver the right message to the right person at the right time. Alibaba's Jack Ma has introduced a “new retail” model that integrally positions customers in the middle of the shopping process rather than products by using online and offline retail features. The redesign of business and marketing strategies is required to blend these channels (Liu 2019).

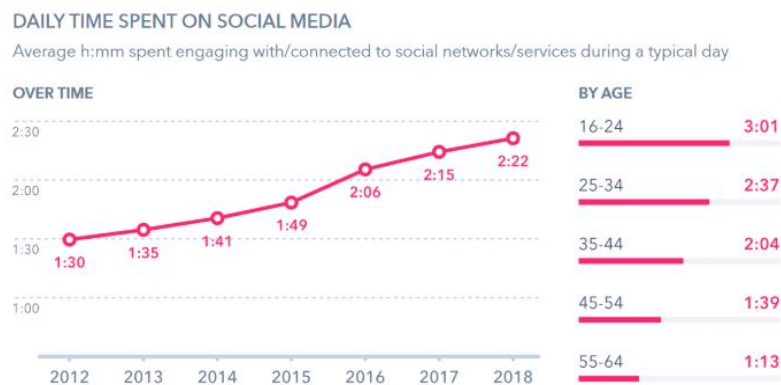
2.1.5. TRUST

As the recent privacy scandal of Facebook was exposed, it didn't help in strengthening the confidence in big tech (Llewellyn 2019b). According to the Centre for International Governance Innovation's global report (2019), consumers are increasingly losing confidence in e-commerce. 49% of respondents expressed concern about their online privacy and the main issue that prevents them from shopping online is the lack of trust. Another survey conducted by Centre for International Governance Innovation & IPSOS (2017) reveals that 82% of respondents expressed concern for their privacy with cybercrimes and 65% for unease about the possible governmental impacts on their online privacy. As e-commerce and online shopping continue to grow, privacy issues must be a top priority for businesses worldwide (Forrest 2017). Such kinds of mistrust make many consumers more anonymous online. According to the Global Web Index survey (2019), 54% of Internet users say they prefer to be anonymous online, which can be a sign of the mistrust situation. Social commerce should take this issue seriously and prioritize transparency and integrity. As consumers are losing confidence in the online platforms, social commerce should seriously concern shoppers' trust in their platforms.

2.1.6. THE ROLE OF YOUNG CUSTOMERS

Younger generations decide what cultural patterns are, and drive market demand. (Wertz 2019). According to Digital Information World (2019), user's age affects the amount of time spent in social media as shown in Figure (2.5).

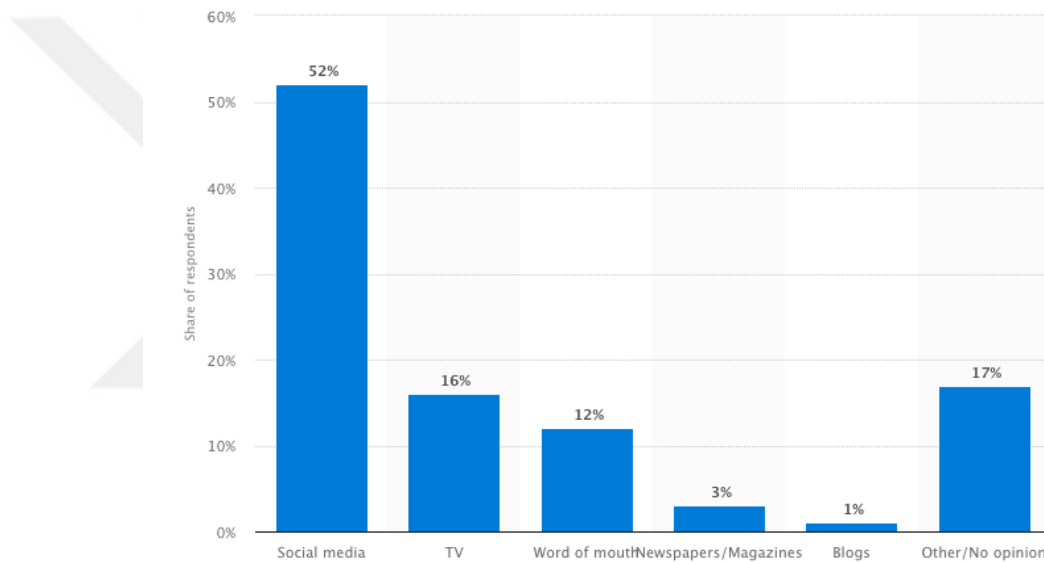
Figure 2.5 Daily time spent on social media



Source: Digital Information World 2019

Younger segments are using social media more than older segments, which could reflect on social commerce. Some companies have excluded Generation Z as they are the youngest generation with no reward expectations. However, according to the National Retail Federation (2017), Generation Z has a massive purchasing power with \$44 billion. Besides, as this generation users spend more time in social media, the content's importance in building trust among this generation increases (Wertz 2018). Figure (2.6) below shows the most used channels in 2019 by Generation Z to discover more brands.

Figure 2.6 The most used channels in 2019 by Generation Z to discover more brands



Source: Statista 2019

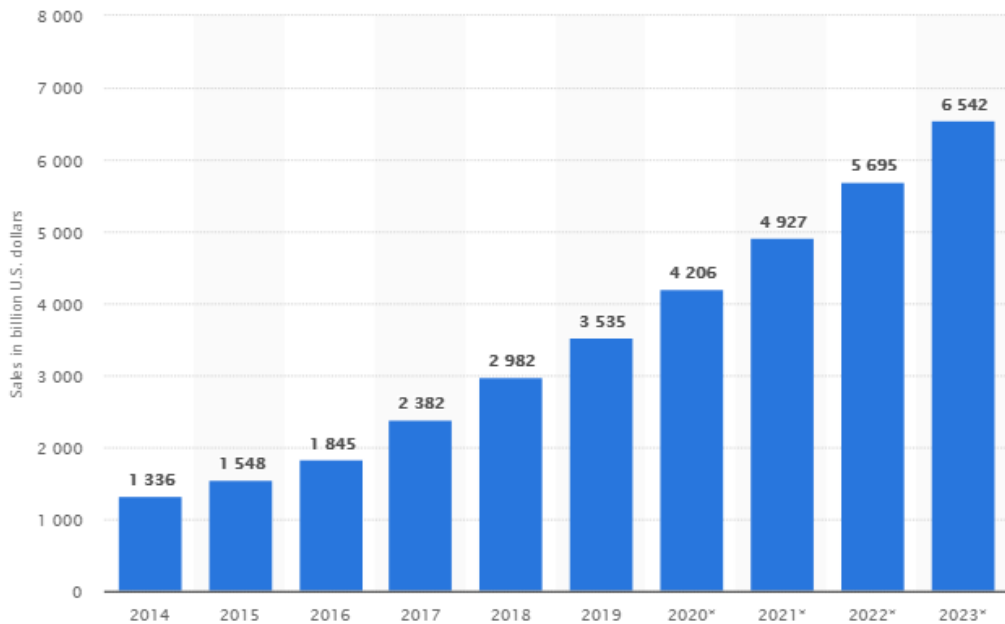
2.2. MARKET SIZE AND GROWTH

Social commerce concept revolves around the use of social networking in the context of online shopping (Dar and Shah 2013), enabling users to shop in a collaborative online environment (Busalim and Hussin 2016). Social commerce can be analyzed in mainly two categories. The first group is the e-commerce companies that developed their platforms and added social capabilities. The second is social media platforms that are used recently in various stages of shopping process.

2.2.1. E-COMMERCE PLATFORMS WITH SOCIAL CAPABILITIES

The transition from e-commerce to social commerce was enhanced by the rapid development of social media and web technologies. Change in the orientation in e-commerce from product-oriented to social-centered brought a huge expectation of growth. Consumers in these platforms are encouraged to share their experiences and information to help each other in better understanding of their online shopping activities, and to make more informed and effective buying decisions (Huang and Benyoucef 2013). This part will focus on the leaders of e-commerce platforms that have enabled social features like reviews and rating. The B2C e-commerce platforms have enabled these kinds of features hence statistics will be driven from e-commerce statistics. Retail e-commerce sales worldwide by the 2019 have reached 3535 billion dollars. It is expected to exceed 6500 billion dollars by 2023 as Figure (2.7) shows.

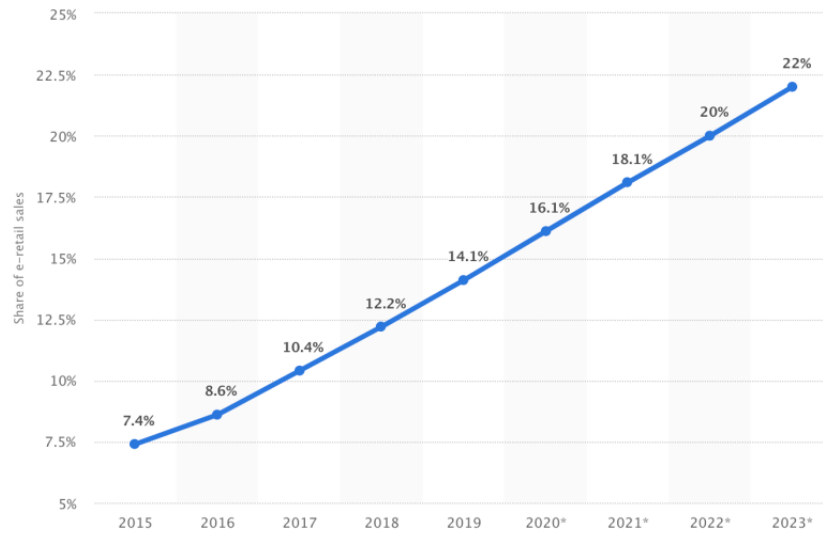
Figure 2.7 Retail e-commerce sales worldwide from 2014 to 2023



Source: Statista 2020

E-commerce share of total global retail sales accounted for 14.1 percent of all retail sales worldwide in 2019, and it is expected to reach 22 percent in 2023 as Figure (2.8) shows.

Figure 2.8 E-commerce share of global retail sales from 2015 to 2023



Source: Statista 2019

With the rapid growth of the market, there are more than 2 million e-commerce businesses worldwide (excluding China). These numbers reflect the market size with the projection of the market growth. According to Euromonitor Statistics (2019) three huge companies lead the market, Alibaba Group Holding Ltd, Amazon.com Inc and JD.com Inc as Figure (2.9) shows.

Figure 2.9 Company shares of e-commerce in world

% Share (NBO) - Retail Value RSP excl Sales Tax - 2019

Company	% Share
Alibaba Group Holding Ltd	16.2
Amazon.com Inc	15.1
JD.com Inc	10.8
eBay Inc	3.5
Walmart Inc	2.2
Apple Inc	2.1
Pinduoduo Inc	1.9
Suning.com Co Ltd	1.6
Vipshop Holdings Ltd	0.9
Rakuten Inc	0.9
Coupang LLC	0.7
Softbank Corp	0.5
Macys Inc	0.4
Naver Corp	0.4
Wayfair LLC	0.4
MercadoLibre SRL	0.4
Otto Group	0.4
Best Buy Co Inc	0.4
Qurate Retail Inc	0.4
Others	40.6

Source: Euromonitor 2020

2.2.2. SOCIAL COMMERCE IN SOCIAL MEDIA PLATFORMS

One of the key concepts of social commerce is using social media to enhance operations and services in e-commerce. Besides, social media platforms support user contents and social interactions (Liang and Turban 2011). Social media is defined as a set of Internet-based platforms based on Web 2.0's technologies, that enables the creation and sharing of content created by users. It has many different types including virtual communities, social networking sites, and other social platforms (Kwahk and Ge 2012). In social media platforms as Facebook, the relationship between social referrals and deal sales was proved. Consumers take information from reliable, locally bounded sources of knowledge. Besides, one of the beneficial practical implications for vendors is to enhance the social sharing of deals on social media by offering rewards for that, which could grow deal sales further in social commerce (N. Kim and Kim 2018). This section will focus on social media platforms' users and capabilities, reviewing Facebook, Instagram and Snapchat platforms since these platforms have been used widely in social commerce activities.

Facebook:

According to Statista (2020), Facebook is the wider social media network with 2.449 billion active users worldwide as shown in Figure (A.2). It could be an efficient platform for businesses to reach a huge audience. Users can share texts, links, images, and videos with their friends. Businesses and influencers can launch pages to interact with their followers ("Influencer Marketing" 2020). By the year 2019, the total annual revenue of the platform was 70.697 billion US dollars (Figure A.1). The main source of revenue was advertising. Besides, according to Facebook, by the year of 2018, the number of Facebook business pages has reached 80 million (Donnelly 2020).

Instagram:

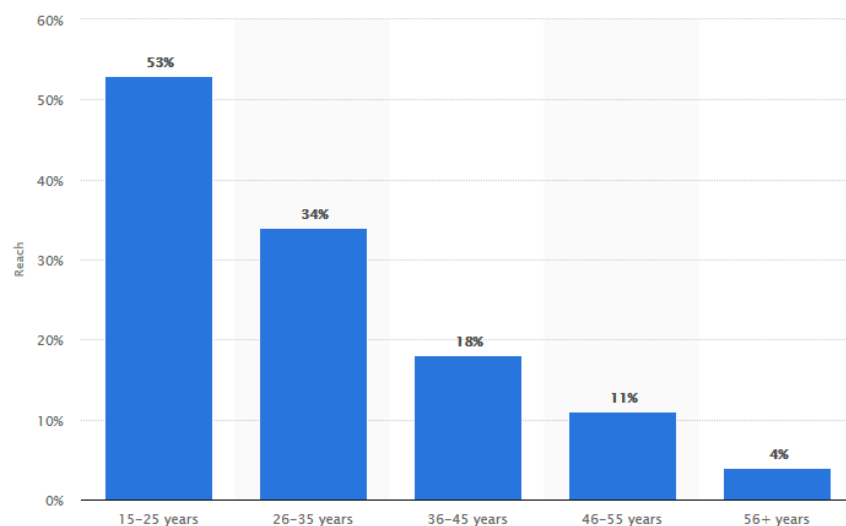
Instagram is the most popular photo and short videos sharing platform ("Influencer Marketing" 2020). According to Instagram (2020), there are more than 1 billion active accounts in the platform and more than 500 million users are following at least one business account once a day. Besides, the number of businesses on Instagram has exceeded 25 million by the year of 2020. Also, the number of monthly advertisers has

exceeded 2 million by the year of 2019 (“Omnicores” 2020). According to Bloomberg report (2020) Instagram’s revenues for advertising were 20 billion in 2019.

Snapchat:

According to Statista (2019), as of fall 2019, Snapchat is the most popular social network of teenagers in the United States (Figure 2.11). 44% of youth preferred Snapchat while 35% preferred Instagram. Besides, about 53% of US Snapchat users are between 15 and 25 years old and 34% of them are between 26 and 35 years old (Figure 2.10). According to Snapchat (2019), by the end of 2019, daily active users number has reached 218 million users and the total revenue for 2019 was 1.715 billion dollars.

Figure 2.10 Percentage of U.S. Internet users who use Snapchat as of 3rd quarter 2019, by age group



Source: Statista 2019

Figure 2.11 Most popular social networks of teenagers in the US (2012 - 2019)

	↕ Snapchat ↕	↕ Instagram ↕	↕ TikTok ↕	↕ Twitter ↕	↕ Facebook ↕	↕ Pinterest ↕	↕ Tumblr ↕
Fall 2012	-	12%	-	27%	42%	2%	3%
Spring 2013	-	17%	-	30%	33%	2%	4%
Fall 2013	-	27%	-	31%	27%	2%	5%
Spring 2014	-	30%	-	27%	23%	2%	5%
Spring 2015	11%	29%	-	21%	12%	2%	4%
Fall 2015	17%	29%	-	18%	13%	1%	3%
Spring 2016	24%	23%	-	16%	15%	1%	2%
Fall 2016	35%	24%	-	13%	13%	1%	-
Spring 2017	39%	23%	-	11%	11%	1%	-
Fall 2017	47%	24%	-	7%	9%	1%	-
Spring 2018	45%	26%	-	9%	8%	1%	-
Fall 2018	46%	32%	-	6%	6%	1%	-
Spring 2019	41%	35%	0%	6%	6%	1%	-
Fall 2019	44%	35%	4%	3%	3%	3%	-

Source: Statista 2020

3. LITERATURE REVIEW

3.1. SOCIAL COMMERCE

Social commerce as a concept dates back to the late 1990s when Amazon and eBay developed features to encourage customers to write reviews and rate their products (Busalim and Hussin 2016). The term “social commerce” first emerged in 2005 by Yahoo (Curty and Zhang 2011). Later, consumers started looking after their friends’ purchases and recommendations. The peer recommendations appeared as a desirable factor in the online shopping (Wang and Zhang 2012). Wang and Chang (2013) state that the role of online tie-strength appears as an important factor in the process of receiving the recommendations and customers’ purchasing decisions.

Social commerce formal launch took place on 29 July 2009, when 1-800-Flowers.com launched its first Facebook shop (Bansal and Chen 2011). Since the introduction of Web 2.0 technology and social media networks, several e-commerce firms have sought to incorporate these innovations to increase the interaction of customers through interactive online shopping (Busalim and Hussin 2016). In 2009, many definitions of “social commerce” appeared identifying six different aspects as social shopping, ratings and reviews, recommendations, forums and communities, social media optimization, and social ads and applications (Wang and Zhang 2012). As social networks continued to grow, e-commerce websites switched their market position. Companies like Amazon, developed an organized form of social customer relations that allowed individuals to interact with business-like groups to actively engage in e-commerce (Amblee and Bui 2011). Besides, the e-commerce industry started to switch to visual content, as the majority of customers use social media platforms such as YouTube, TikTok, Snapchat, Facebook and Instagram. This provided a new path for social commerce broaden its usage (Wertz 2019). The exchange of knowledge with other trusted individuals about services and products inspires consumers to make sensible decisions. This shows the importance of trust in social commerce's emerging markets (Liu, Cheung, and Lee 2016).

3.1.1. SOCIAL COMMERCE DEFINITION

A considerable amount of literature was published on social commerce and many researchers defined it in different interpretations (Liang and Turban 2011). It is defined as an e-commerce branch that involves the use of social networks for online transactions and purchases of products and services to support customer social interaction. Social networking gives consumers a platform to share their shopping experience that encourages many to partake in social commerce (Sharma and Crossler 2014). Hajli and Sims (2015) defined it as a new stream of e-commerce that enables customers to create content using social media platforms, determined by social factors. The increasing popularity of social media and the integration of social media in e-commerce platforms contributed to the emergence of social commerce. Liang & Turban (2011) stated that social commerce is the delivery of e-commerce operations through the social media environment and the use of Web 2.0 technologies, mostly in social networks. Supported by Web 2.0 and its associated technologies, many markets started enabling social networking services, which led to a shift from e-commerce to social commerce (Gonçalves Curty and Zhang 2013). Web 2.0 technologies provide tools to integrate social media in e-commerce sites such as RIA, RSS, Wikis, and blogs (Lai 2010). Features as user-generated content and shared content enhance business performance and customer social interaction (Huang and Benyoucef 2013). In conclusion, social commerce concept can be defined as a combination of three components: e-commerce, social media and Web 2.0 technologies (Lai 2010).

3.1.2. THE DIFFERENCE BETWEEN E-COMMERCE AND S-COMMERCE

Social commerce may be considered as a subset of e-commerce. However, their business models are different in these aspects: social interaction, business goals and customers connection (Busalim and Hussin 2016).

In social interaction aspect, as e-commerce is based on Web 1.0 technologies, it primarily conducts a one-way connection platform where the feedback is rarely transformed to the seller or other customers. In contrast, social commerce provides an interactive environment (Busalim and Hussin 2016). Social commerce benefits from

Web 2.0 in various aspects such as enhancing customer relationships, increasing traffic to social commerce websites, and creating new business opportunities. Besides, the perceptions, preferences, and decisions of customers were expanded to be based on content generated by other customers, and the information presented in the websites (Huang and Benyoucef 2013). With Web 2.0 technologies and social networks, individuals are no longer simply consumers, they are empowered to influence the position of the business in the market. This change transferred the power from sellers to customers (Hajli and Sims 2015). Consumers perceive social commerce as an environment in which they are supported by other members and feel the closeness and familiarity with other members. It also helps them to share their personal information to create a personal identity. Taking into consideration all the above, social interaction enhanced consumers intentions to switch from e-commerce to social commerce platforms (Li and Ku 2018).

From the business goals aspect, e-commerce aims to improve the process of buying and customized recommendations, while social commerce focuses on social aspects such as social interaction (Busalim and Hussin 2016). Li and Ku (2018) pointed out that e-commerce focuses on enhancing the efficiency of fast search and purchase strategies. In contrast, social commerce aims to enhance the social aspect such as collaboration and sharing of knowledge. The goal of e-commerce design is to enhance customer engagement, customer decision-making, and customer retention. E-commerce websites deliver five design principles that are usability, information quality, system quality, service quality, and playfulness. On the other hand, Web 2.0 in social commerce makes the platforms more collaborative and interactive, encourages communities to socialize, and enhances user engagement. Web 2.0 websites deliver different five design principles: participation, conversation, community, participant identification and system quality (Huang and Benyoucef 2013).

Finally, in the customers connection aspect, e-commerce does not have interaction channels between customers as customers are isolated, while social commerce focuses on sharing reviews and comments from friends that connect customers around products (Busalim and Hussin 2016). In e-commerce, consumers generally gather information

about the products and services from social media channels rather than the website. In contrast, in social commerce, customers use platforms constructs to evaluate the products and services and make purchasing decisions (Hajli et al. 2014).

3.1.3. SOCIAL COMMERCE SHOPPING MOTIVATIONS

Shopping motivations refer to the elements that propel shoppers to engage in shopping behavior. Shoppers are attracted by their needs for a specific product. However, other elements such as spending time, being with others, emotion, and enjoyment are included as additional factors in shopping motivations (Hirschman and Holbrook 1982; Tauber 1972). Consumer behavior is influenced by hedonic and utilitarian shopping values (Babin, Darden, and Griffin 1994) and other factors such as money spent and satisfaction received (To, Liao, and Lin 2007).

Online shopping customers are inspired both by utilitarian and hedonic shopping value motivations (Liao and Lin 2007). Values such as selection, information availability, cost saving and convenience have been evaluated as important utilitarian values. Authority and status, and adventure/explore have been evaluated as important hedonic values in online shopping. However, sociality scale was not an important scale in the context of traditional e-commerce.

In social commerce contexts, the study conducted by W. Chen and Chen (2017) showed that utilitarian and hedonic shopping value motivations are significant influencers on shopping intention. Besides, entertainment and information seeking motivations have a significant effect on shopping intention. Additionally, in social commerce environment, socialization value has an important role in enhancing shoppers' intentions (Aydin 2019). However, hedonic motivations show a strong relationship with participation behavior while utilitarian motivations are leading more to browsing behavior (Pöyry, Parvinen, and Malmivaara 2013).

3.1.4. THE ROLE OF SOCIAL COMMERCE TRUST

Trust, as an interdisciplinary topic, has been defined in diverse ways. Some of these definitions focused on trust as a human value especially in the context of psychology and sociology, while others focused on trust as a practical value. In the business field, behavioral trust is defined as the level of confidence of consumers in the reliability of the business. It's based on consumers emotions and formed by the level of concern and care shown by the firm (Kim and Park 2013). Moreover, trust in an online context is different than offline context. Online businesses activities are transferred to customers using different channels and technologies which are an important part of trust building. A systematic review on the antecedents of online trust conducted by Beldad, De Jong, and Steehouder (2010) stated that the elements of trust for online firms could be categorized into three main categories: customer-based trust antecedents, website-based trust antecedents, and organization-based trust antecedents. The result elements are shown in Table (3.1) (Beldad, De Jong, and Steehouder 2010).

Table 3.1 The trust antecedent elements in e-commerce context

Customer-based trust antecedents	Website-based trust antecedents	Organization-based trust antecedents
Propensity to trust	Perceived ease of use of the website	Organizational reputation
The level of Internet experience	Information quality	Perceived size of the organization
	Graphical characteristics	Offline presence
	Social presence cues	The familiarity with the online company
	Customization capacity	
	Privacy and security	
Third-party guarantees		

In social commerce context, trust in the social network is an important factor for consumers shopping (Kim and Park 2013). A recent study conducted by Sharma, Menard, and Mutchler (2019) stated that environments, interpersonal recommendations

and referrals, and information gathered from other users in the network, beside social presence are significant antecedents that influence trust. Another research highlighted other factors such as the reputation of the firm and the information quality in the platform (Kim and Park 2013). Adding to that, previous studies suggested that privacy and security are important factors in enhancing the consumer trust. In addition, social support has significant influence on trust in social commerce (Lin, Wang, and Hajli 2019; Liu, Bao, and Zheng 2019).

The particularized trust model is associated with members' trust in social commerce (Xusen Cheng, Gu, and Shen 2019). The model was applied in four aspects: trustee characteristics, trustor characteristics, shared characteristics between trustee and trustor, and shared characteristics with other members of the social commerce community. In another study by Lin, Wang, and Hajli (2019), the findings imply that social commerce trust is associated with trust in social media, e-commerce sites, social commerce features, and customers.

The influence of trust was investigated in several studies. It has a significant role in many aspects. Detailed examination shows the positive influence of trust on purchase intention and purchase behavior. More trust in social commerce site is more likely to enhance purchase behavior and intention (Hajli et al. 2017; Lin, Wang, and Hajli 2019; Liu, Bao, and Zheng 2019; Zhao, Huang, and Su 2019). The recent literature indicate the influence of trust on social shopping intentions and word of mouth intention. Trust positively influences the social behavior of consumer in word of mouth contribution and receiving within the platform. The high level of trust is more likely to enhance customer engagement in the platform (Cheng, Gu, and Shen 2019; Kim and Park 2013; Sharma, Menard, and Mutchler 2019). Other studies pointed out the positive influence of trust on customer relationship, brand trust, and brand value creation (Wang et al. 2019; Zhao, Huang, and Su 2019).

3.1.5. SOCIAL COMMERCE WORD OF MOUTH INTENTION

Electronic word of mouth (eWOM) is defined as *“any positive or negative statement made by potential, actual, or former customers about a product or company, which is*

made available to a multitude of people and institutions via the Internet” (Hennig-Thurau et al. 2004 p.39). Detailed examination of eWOM by King, Racherla, and Bush (2014) showed that eWOM comes in different forms such as discussion forums, UseNet groups, product reviews, blogs and social networking sites. The role of eWOM in online platforms is extremely critical, as it is one of the key sources of information for consumer shopping decisions. Customers increasingly depend on social networks to gather information for their buying decisions, as eWOM information can be more empathic and relevant than marketer-generated web information (Xiufang Cheng and Zhou 2010).

With regards to the eWOM organizing framework, the elements of WOM communication are the sender and the receiver. Analyzing the antecedents of eWOM senders focuses on consumers’ motivations to participate while analyzing the consequences to the sender focuses on the effects of consumers’ participation. Moreover, analyzing the antecedents of eWOM receiver focuses on the reasons behind customers receiving of eWOM while analyzing the consequences to the receiver focuses on the power of eWOM (King, Racherla, and Bush 2014; Nyilasy 2006).

One of the main success parameters for businesses is to extend the economic value of social commerce by enhancing customer participation (Liang et al. 2011). Social commerce features such as personal recommendations, and socializing features (exchange information, share experience and friendships) have a significant effect on the customers’ participation intention (Mikalef, Giannakos, and Pappas 2017). In addition, the virtual customer experience plays an important role in enhancing participation intention. Elements such as social support, social presence, flow, perceived usefulness and enjoyment are positively associated with the participation intention (Kim 2015; Um 2019; Zhang et al. 2014).

3.1.6. SOCIAL COMMERCE PURCHASE INTENTION

Purchase intention refers to the consumer's decision to purchase a particular product following evaluation. Intention captures the consumer's motivation components that influence the most likely consumer behaviors (Bhatti 2018). In social commerce

contexts, purchase intention refers to the preferences of consumers to participate in online purchases in social network platforms (Hajli et al. 2017). In social commerce environment, consumers are connected more to an interactive online shopping experience in which collective knowledge can enhance customers shopping and help them to make accurate purchasing decisions (Huang and Benyoucef 2017).

Considering the amount of research in purchase intention in the social commerce context, trust can be the most important antecedent of purchase intention (Hajli 2015; Hajli et al. 2017; S. Kim and Park 2013; Ng 2013). Trust plays a remarkable role in improving the relationship between the consumer and retailer, especially in a virtual environment where uncertainty exists (Athapaththu and Kulathunga 2018). According to Hajli et al. (2017), trust in social commerce marketplace has a significant positive effect on purchase intention. Besides, trust in community (J. Chen and Shen 2015), trust in other members (J. Chen and Shen 2015; C. Liu, Bao, and Zheng 2019), trust in product recommendations (Li 2019), and trust in sellers (Pratama et al. 2018) also have significant positive effect on purchase intentions.

One of the main social commerce orientations is the social goal. Customer's accessibility to various sources by social networks enhances their purchase decisions. Therefore, social interaction is an important factor in understanding consumer purchase intention in social commerce (Liu, Bao, and Zheng 2019). In addition, the sense of social presence that refers to warmth and sociability within the platform, increases the intention of customers to purchase (Hajli et al. 2017). Also, social features such as social communities, sharing, social proof, participation, and word of mouth referrals, are important factors in increasing purchase intention (Huang and Benyoucef 2017). Additionally, the social value obtained from using social commerce has an important impact on both purchase intention and satisfaction (Chen, Hsiao, and Wu 2018). Furthermore, the positive emotions driven by social support activities have a worthwhile impact on purchase intention (Bai, Yao, and Dou 2015).

According to the study conducted by Ko (2018), both social and commercial desires strengthen shopping intentions in social network platforms. However, commercial

desire has a greater impact on purchase intention. Therefore, social commerce platforms should pay more attention to promote the commercial desire (Chen, Hsiao, and Wu 2018). Utilitarian value has a significant effect on purchase intention in social commerce. Usability (ease of use, information quality, content organization, etc.) and functionality (system availability, search functions, processing speed, etc.) factors play an important role in enhancing purchase intention (Huang and Benyoucef 2017).

3.2. GENERATIONAL SHOPPING MOTIVATIONS AND BEHAVIORS

A generational cohort refers to a portion of the market that consists of individuals of given ages at a given time and thus have common life experiences during their formative years (Moss 2016). The key contrast to generational cohort theory is the idea that values, behaviors, opinions, and habits are a result of age and experience rather than generation. Generational cohort philosophy diverges from this viewpoint, suggesting that transition over decades is a result of social activities rather than of biological processes (Sessa et al. 2007).

In recent years, a new term called “generational marketing” emerged, based on the idea of the generations, the core characteristics of each generation and the variations between them. Marketing strategists reach customers from other potential angles: socioeconomic age, emotional age, and analytical age (Chaney, Touzani, and Ben Slimane 2017). Marketers need to identify their core audience they want to attract, as knowing generations on the basis of their attributes, beliefs, motives would make it easier to create a clear relationship and win their trust (Williams and Page 2011). Another definition of generational marketing refers to the special interests of people within more than one generational community. Marketers would need to adapt to the multi-generational marketing and branding phenomenon by changing their marketing blends and tactics accordingly (Williams et al. 2010). This suggests that marketers will consider the generations: Baby Boomers, Generation X, Generation Y, and Generation Z. Each of these generations should be identified and represented in terms of the periods in which the generation has evolved and the features, behaviors, and attitudes of each generation, then improve marketing strategies and improve the implementation of generational marketing (Williams et al. 2010).

3.2.1. GENERATION X

Generation X (or Gen X) is the generational cohort that precedes the Baby Boomers and pre-Millennials (“Generation X,” 2019). Researchers and mass media usually use birth years between 1965 and 1980 to describe Generation Xers, while some outlets use birth years starting from 1960 and finishing somewhere between 1977 and 1984 (Sicha et al. 2019). Generation Xers are prosperous citizens who have grown up in a world where stability has flourished, unlike their parents from Baby Boomers, who have suffered from war and economic restoration (Dabija, Bejan, and Tipi 2018).

Generation X shoppers tend to like sales, and they are looking more than most groups for discounts or coupons online. Loyalty services and incentives can also be used by this generation in combination with smartphone-assisted shoppers (Duarte, Galvão, and Amélia 2019). A study conducted by Bento, Martinez, and Martinez (2018) suggested that Generation X does not share reviews for the products they buy online whether it was directly from the buyer or using social media accounts. This generation is not really interested in social media usage. A study of enquiring behaviors by Dabija, Bejan, and Tipi (2018) between Generation Y and Generation X found that the urge to gain more knowledge on food products and touristic facilities using social media was higher among Generation X than Generation Y, which suggests that this generation pays greater attention to and were more responsible for the decision to buy a food product or service.

Generation X's life experience has grown with their age, making them more cautious of all attitudes that could influence their purchasing. Their life experience causes them to be very skeptical about advertisements and comments coming from an anonymous person on social media. Most of them have trust in friends and family (word of mouth) (Muslim et al. 2020). Generation X's desire to buy online may be diminished by their understanding of product risk. Product risk is extracted from the challenge in determining the quality of the goods over the Internet and the failure to track, inspect and evaluate the goods by physically experiencing the goods (Ying et al. 2016). With online shopping, this generation is unable to access or use the items they have ordered

online directly, but have to wait for the goods to be shipped, and often waiting distribution will make them lose interest in online shopping again (Ying et al. 2016).

Generation X shoppers invest more than any other group on holidays shopping. They are the generation most likely to buy clothing, accessories and entertainment products. Around one-fifth of them started shopping on Black Friday. And the majority of this generation would prefer to shop in brick-and-mortar stores rather than online shopping (“By The Generation: 2019 Holiday Shopping,” 2019, French 2015).

3.2.2. GENERATION Y

Generation Y is the group of individuals who were raised between 1981 and 1996, as Pew Research Center describes them. They come after "Generation X" and "Baby Boomers", and their emergence was marked as the post-financial crisis era's dominant group (Tilford 2019). Generation Y is known to be affluent, better trained and educated than other generations, engaged with the world, not dissatisfied with their time and money, upbeat and updated with their surroundings (Berger 2018). Generation Y individuals are focused on success. They not only need to perform good, but also to succeed and exceed all expectations and ambitions (Nichols and Smith 2015). Generation Y tends to concentrate on their private lives rather than their professions. This is due to the wars and the economic crises that they lived through. Adding to that, the majority of Generation Y grew up in dysfunctional families and that is why they drive to achieve a work/life balance (Sharon DeVaney 2015). Generation Y has slightly higher rates of narcissism than any other generation due to their frequency of assessment. This gives them a feeling of self-confidence, without fear of speaking up (Weber 2017) (Credo et al. 2016).

Generation Y is described as technically advanced and capable of multitasking, but severely deficient in auditory, written and interpersonal contact skills (Hartman and McCambridge 2011). Generation Y uses social media for news instead of utilizing mainstream outlets like print publications, magazines, and radio. Interestingly, however, they often view mainstream media as more reliable news outlets than social media (Gangadharbatla, Bright, and Logan 2014).

Generation Y customers are more mindful of their buying ability and more inclined to invest their cash on luxury products and personal services as soon as they get it. Social networking affects their buying choices more than any other group. They can trust ideas of their virtual friends more than their true friends (Ordun 2015).

Generation Y individuals claim they like their advertisers to aggressively target them, and prefer promotions delivered via email or sent to their homes. Many platforms, such as text messaging, impact well with regards to their shopping behaviors (B. C. Donnelly and Scaff 2013). Millennial supermarket buyers are less inclined to indulge in the "one-stop-shop" experience and are more able to purchase food at a varied cross-section of outlets than prior generations. They prefer shopping at traditional supermarket, major box outlets, loyalty programs, niche shops, grocery stores, and even convenience stores (Peregrin 2015). Generation Y looks for products that highlight health benefits. This community aims to be nutrition-savvy and will be conscious of emerging developments in food and the practical health advantages that they might offer (Peregrin 2015). Generation Y buying motivation in an urban area, is to get products that were natural or new materials. Another factor is to buy products with reasonable prices (Septiari and Kusuma 2016).

Generation Y wants a relationship with the company, the facility and the manufacturer (Volland 2018). This generation was born in a world where the exchange of knowledge occurs far more quickly than in the past. Companies have to be prepared to react equally with this generation as part of their plan to develop loyalty (Volland 2018). The Parment (2013) study illustrates another form of danger that extends mainly to younger customers, in this case Generation Y: social risk. As young people typically put more emphasis into their image than adults, it is challenging to determine the degree to which the social risk is a generational demographic trend (Parment 2013).

Generation Y grew up in a period of the growth of information and communication technology. Therefore, this generation is called digital natives opposed to previous generations, who could be considered as Internet immigrants (Lissitsa and Kol 2016).

Findings in Lissitsa and Kol (2016) reveal that the probability of online shopping among Generation X declines with age, whereas the possibility of online shopping rises with age among Generation Y. In their early thirties, as their families expand, the demands of the Generation Y families constantly increase including their shopping demands (Lissitsa and Kol 2016).

Generation Y prefers brick-and-mortar over e-shopping websites. The male segment from this generation enjoys purchasing from a supermarket, negotiating the price and immediately getting the items (Kraljević and Filipović 2017). Females from this generation do not trust shopping online, want to reduce shipping and storage costs and want to be able to return the product quickly if appropriate (Kraljević and Filipović 2017). Advertisers of electronics, books, videos, laptops, music, clothes, shoes and other items which are regularly checked by Generation Y, should be particularly conscious of their online communications (Mangold and Smith 2012). Indeed, understanding which goods earn favorable and negative feedback may be a hint to advertisers as to the placement of their company and the potential need for repositioning since the majority of the reviews are done by this generation (Mangold and Smith 2012).

In a study by Stenberg and Zhao (2019), it is suggested that Generation Y cares about five main things while shopping online: visuals, textual information, the influence of their friends (recommendation), cross-channel behaviors, brand and return policies. Adding to that, Generation Y is satisfied by good and beautiful visualization of the products, especially the clothes. The majority of this generation checks the return policy when it comes to shopping online and it has a large influence on their decision whether to buy the product or not (Stenberg and Zhao 2019).

This generation is drawn to pin, like and follow patterns that are offered by websites such as Facebook and Pinterest, they want more accessible information about everything they intended to buy (Jacobsen and Barnes 2017). Generation Y is also suspicious about overbearing marketing tactics. Millennials continue to ignore merchants who aggressively promote goods by marketing and instead favor genuine

experiences with sales associates that are themselves buyers of their retailer's items ("Sales Floor," 2020).

3.2.3. GENERATION Z

Generation Z is raised in the timeframe 1995-2010. Having their culture formed by the Internet, this generation is also referred to as digital natives, the Net Generation, or iGeneration. It makes up a fifth of the workforce of the United States only and by 2020 will represent a sixth of the nation. To date, it is the most diverse group (Seemiller and Grace 2016). Generation Z's 48% is ethnically mixed while Millennials and Generation X's ethnic makeup is 39% and 30% respectively. This generation now pursues post-secondary schooling at a faster pace than its predecessors (Betz 2019). Generation Z also exists in both a tangible and a virtual world. This generation recognizes challenges and simple exposure to the world's concerns but needs to pursue answers and understands how to use its resources and expertise to do so (Grace and Seemiller 2019).

Generation Z individuals are already professionally active despite their young age. This can influence their lifestyle and life choices and make them more independent and mature (Dolot 2018). It is clear that young people, using the Internet, in particular social media, became used to "love" different things, to comment on reality, to evaluate what they buy and use, where they spend time, etc. They became used to expressing themselves. They give feedback, but they also expect feedback and see the communication process as bidirectional (Dolot 2018).

While this generation is known to be hooked on the Internet, they are concerned about the potential negative consequences of the extensive use of smart technologies in retail. Indeed, they are concerned about the impact of these technologies on how human interpersonal relationships are affected by human-computer interactions (Priporas, Stylos, and Fotiadis 2017).

Generation Zers always had more options in the marketplace as buyers (both in big-box brick-and-mortar stores and in e-commerce) than their predecessors. Therefore, their dependence on design-based or visual distinction to make decisions is likely to be high

(Wood 2013). Generation Z is expected to be a large market for goods that provide for escapism (e.g. film, songs, video games). This is attributed to a variety of causes including global difficulties, increasing responsibilities for young people and homeless families (Wood 2013).

Generation Z individuals worry less for costs than other generations, and that may probably be because they did not experience the recession in the same way (Kapusy and Logo 2017). Generation Z are especially interested in having meaningful interactions, engaging face-to-face with brands, and providing a valuable opportunity to share on social media (Kapusy and Logo 2017). Despite the growth of online shopping, Generation Z still loves physical retail shopping. It is a social experience for them as a day out with friends. Internet shopping, on the other hand, remains an individually performed practice, involving friends for a second opinion (Keep It Usable 2017).

As shown in Yozgat and Ariker (2018), Generation Z consumers seem to behave with "Value Motivation" as they select stores to visit. They are more affected by the esthetic features of shops they visit like shopping malls, cafes, luxury fashion stores and luxury restaurants relative to mainstream stores (Yozgat and Ariker 2018). When Generation Z consumers visit physical stores and retail shops alone, they tend to spend less money rather than when they are with their friends. They tend to spend more money around their friends while shopping (Yozgat and Ariker 2018). Generation Z appears to be more interested in using smartphones while in stores for additional product awareness (Duarte, Galvão, and Amélia 2019).

Generation Z is popular for its care for performance. The key reason this generation keep switching between physical and digital retails is its flexibility of time and money (Ayuni 2019).

A research by Collins (2019) showed that the most widely used social media platform among Generation Z was Instagram, with the second-highest usage recorded for Snapchat. Yet when asked about their use of social media primarily for news, Twitter was named the number one social media platform by this generation (Collins 2019).

Word of mouth on social media has a strong effect on attitudes towards interest in shopping among Generation Z especially through Instagram (Marentek, Kembau, and Kumaat 2019).

Smartphones are increasingly used by the younger generation for online shopping especially in Europe (Rokicki 2019). A study conducted by Priporas, Stylos, and Fotiadis (2017) stated that Generation Zers have been using mobile devices for the last 3 to 7 years, making them very familiar with the related technology. The vast majority of interviewees from this study claimed that they were using their smartphones for shopping purposes. The key reasons for the increased use of smart technology when shopping are the simplicity and speed of purchases, not having to carry cash or coupons physically, and comfort in seeking information to identify items and avoid queues in regular retail stores (Priporas, Stylos, and Fotiadis 2017).

Generation Z wants to have access to websites and applications with services that make it easier for them to browse, to search for goods and details, to store all personal information in advance, to provide different types of delivery services, and also to provide nice and appealing formats and templates. This makes this generation aware of the principles that contribute to satisfaction (Ayuni 2019). Owing to the competition in the Industry 4.0 era, preserving e-service efficiency and online consumer satisfaction is necessary to improve Generation Z's loyalty (Ayuni 2019). Generation Z values socially and environmentally responsible e-retailers, and so e-retailers need to work on building an ethical and sustainable brand identity (Viitanen 2019).

This generation seeks trust from retailers, and this is their main concern. If this generation felt that they can trust a company then their intention of purchasing a product increases (Thomas, Monica, and Kavya 2018). The rapid gratification that Generation Z has been used through their digital habits is not completely achievable through their mobile applications. For shopping offline, stores should cultivate a chic, tech-savvy, collaborative environment. Online retail sites should encourage user-generated content to provide smooth shopping experience through Generation Z's average number of junk web applications ("Sales Floor" 2020).

4. RESEARCH QUESTIONS

The main objective of this thesis is to explore the motivations and intentions from multi-generational perspectives on social commerce shopping. Due to the investigative nature of this research, our main guiding research questions can be listed as (but not limited to):

- Is there any difference between generations in terms of social commerce motivations?
- Is there any difference between generations in terms of social commerce WOM intention?
- Is there any difference between generations in terms of social commerce trust?
- Is there any difference between generations in terms of social commerce purchase intention?
- What are the key differences of different social commerce platform users?
- How are income, education, and gender related with social commerce shopping motivations, intentions and trust?

5. METHODOLOGY

This chapter of the thesis shows the techniques used to do the analysis. This chapter also includes details on the nature of the participants, the design of the study and the factors behind the chosen method.

5.1. RESEARCH DESIGN

Characteristics of quantitative analysis have been defined as a predilection for a philosophy of natural science (and, in specific, positivism) and an empirical view of social reality (Bryman and Bell 2011). The research approach is based on quantitative data collection methods and specifically the survey method (Saunders, Lewis, and Thornhill 2016).

The primary data collection tool for this study is an online questionnaire survey intended to consider the motivation and intentions of shoppers in social media applications.

Surveys are questionnaires intended to collect input from several respondents on a specific range of topics. The purpose of the survey study is to define the features of a given population, such as people's views, values, priorities, habits, interests and opinions by asking them questions (Rosen 2019). Online (Internet) surveys allow for greater anonymity for the participant, because respondents are not likely to think about offering a response that the interviewer may not want to hear. These are often extremely useful for the respondent, but they can also be overlooked or neglected (Saunders, Lewis, and Thornhill 2016). Online surveys are performed by motivating eligible respondents to access the Internet where they can access and fulfill the questionnaire online (Bryman and Bell 2011).

The factors that can be obtained from questionnaires include backgrounds, perceptions, beliefs and behaviors (Saunders, Lewis, and Thornhill 2016). Background variables are

used to analyze the variations in perceptions and beliefs, habits and events and to ensure that the data gathered is representative of the entire population (Rosen 2019). Variables of perceptions and beliefs contain evidence that may allow respondents to think through before they respond. The scope in which the questionnaire was raised would influence them; tracking how the respondents think or know it is accurate or inaccurate (Bryman and Bell 2011). The behavioral variables are often likely to be affected by the context they provide specifics on what people have done (practices) or what has occurred (events) in the past, is occurring now, or is expected to occur in the future (Saunders, Lewis, and Thornhill 2016).

This thesis survey is designed in a way to collect information based on the literature review and previous studies about social commerce shopping motivations and intentions. As social commerce has different types, the researcher decided to focus on social media shopping context. The data in this study will include demographic information (age, gender, education, income level) and some questions about social media shopping usage such as frequency of usage, usually used channel to complete the purchase and scales to measure motivations, trust, WOM intentions, and purchase intention that will be explained in the next sections. In all motivations and intentions scales, participants are asked to answer 7-point Likert scales from 1 (Do not agree at all) to 7 (Definitely agree). In the other questions, participants are asked to answer as explained in the next sections.

5.1.1. DEMOGRAPHIC QUESTIONS

The survey includes some demographic questions such as the age of the participants, income level, level of education, gender and country as follows:

- Age (ratio)
- Income (Interval) 5 groups: Low, Low to middle, Middle, Middle to high, High
- Education (Interval) 4 groups: High school or lower, Bachelor's degree, Master's degree, PhD degree
- Gender (nominal) 2 groups: male, female
- Country (nominal)

Age is then sorted into generations according to the following scheme:

- Generation X (between 40 and 55 years old)
- Generation Y (between 25 and 39 years old)
- Generation Z (less than 25 years old)

5.1.2. SHOPPING USING SOCIAL MEDIA USAGE/BEHAVIOR

With the aim of exploring the differences between generations in the main social media shopping behaviors based on the market analysis, four questions are asked.

- How long they have been shopping via social media.

The participants are asked to answer 7-point scale from 1 (Less than 1 month) to 7 (10 years or more).

- Which social media they are using / have used before for shopping.

The participants are asked to choose between 5 social media apps or to specify others if not listed

- How frequently they shop via social media.

The participants are asked to answer 7-point scale from 1 (Almost never) to 7 (Multiple times a day).

- After they have learned about a product on social media, which is the way they use usually to complete their purchase.

The participants are asked to choose between 4 shopping channels or to specify others if not listed.

5.1.3. SHOPPING MOTIVATIONS SCALES

In order to measure consumers motivations in the social commerce context, 11 subdimensions are studied through this work. For this purpose, different scales with a total of 38 items were adopted for these subdimensions as follows.

Socializing Motivation:

Enjoying shopping with relatives and friends or interacting with others is classified as social shopping. Some customers see shopping as a way to spend time with their friends and relatives, while others consider it a way to interact with other shoppers (Arnold and Reynolds 2003). With the advent of Web 2.0 technology, the social aspect was

integrated into online shopping. As a result, social shopping is stated as a major factor affecting consumer behavior in social commerce (Parker and Wang 2016). The socializing motivation scale is adopted from Arnold and Reynolds (2003), Aydin (2019) and O'Brien (2010). The scale consists of six items and tries to measure the influence of different social shopping elements such as shopping with friends or family and shopping to have a bonding experience.

Escape Motivation:

Escape refers to engaging in some activities to get rid of daily problems and pressures and satisfy the needs of being in a restful status. It is considered as a hedonic aspect. Across multiple studies on shopping and social media, escape motivation has been stated as positively influencing intentions and behavior (Aydin 2019). The escape motivation scale is adopted from Aydin (2019) and Smock et al. (2011). The scale consists of three items to measure the escape motivation for using social media in online shopping such as eliminating pressures and forgetting about responsibilities and problems.

Sensory Stimulation Motivation:

One of the significant buying motivations is adventure shopping, that buyers shop with the aim of experiencing feelings of adventure, exciting, and stimulation of the shopping trip (Arnold and Reynolds 2003). Sensory stimulation motivation is based on people's need for optimum stimuli which refers to a need to be in an exciting sensory environment (Wagner and Rudolph 2010). The sensory stimulation motivation scale is adopted from Wagner and Rudolph (2010). The scale consists of four items to measure the sensory stimulation motivation for using social media in online shopping such as being in a stimulating environment and being in an exciting place.

Gratification Motivation:

Gratification shopping refers to shopping to provide a special self-reward (Arnold and Reynolds 2003). Gratification motivation presents shopping as a way customers could treat themselves in a special manner by the shopping experience (Wagner and Rudolph 2010). The gratification motivation scale is adopted from Wagner and Rudolph (2010) and consists of four items such as treating oneself to something special. Considering the entertainment motivation scale, the item "cheering oneself up with a purchase" is

excluded to prevent repetitive questions and to keep the questionnaire focused on unique questions.

Inspiration Motivation:

Inspiration as a consumer need refers to the intention to be acknowledge about new ideas, trends, products and even developments. The inspiration motivation scale is adopted from Wagner and Rudolph (2010). The scale measures the inspiration motivation for using social media in online shopping by the following four items: learning about new products, keeping up with new trends, getting new ideas and discovering new products.

Information Seeking Motivation:

Information seeking refers to “*a process of sense-making in which a person is forming a personal point of view*” (Durrance and Kuhlthau 1994 p. 361). In social commerce context, information seeking is a buyer desire to gain information about the product, the brand and the seller from the available social network sites resources, such as comments, reviews, and recommendations (Hajli et al. 2017). The information seeking motivation scale is adopted from Hajli et al. (2017) and it consists of four items such as acquiring information about products and brands. Considering the trust scale, the item “I trust my friends on online forums and communities” is excluded to prevent repetitive questions and to keep the questionnaire focused on unique questions.

Bargain Hunting Motivation:

Bargain hunting is defined as “*the challenge and personal enjoyment of identifying and taking advantage of purchasing desired products at distinctively attractive prices*” (Wagner and Rudolph 2010). Bargain hunting shopping is considered as a value shopping (Parker and Wang 2016). The bargain hunting motivation scale is adopted from Wagner and Rudolph (2010). The scale measures the bargain hunting motivation for using social media in online shopping by four items such as looking for discounts.

Efficiency Shopping Motivation:

Efficiency shopping refers to the consumer desire of realizing an effortless and fast purchase process. Several convenience related attributes, such as shopping accessibility or customer care, typically promote such efficiency shopping (Wagner and Rudolph 2010). The efficiency shopping motivation scale is adopted from Wagner and Rudolph (2010) and it consists of four items such as shopping fast and easily.

Entertainment Motivation:

Entertainment in the shopping context refers to the shoppers' perception of the shopping process as a fun, relaxing, and entertaining activity. Entertainment is a significant factor for users to use social media (Aydin 2019). The entertainment motivation scale is adopted from Aydin (2019) and Smock et al. (2011). The scale consists of four items to measure the entertainment motivation for using social media in online shopping such as using social media in online shopping because it's enjoyable. Considering other scales, such as the escape motivation scale, the item "I use social media in online shopping because it is a pleasant rest" is excluded to prevent repetitive questions and to keep the questionnaire focused on unique questions.

Passing Time Motivation:

Passing time shopping can simply be described as the use of social commerce shopping to spend idle time (Aydin 2019). The passing time motivation scale is adopted from Aydin (2019) and Smock et al. (2011) and consists of three items such as using social media in online shopping when having nothing better to do.

Coolness Motivation:

Coolness shopping in the context of social commerce can be defined as shopping using social commerce to be fashionable and cool (Aydin 2019). The coolness motivation scale is adopted from Aydin (2019) and Smock et al. (2011). The scale consists of three items such as using social media in online shopping because it is cool. Considering other scales, such as the inspiration motivation scale and the sensory stimulation motivation scale, the two items "using social media in online shopping because everybody else is doing it" and "using social media in online shopping because it is the thing to do" are excluded to prevent repetitive questions and to keep the questionnaire focused on unique questions.

5.1.4. SOCIAL COMMERCE PURCHASE INTENTION

Social commerce purchase intention is described as the degree to which the consumer might plan to shop in the future using social media (Ye et al. 2020). The social commerce purchase intention scale is adopted from Tussyadiah (2016) and Ye et al. (2020). Only the item "expecting to continue using social media in online shopping in the future" from the scale is used as a dependent variable. Other items such as "seeing

oneself using social media in online shopping in the future” and “It is likely that will use social media in online shopping in the future” are excluded to keep the questionnaire focused on unique questions.

5.1.5. SOCIAL COMMERCE WORD OF MOUTH INTENTIONS

The scale tries to measure WOM intentions by focusing on customer intention to contribute to social commerce. The intention to social commerce word of mouth scale is adopted from Venkatesh, Thong, and Xu (2012) and Wang, Lin, and Spencer (2019) and consists of seven items. Considering the contexts differences, the two items “the willingness to provide experiences and suggestions when SNS contacts are shopping” and “the willingness to recommend Amazon when SNS contacts need advice” are excluded to keep the scale along with the context.

5.1.6. SOCIAL COMMERCE TRUST

The scale tries to measure customers’ trust in social media shopping marketplaces. The trust scale is adopted from Lu, Fan, and Zhou (2016) and Pavlou and Gefen (2004) and it consists of four items. Only the item “thinking shopping via social media can be trusted” from the scale is used as a dependent variable. Other items such as “thinking using social media in online shopping can be counted on to do what is right.” and “thinking using social media in online shopping has high integrity” and “thinking using social media in online shopping is a competent and knowledgeable online transaction platform” are excluded to keep the questionnaire focused on unique questions.

The whole survey can be found in Appendix A.

6. ANALYSIS AND FINDINGS

6.1. DEMOGRAPHIC QUESTIONS

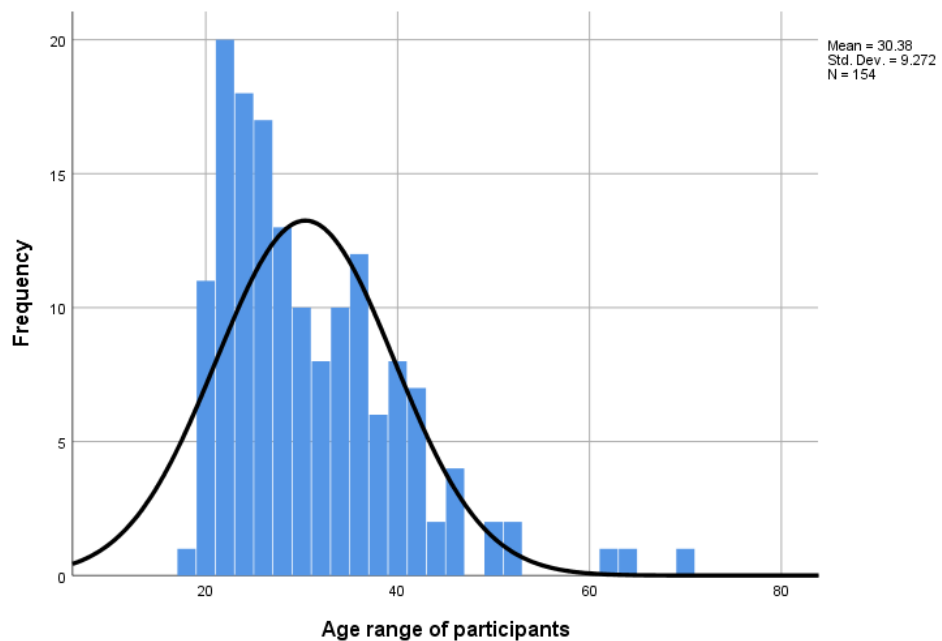
The number of participants in the survey was one hundred and fifty-four (111 males and 42 females and 1 participant preferred not to disclose, mean age: 30.36).

Based on the age range of each generation, the participants were divided into three groups, Generation X (between 40-55years old), Generation Y (between 25-39 years old) and Generation Z (less than 25 years old) (Table 6.1). (Three participants belonging to Baby Boomers Generation (between 56 and 76 years old) were excluded in the generational differences analyses).

Table 6.1 Generation groups of the participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Generation Z	50	33.1	33.1	33.1
	Generation Y	80	53.0	53.0	86.1
	Generation X	21	13.9	13.9	100.0
	Total	147	100.0	100.0	

Figure 6.1 Age range of participants



In income level aspect, 55.8% of participants indicated that they have middle income level, 20.1% of participants indicated that they have middle to high income level, 1.9% of participants indicated that they have high income level, 15.6% of participants indicated that they have low to middle income level, and 6.5% of participants indicated that they have low income level (Table 6.2).

Table 6.2 Income level of participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low	10	6.5	6.5	6.5
	Low to middle	24	15.6	15.6	22.1
	Middle	81	55.8	55.8	77.9
	Middle to high	31	20.1	20.1	98.1
	High	3	1.9	1.9	100.0
	Total	154	100.0	100.0	

In education level aspect, 66.9% of participants have bachelor's degree, 20.1% of participants have master's degree, 12.3% have high school education or lower degrees, and 0.6% have PhD degree as Table (6.3) shows.

Table 6.3 Education level of participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school or lower	19	12.3	12.3	12.3
	Bachelor's degree	103	66.9	66.9	79.2
	Master's degree	31	20.1	20.1	99.4
	PhD degree	1	0.6	0.6	100.0
	Total	154	100.0	100.0	

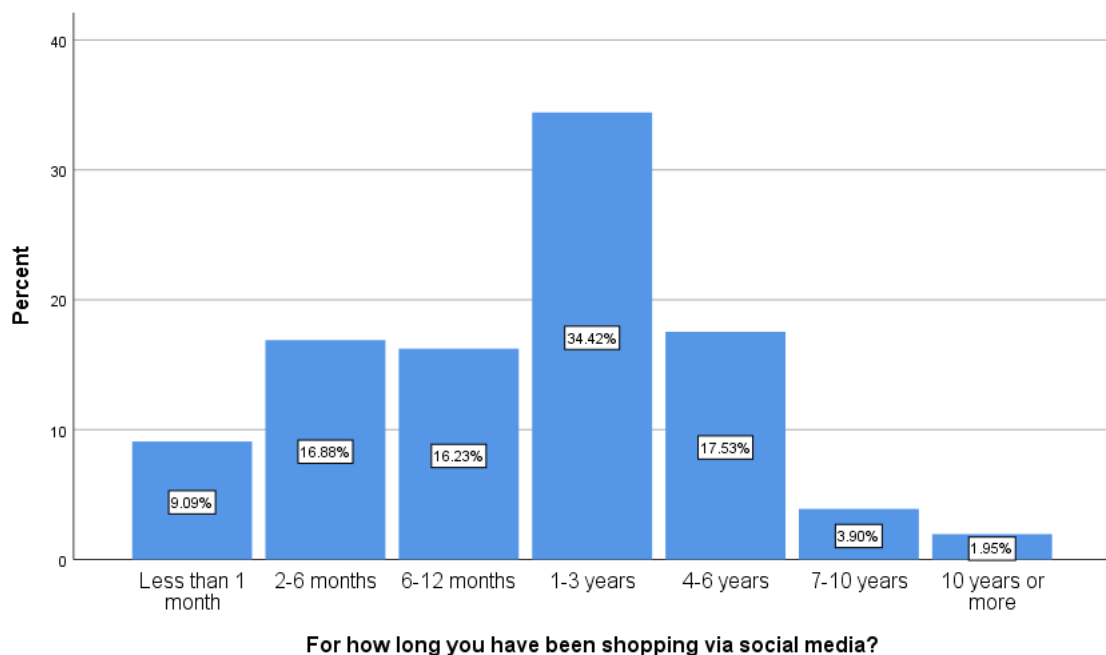
English-speaking participants participated in the survey from 48 different countries (Figure A.4).

6.2. USAGE OF SOCIAL MEDIA FOR SHOPPING PURPOSE

6.2.1. PARTICIPANTS' EXPERIENCE WITH SOCIAL MEDIA SHOPPING:

As Figure (6.2) shows, the majority of participants have at most 6 years of experience with social media shopping. The percentages indicate that social media shopping started around 2014.

Figure 6.2 Participants' experience with social media shopping



As Table (6.4) shows, the majority of all generations' participants have 1 to 3 years' experience with social media shopping. Generation Z participants are more fresh users of shopping via social media, while Generation X participants are more experienced users.

Table 6.4 Experience with social media shopping by generations

		less than one month	2-6 months	6-12 months	1-3 years	4-6 years	7-10 years	10+ years	Total
Generations	Generation Z	3	9	9	22	7	0	0	50
	Generation Y	8	15	13	24	14	5	1	80
	Generation X	3	2	2	6	5	1	2	21
Total		14	26	24	52	26	6	3	151

As Table (6.5) shows, most participants of both genders have been using social media for shopping for 1 to 3 years.

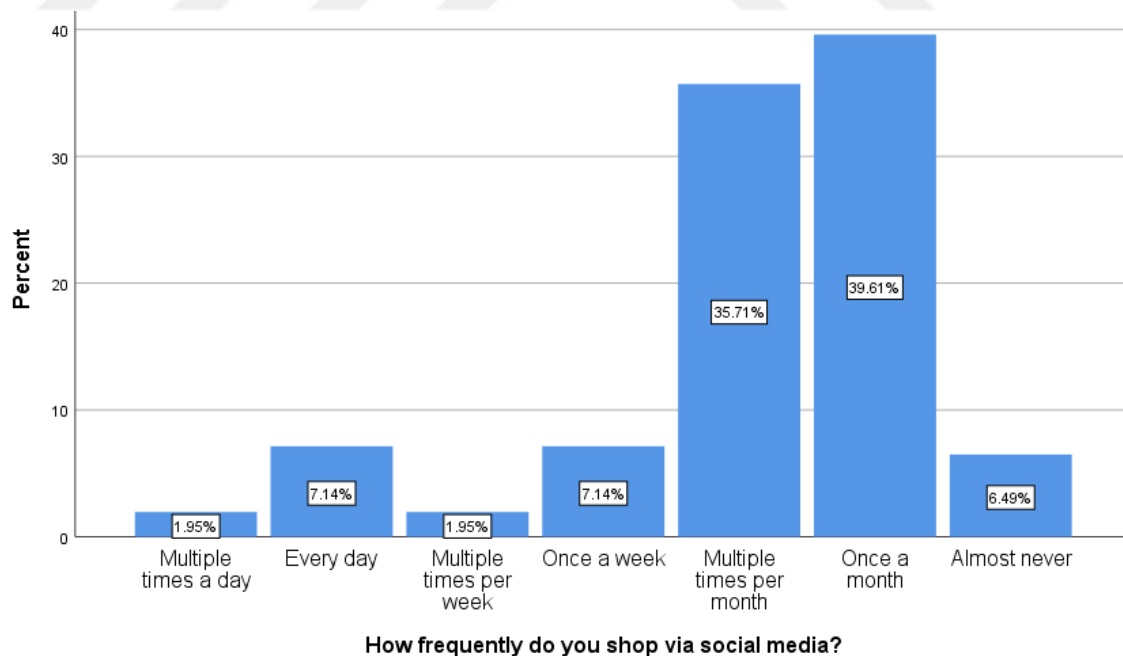
Table 6.5 Experience with social media shopping by genders

		less than one month	2-6 months	6-12 months	1-3 years	4-6 years	7-10 years	10+ years	Total
Gender	Male	11	21	17	35	20	5	2	111
	Female	3	5	8	17	7	1	1	42
Total		14	26	25	52	27	6	3	153

6.2.2. PARTICIPANTS' FREQUENCY OF SOCIAL MEDIA SHOPPING:

As Figure (6.3) shows most participants shop via social media either multiple times per month (35.7%) or once a month (39.6%), while only 1.9% of participants shop multiple times a day. The results indicate that social media shopping is not a daily or weekly behavior for the majority of participants, but almost a monthly behavior.

Figure 6.3 Participants' frequency of social media shopping



Although most participants from all generations are shopping via social media once or multiple times per month, Generation Y participants shop more frequently compared to other generations. (Table 6.6)

Table 6.6 Participants' frequency of social media shopping by generations

		Multiple times a day	Multiple Every day	Multiple times per week	Once a week	Multiple times per month	Once a month	Almost never	Total	
Generations	Generation Z	Count	0	4	1	3	16	22	4	50
		% within Generation	0.0%	8.0%	2.0%	6.0%	32.0%	44.0%	8.0%	100.0%
	Generation Y	Count	3	5	2	6	29	32	3	80
	% within Generation	3.8%	6.3%	2.5%	7.5%	36.3%	40.0%	3.8%	100.0%	
	Generation X	Count	0	1	0	2	10	6	2	21
	% within Generation	0.0%	4.8%	0.0%	9.5%	47.6%	28.6%	9.5%	100.0%	
Total			3	10	3	11	55	60	9	151

45% of male participants are shopping via social media once a month, while 30.6% of them are shopping via social media multiple times per month. For female participants, 50% are shopping via social media multiple times per month, while 26.2% of participants are shopping via social media once a month (Figure 6.4) (Figure 6.5).

Figure 6.4 Male participants' frequency of social media shopping

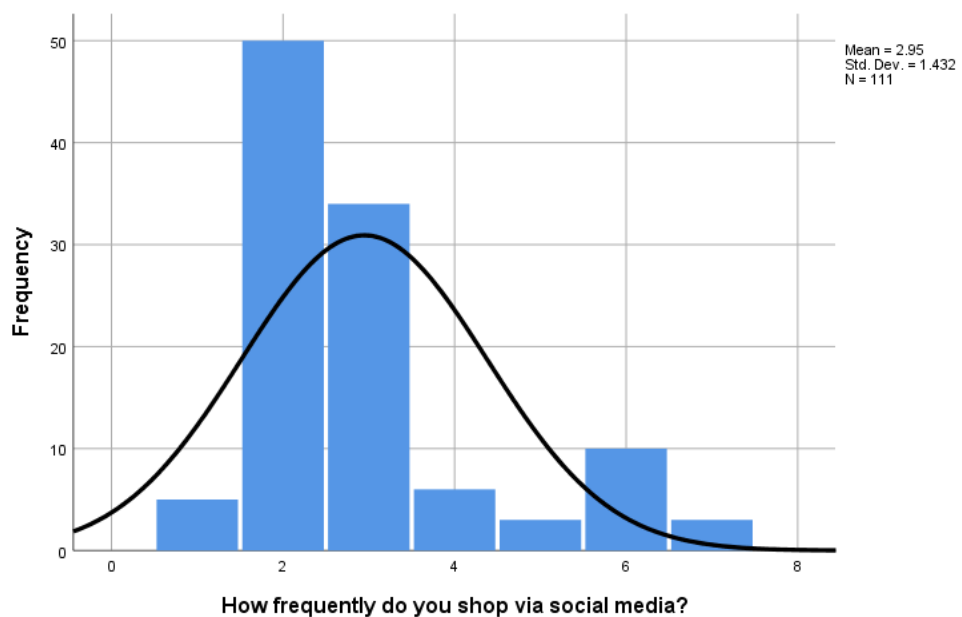
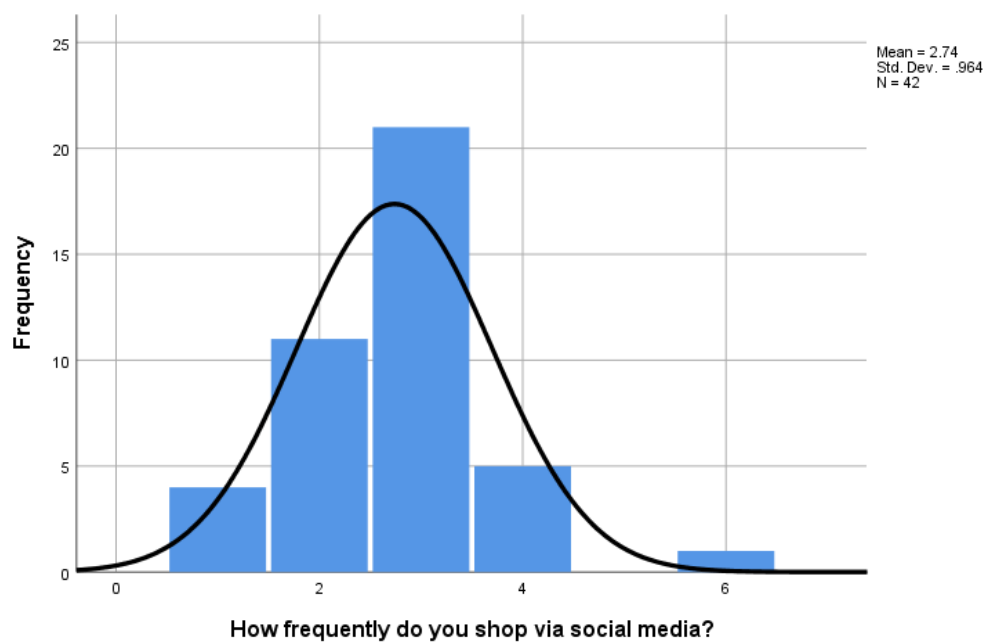


Figure 6.5 Female participants' frequency of social media shopping



6.2.3. THE USED SOCIAL MEDIA PLATFORMS FOR SHOPPING:

The size of used social media platforms for shopping is quite proportional to the numbers of platforms users. TikTok was an exception as the high number of users did not reflect on the number of users for shopping. Generation Z participants use Instagram platform for shopping more than other generations, while Generation Y participants use Twitter, Snapchat, and TikTok platforms more than other generations. Generation Xers are the most frequent shoppers in Facebook platform (Table 6.7).

Participants indicated that they also use other social media platforms for shopping. Telegram and YouTube are mentioned twice, while WhatsApp, Pinterest and Flipkart are mentioned once as used social media platforms for shopping.

Table 6.7 Used social media platforms for shopping by generations

		Twitter	Facebook	Snapchat	Instagram	TikTok	Other	
Generations	Generation Z	Count	7	44	3	29	4	4
		% within Generation	14%	88%	6%	58%	8%	8%
	Generation Y	Count	17	75	4	40	8	3
		% within Generation	21%	93.8%	10%	50%	10%	3.8%
	Generation X	Count	4	21	0	5	0	1
		% within Generation	19%	100%	0	23.8%	0	4.8%
The sample		Count	29	142	7	74	12	8
		% within the sample	18.8%	92.2%	4.5%	48.1%	7.8%	5.2%

Figure (6.6) shows platforms' number of users, while Figure (6.7) shows the used platforms distribution for each generation.

Figure 6.6 Used platforms' number of users within the sample

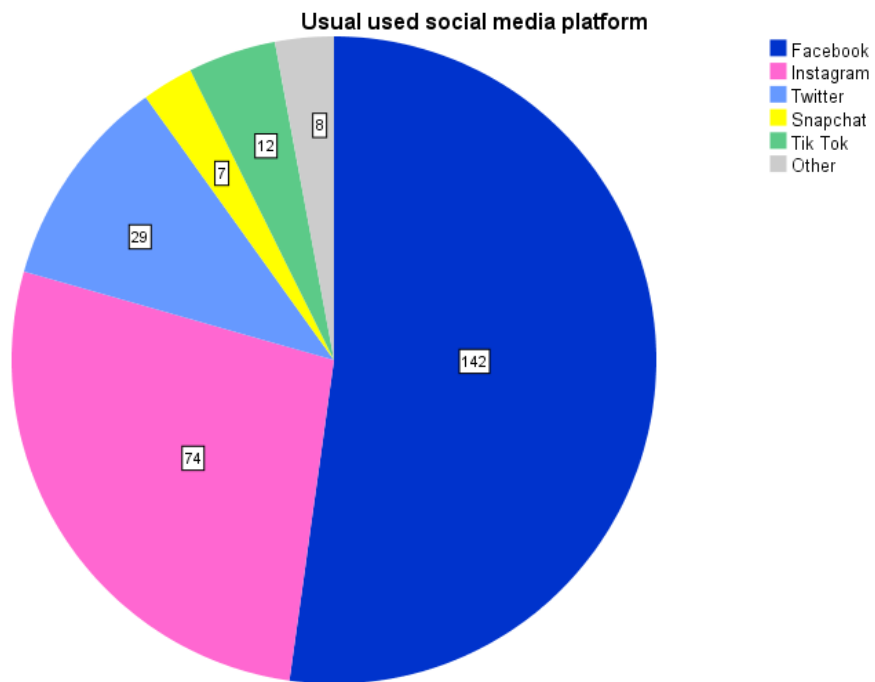
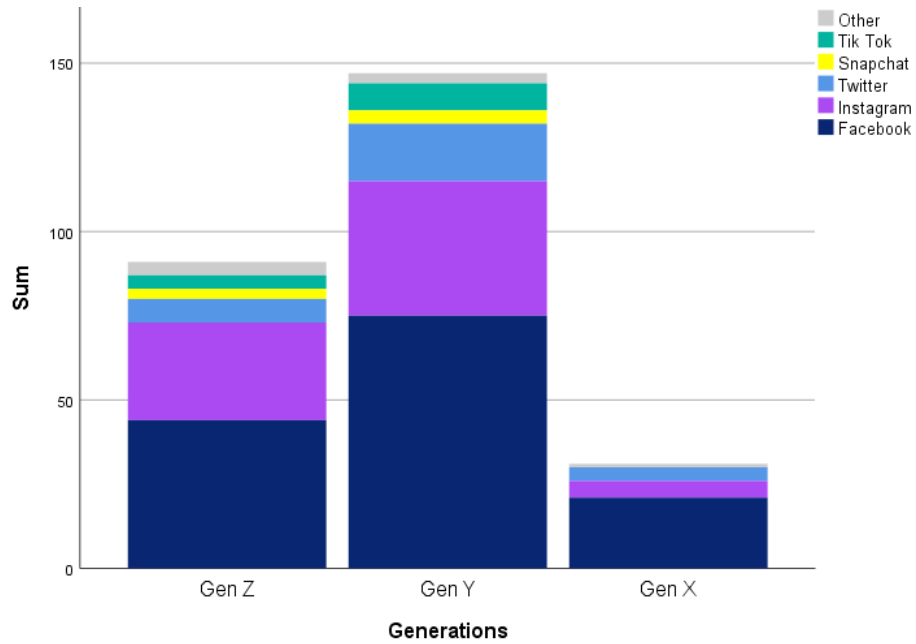


Figure 6.7 Used social media platforms for shopping by generations



Males seem to use Facebook and Twitter platforms for shopping more than females, while females tend to use Instagram more as seen in Table (6.8).

Table 6.8 Used social media platforms for shopping by genders

		Twitter	Facebook	Snapchat	Instagram	TikTok	Other
Male	Count	24	105	5	51	11	7
	% within Gender	21.6%	94.6%	4.5%	45.9%	9.9%	6.3%
Female	Count	4	37	2	23	1	1
	% within Gender	9.5%	88.1%	4.8%	54.8%	2.4%	2.4%

Twitter and TikTok users are the most frequent shoppers via social media, while Facebook and Instagram users are least frequent shoppers (Table 6.9).

Table 6.9 Participants' frequency of social media shopping by used social media

	N	Minimum	Maximum	Mean	Std. Deviation
Instagram	74	2	7	3.16	1.405
Twitter	29	1	7	3.76	1.786
Facebook	142	1	7	2.94	1.354
Snapchat	7	2	6	3.57	1.397
TikTok	12	3	7	4.67	1.775

6.2.4. THE USUALLY USED CHANNEL TO COMPLETE SHOPPING AFTER LEARNING ABOUT A PRODUCT IN SOCIAL MEDIA:

Online stores are the preferable channels to complete shopping after learning about a product in social media. About 63% of participants indicated that they complete their shopping in online stores such as Amazon, eBay, etc. Physical stores are the least preferable channel as only 14.9% of participants indicated that they complete their shopping in physical stores. The sellers' websites were preferred by 41.6% and social media by 39% of all participants as seen in Table (6.10).

Table 6.10 The usually used channel to complete shopping after learning about a product in social media by generations

			Social media	The seller's websites	Online stores	Physical stores
Generations	Generation Z	Count	14	17	33	9
		% within Generation	28%	34%	66%	18%
	Generation Y	Count	38	39	48	12
		% within Generation	47.5%	48.8%	60%	15%
	Generation X	Count	7	8	14	1
		% within Generation	33.7%	38.1%	66.7%	4.8%
The sample		Count	60	64	97	23
		% within the sample	39.0%	41.6%	63.0%	14.9%

Generation Y participants slightly prefer social media and sellers' websites to complete their shopping more than other generations. These results are consistent with the Generation Y tendency to shop via a varied cross-section of outlets and not to shop in the "one-stop-shop" experience (Peregrin 2015). Besides, Generation Y wants a relationship with the company (Volland 2018), so its high tendency to shop via social media is quite expected.

Participants of Generation Z prefer physical stores slightly more than other generations. Generation Z sees physical store shopping as a social experience (Yozgat and Arıker 2018). Online stores are preferred mostly among Generation X and Generation Z. Generation Z is popular for its care for performance (Ayuni 2019) and Generation X

tends to the value shopping (Dewanti et al. 2018; Duarte, Galvão, and Amélia 2019). Online stores would satisfy these both preferences compared to other channels.

As seen in Table (6.11), male participants prefer online stores and physical stores to complete their shopping more than females, while female participants prefer social media and sellers' websites channels. Females are motivated more by emotional and social factors, which is more related to social media and sellers' websites channels (Dittmar, Long, and Meek 2004).

Table 6.11 The usually used channel to complete shopping after learning about a product in social media by genders

			Social media	The seller's websites	Online stores	Physical stores
Gender	Male	Count	34	42	76	18
		% within Generation	30.6%	37.8%	68.5%	16.2%
	Female	Count	26	22	20	5
		% within Generation	61.9%	52.4%	47.6%	11.9%

Social media and online stores are preferred channels for high frequent shoppers via social media to complete their shopping, while seller's websites and physical stores are preferred more for less frequent shoppers via social media as Table (6.12) shows.

Table 6.12 Participants' frequency of social media shopping of by preferred channel to complete shopping

	N	Minimum	Maximum	Mean	Std. Deviation
Social media	60	1	7	3.30	1.430
The seller's websites	64	1	7	2.80	1.250
Online stores	97	1	7	2.90	1.418
Physical stores	23	1	6	2.83	1.302

6.3. SOCIAL COMMERCE SHOPPING MOTIVATIONS

The Cronbach's alpha for the total social commerce shopping motivation is 0.89, thus highly reliable.

The results in Table (6.13) for measures of central tendency were computed to summarize the data for the social commerce shopping motivation subdimensions. The highest tendency was for inspiration motivation. The tendency for information seeking motivation, efficiency shopping motivation, bargain hunting motivation were also quite high. Participants are more motivated to shop via social media for both being acknowledged about new things and acquiring information about products and brands. Due to the social media nature as a source of information and knowledge (Zembik 2014), the tendency for inspiration and information seeking motivations is quite expected. Besides, the huge variety of retailers in social media platforms and the mass of comments and reviews form a source to motivate bargain hunting (Leggatt 2008). In contrast, the low tendencies were for passing time and escape motivations.

Table 6.13 Social commerce shopping motivation subdimensions statistics

	Mean	Median	Mode	Std. Deviation	Range
Socializing	4.50	4.67	4	1.467	6
Escape	3.94	4.00	4	1.689	6
Sensory Stimulation	4.81	4.75	5	1.397	6
Gratification	5.21	5.33	7	1.305	6
Inspiration	5.59	5.75	7	1.175	5
Information Seeking	5.55	5.67	7	1.105	4
Bargain Hunting	5.49	5.50	7	1.124	5
Efficiency Shopping	5.56	5.75	7	1.160	5
Entertainment	5.30	5.67	7	1.341	6
Coolness	5.38	6.00	7	1.568	6
Passing Time	3.96	4.00	1	1.772	6

Factor structure of the social commerce shopping motivation scales can be found in the appendices (Table C.3) (Table C.4).

6.3.1. GENERATIONS:

A one-way between-subjects ANOVA was conducted between generations and total social commerce shopping motivation. There was no significant effect of generations at the $p < .05$ level on motivation [$F(2, 148) = 0.822, p = 0.441$]. A one-way between-subjects ANOVA was conducted between generations and social commerce shopping motivation subdimensions (socializing, escape, sensory stimulation, gratification, inspiration, information seeking, bargain hunting, efficiency shopping, entertainment, coolness and passing time). There was no statistically significant effect of generations at the $p < .05$ level on any subdimension (Table 6.14). These results suggest that generation is not a significant factor in explaining social media shopping motivation.

Table 6.14 ANOVA analysis of social commerce shopping motivation subdimensions by generations

		Sum of Squares	df	Mean Square	F	Sig.
Socializing	Between Groups	4.191	2	2.095	.995	.372
	Within Groups	311.686	148	2.106		
	Total	315.877	150			
Escape	Between Groups	5.422	2	2.711	.959	.386
	Within Groups	418.446	148	2.827		
	Total	423.868	150			
Sensory Stimulation	Between Groups	.134	2	.067	.035	.966
	Within Groups	282.664	148	1.910		
	Total	282.797	150			
Gratification	Between Groups	6.700	2	3.350	1.996	.140
	Within Groups	248.455	148	1.679		
	Total	255.155	150			
Inspiration	Between Groups	.547	2	.274	.202	.817
	Within Groups	200.420	148	1.354		
	Total	200.967	150			
Information Seeking	Between Groups	2.085	2	1.042	.838	.435
	Within Groups	184.179	148	1.244		
	Total	186.263	150			
Bargain Hunting	Between Groups	2.081	2	1.040	.817	.444
	Within Groups	188.503	148	1.274		
	Total	190.584	150			
Efficiency Shopping	Between Groups	1.023	2	.511	.377	.687
	Within Groups	200.863	148	1.357		
	Total	201.886	150			
Entertainment	Between Groups	.516	2	.258	.142	.868
	Within Groups	269.114	148	1.818		
	Total	269.631	150			
Coolness	Between Groups	6.437	2	3.218	1.370	.257
	Within Groups	347.722	148	2.349		
	Total	354.159	150			
Passing Time	Between Groups	12.042	2	6.021	1.943	.147
	Within Groups	458.570	148	3.098		
	Total	470.612	150			

Only in the gratification motivation item “To buy something just for me” there was a significant effect of generations [$F(2, 148) = 3.826, p = 0.024$] (Table C.5).

Post hoc comparisons using the LSD test indicated that the mean score for Generation X ($M = 4.67, SD = 1.932$) was significantly less than Generation Y ($M = 5.68, SD = 1.290$). However, Generation Z ($M = 4.42, SD = 1.579$) did not significantly differ from

Generation Y and Generation X (Table 6.15). These results suggest that Generation X participants are motivated more to shop via social media to buy something just for themselves, than other generations.

Table 6.15 ANOVA descriptive analysis of gratification motivation item by generations

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
“To buy something just for me”	Generation Z	50	5.42	1.579	.223	4.97	5.87	1	7
	Generation Y	80	5.68	1.290	.144	5.39	5.96	1	7
	Generation X	21	4.67	1.932	.422	3.79	5.55	1	7
	Total	151	5.45	1.517	.123	5.21	5.69	1	7

Besides, in the passing time motivation item “Because I have nothing better to do” there was a marginally significant effect [$F(2, 148) = 3.044, p = 0.051$] (Table C.6).

Post hoc comparisons using the LSD test indicated that the mean score for Generation Z ($M = 2.86, SD = 2.138$) was significantly less than Generation Y ($M = 3.74, SD = 1.998$). However, Generation X ($M = 3.05, SD = 2.133$) did not significantly differ from Generation Y and Generation Z (Table 6.16). These results suggest that Generation Y participants are more motivated to shop via social media as they have nothing better to do, than other generations.

Table 6.16 ANOVA descriptive analysis of passing time motivation item by generations

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
“Because I have nothing better to do”	Generation Z	50	2.86	2.138	.302	2.25	3.47	1	7
	Generation Y	80	3.74	1.998	.223	3.29	4.18	1	7
	Generation X	21	3.05	2.133	.465	2.08	4.02	1	7
	Total	151	3.35	2.092	.170	3.01	3.69	1	7

6.3.2. GENDERS:

The independent samples t-test was conducted to compare the total social commerce shopping motivation for males and females. There was a significant difference in the scores ($M_{\text{males}}=4.92$, $SD=0.868$, $M_{\text{females}}=5.26$, $SD=1.123$, $t(151)=-2.053$, $p = 0.045$) (Table 6.17). These results suggest that females are more motivated to shop via social media than males.

Table 6.17 T-Test group statistics of total social commerce motivation by genders

Gender	N	Mean	Std. Deviation	Std. Error Mean
Male	111	4.92	.868	.082
Female	42	5.27	1.123	.173

Another independent samples t-test was conducted to compare social commerce motivation subdimensions for males and females. There was a significant difference ($M_{\text{males}}=4.67$, $SD=1.342$, $M_{\text{females}}=5.26$, $SD=1.358$, $t(151)=-2.407$, $p = 0.017$) in the sensory stimulation motivation scale. Adding to that, there was a significant difference in the scores ($M_{\text{males}}=5.05$, $SD=1.240$, $M_{\text{females}}=5.66$, $SD=1.358$, $t(151)=-2.622$, $p = 0.010$) in the gratification motivation scale. Besides, there was a significant difference in the scores ($M_{\text{males}}=5.17$, $SD=1.329$, $M_{\text{females}}=5.72$, $SD=1.271$, $t(151)=-2.342$, $p = 0.021$) in the entertainment motivation scale.

These results suggest that females are more motivated to shop via social media for sensory stimulation, gratification, and entertainment than males, while gender did not significantly differ in other motivations (Table 6.18) (Table 6.19).

Table 6. 18 T-Test group statistics of social commerce motivation subdimensions by genders

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Socializing	Male	111	4.40	1.353	.128
	Female	42	4.82	1.640	.253
Escape	Male	111	3.89	1.649	.156
	Female	42	4.13	1.761	.272
Sensory Stimulation	Male	111	4.67	1.342	.127
	Female	42	5.26	1.358	.209
Gratification	Male	111	5.05	1.240	.118
	Female	42	5.66	1.358	.210
Inspiration	Male	111	5.52	1.149	.109
	Female	42	5.83	1.141	.176
Information Seeking	Male	111	5.47	1.049	.100
	Female	42	5.80	1.232	.190
Bargain hunting	Male	111	5.44	1.089	.103
	Female	42	5.59	1.209	.187
Efficiency shopping	Male	111	5.46	1.114	.106
	Female	42	5.78	1.251	.193
Entertainment	Male	111	5.17	1.329	.126
	Female	42	5.72	1.271	.196
Coolness	Male	111	5.33	1.479	.140
	Female	42	5.60	1.668	.257
Passing time	Male	111	3.98	1.710	.162
	Female	42	3.95	1.914	.295

Table 6.19 Independent samples t-test for social commerce motivation subdimensions by genders

		Levene's Test for Equality of Variances		t-test for Equality of Means						
				t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
		F	Sig.						Lower	Upper
Socializing	Equal variances assumed	2.216	.139	-1.604	151	.111	-.418	.260	-.932	.097
	Equal variances not assumed			-1.471	63.280	.146	-.418	.284	-.985	.150
Escape	Equal variances assumed	.715	.399	-.808	151	.420	-.246	.304	-.847	.355

	Equal variances not assumed			-.785	69.843	.435	-.246	.314	-.871	.379
Sensory stimulation	Equal variances assumed	.116	.734	-2.407	151	.017	-.587	.244	-1.069	-.105
	Equal variances not assumed			-2.394	73.202	.019	-.587	.245	-1.076	-.098
Gratification	Equal variances assumed	.040	.843	-2.622	151	.010	-.605	.231	-1.060	-.149
	Equal variances not assumed			-2.516	68.371	.014	-.605	.240	-1.084	-.125
Inspiration	Equal variances assumed	.000	.995	-1.496	151	.137	-.311	.208	-.721	.100
	Equal variances not assumed			-1.501	74.437	.138	-.311	.207	-.723	.102
Information Seeking	Equal variances assumed	2.196	.140	-1.685	151	.094	-.336	.200	-.730	.058
	Equal variances not assumed			-1.566	64.742	.122	-.336	.215	-.765	.092
Bargain hunting	Equal variances assumed	1.505	.222	-.716	151	.475	-.146	.203	-.548	.256
	Equal variances not assumed			-.682	67.641	.497	-.146	.213	-.571	.280
Efficiency shopping	Equal variances assumed	.604	.438	-1.523	151	.130	-.318	.209	-.731	.094
	Equal variances not assumed			-1.445	67.030	.153	-.318	.220	-.757	.121
Entertainment	Equal variances	.203	.653	-2.342	151	.021	-.557	.238	-1.027	-.087

	assumed									
	Equal variances not assumed			-2.389	77.026	.019	-.557	.233	-1.021	-.093
Coolness	Equal variances assumed	.543	.462	-.943	151	.347	-.262	.278	-.811	.287
	Equal variances not assumed			-.893	66.813	.375	-.262	.293	-.847	.323
Passing time	Equal variances assumed	1.548	.215	.102	151	.919	.033	.320	-.600	.665
	Equal variances not assumed			.097	67.232	.923	.033	.337	-.640	.705

Another independent samples t-test was conducted to compare socializing motivation items for males and females. There was a significant difference in the scores ($M_{\text{males}}=3.97$, $SD=1.885$, $M_{\text{females}}=4.69$, $SD=2.225$, $t(151)= -1.997$, $p = .026$) in the item “Shop with others as a way to have a bonding experience”. Adding to that, there was a significant difference in the scores ($M_{\text{males}}=4.49$, $SD=1.778$, $M_{\text{females}}=4.60$, $SD=2.231$, $t(151)= -.314$, $p = 0.036$) in the item “Observe what others are buying and using”. These results suggest that females are motivated more to shop via social media to have a bonding experience with others and to observe what others are buying and using (Table 6.20).

Table 6.20 T-Test group statistics of socializing motivation items by genders

	Gender	N	Mean	Std. Deviation	Std. Error Mean
“shop with others as a way to have a bonding experience”	Male	111	3.97	1.885	.179
	Female	42	4.69	2.225	.343
“observe what others are buying and using”	Male	111	4.49	1.778	.169
	Female	42	4.60	2.231	.344

Table 6.21 Independent samples t-test for socializing motivation items by genders

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
“shop with others as a way to have a bonding experience”	Equal variances assumed	5.036	.026	-1.997	151	.048	-.718	.359	-1.427	-.008
	Equal variances not assumed			-1.853	64.523	.068	-.718	.387	-1.491	.056
“observe what others are buying and using”	Equal variances assumed	4.471	.036	-.314	151	.754	-.109	.346	-.793	.576
	Equal variances not assumed			-.284	61.739	.778	-.109	.383	-.875	.658

Another independent samples t-test was conducted to compare inspiration motivation items for males and females. There was a significant difference in the scores ($M_{\text{males}}=5.41$, $SD=1.384$, $M_{\text{females}}=6.00$, $SD=1.104$, $t(151)= -2.498$, $p = 0.005$) in the item “get new ideas”. These results suggest that females are motivated to shop via social media to get new ideas more than males (Table 6.22).

Table 6.22 T-Test group statistics of inspiration motivation item by genders

	Gender	N	Mean	Std. Deviation	Std. Error Mean
“get new ideas”	Male	111	5.41	1.384	.131
	Female	42	6.00	1.104	.170

Table 6. 23 Independent samples t-test for inspiration motivation item by genders

		Levene's Test for Equality of Variances		T-Test for Equality of Means						
				t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
		F	Sig.						Lower	Upper
“get new ideas.”	Equal variances assumed	8.264	.005	-2.498	151	.014	-.595	.238	-1.065	-.124
	Equal variances not assumed			-2.763	92.104	.007	-.595	.215	-1.022	-.167

Another independent samples t-test was conducted to compare information seeking motivation items for males and females. There was a significant difference in the scores ($M_{\text{males}}=5.28$, $SD=1.370$, $M_{\text{females}}=5.55$, $SD=1.756$, $t(151)= -.998$, $p = 0.047$) in the item “use people's recommendations to buy a product”. These results suggest that females are motivated to shop via social media to use people's recommendations to buy a product more than males (Table 6.24).

Table 6.24 T-Test group statistics of information seeking motivation item by genders

	Gender	N	Mean	Std. Deviation	Std. Error Mean
“to use people's recommendations to buy a product”	Male	111	5.28	1.370	.130
	Female	42	5.55	1.756	.271

Table 6.25 Independent samples t-test for information seeking motivation item by genders

		T-test for Equality of Means								
		Levene's Test for Equality of Variances		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
		F	Sig.						Lower	Upper
“use people's recommendations to buy a product”	Equal variances assumed	4.014	.047	-.998	151	.320	-.268	.269	-.800	.263
	Equal variances not assumed			-.893	60.849	.375	-.268	.301	-.869	.333

The rest of the insignificant analyses are not reported here due to brevity.

6.3.3. INCOME LEVEL:

A one-way between-subjects ANOVA was conducted between income level and total social commerce shopping motivation. There was no significant effect of income level at the $p < .05$ level on motivation [$F(4, 149) = 0.671, p = 0.613$] (Table 6.26).

Table 6.26 ANOVA analysis of total social commerce shopping motivation by income levels

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.516	4	.629	.671	.613
Within Groups	139.718	149	.938		
Total	142.234	153			

A one-way between-subjects ANOVA was conducted between income level and social commerce shopping motivation subdimensions. There was no statistically significant effect of income level at the $p < .05$ level on any subdimension (Table 6.29). These results suggest that income level is not a significant factor in social media shopping motivations.

6.3.4. EDUCATION LEVEL:

A one-way between-subjects ANOVA was conducted between education level and total social commerce shopping motivation. There was no significant effect of education level at the $p < .05$ level on motivation [$F(3, 150) = 1.537, p = 0.207$].

A one-way between-subjects ANOVA was conducted between education level and social commerce shopping motivation subdimensions. There was no statistically significant effect of education level at the $p < .05$ level on any subdimensions (Table C.2).

However, in the entertainment motivation item “it’s interesting”, there was a marginally significant effect [$F(3, 150) = 2.283, p = 0.081$], and in the item “it’s a pleasing rest” there was a marginally significant effect [$F(3, 150) = 2.272, p = 0.083$] (Table 6.27)

Table 6.27 ANOVA analysis of entertainment motivation items by education levels

		Sum of Squares	df	Mean Square	F	Sig.
“It’s interesting”	Between Groups	13.529	3	4.510	2.283	.081
	Within Groups	296.322	150	1.975		
	Total	309.851	153			
“It’s a pleasing rest”	Between Groups	21.723	3	7.241	2.272	.083
	Within Groups	478.043	150	3.187		
	Total	499.766	153			

Post hoc comparisons for the entertainment motivation item “it’s interesting” using the LSD test indicated that the mean score for the high school and lower degree holders ($M = 6.11, SD = 0.809$) was significantly higher than the master’s degree holders ($M = 5.13, SD = 1.544$). However, bachelor’s degree holders ($M = 5.58, SD = 1.445$) did not significantly differ, and the number of PhD holders was not sufficient to study (Table 6.28). The results indicate that low education level participants are more motivated to shop via social media because it is interesting.

Similarly, post hoc comparisons for the entertainment motivation item “it’s a pleasing rest” using the LSD test indicated that the mean score for high school and lower degree holders ($M = 5.16, SD = 1.864$) and bachelor’s degree holders ($M = 5.14, SD = 1.721$)

were significantly higher than the master’s degree holders (M = 4.23, SD =1.944). However, the number of PhD holders was not sufficient to study (Table 6.28). The results indicate that low education level participants are more motivated to shop via social media because it is a pleasing rest.

Table 6.28 ANOVA descriptive analysis of entertainment motivation items by education levels

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
“It’s interesting”	High school or lower	19	6.11	.809	.186	5.72	6.50	5	7
	Bachelor’s degree	103	5.58	1.445	.142	5.30	5.86	1	7
	Master’s degree	31	5.13	1.544	.277	4.56	5.70	1	7
	PhD degree	1	7.00	7	7
	Total	154	5.56	1.423	.115	5.34	5.79	1	7
“It’s a pleasing rest”	High school or lower	19	5.16	1.864	.428	4.26	6.06	1	7
	Bachelor’s degree	103	5.14	1.721	.170	4.80	5.47	1	7
	Master’s degree	31	4.23	1.944	.349	3.51	4.94	1	7
	PhD degree	1	6.00	6	6
	Total	154	4.96	1.807	.146	4.67	5.25	1	7

The rest of the insignificant analyses are not reported here due to brevity.

6.3.5. THE USED SOCIAL MEDIA PLATFORMS FOR SHOPPING:

For Facebook shoppers, the highest tendency was for inspiration motivation. The tendency for efficiency shopping, information seeking, and bargain hunting were also quite high (Table 6.29). For Instagram shoppers, the highest tendency was for inspiration motivation. The tendency for efficiency shopping, information seeking, and coolness were also quite high (Table 6.30). For Twitter shoppers, the highest tendency was for efficiency shopping motivation. The tendency for inspiration, entertainment,

and information seeking were also quite high (Table 6.31). For Snapchat shoppers, the highest tendency was for inspiration motivation. The tendency for gratification and escape were also quite high (Table 6.32). For TikTok shoppers, the highest tendency was for inspiration motivation. The tendency for gratification and efficiency shopping were also quite high (Table 6.33).

The results suggest that inspiration is the main motivation of shoppers in different social media platforms. Besides, efficiency shopping is another important motivation in most platforms.

Table 6.29 Facebook shopping motivation subdimensions statistics

	Mean	Median	Mode	Std. Deviation	Range
Socializing	4.53	4.67	4	1.446	6
Escape	3.99	4.33	4	1.681	6
Sensory stimulation	4.85	4.88	6	1.364	6
Gratification	5.25	5.33	7	1.315	6
Inspiration	5.62	6.00	7	1.160	5
Information Seeking	5.57	5.67	7	1.120	4
Bargain hunting	5.52	5.50	7	1.118	5
Efficiency shopping	5.61	5.75	7	1.123	5
Entertainment	5.31	5.67	7	1.358	6
Coolness	5.39	6.00	7	1.525	6
Passing time	3.99	4.00	1	1.771	6

Table 6.30 Instagram shopping motivation subdimensions statistics

	Mean	Median	Mode	Std. Deviation	Range
Socializing	4.55	4.58	4	1.414	5
Escape	4.06	4.33	4	1.672	6
Sensory stimulation	4.97	5.25	7	1.353	6
Gratification	5.44	5.67	7	1.179	6
Inspiration	5.75	6.00	7	1.132	4
Information Seeking	5.58	5.67	7	1.181	4
Bargain hunting	5.48	5.50	7	1.212	5
Efficiency shopping	5.67	6.00	7	1.133	5
Entertainment	5.30	5.33	7	1.341	5
Coolness	5.50	6.00	7	1.455	6
Passing time	4.17	4.67	1	1.864	6

Table 6.31 Twitter shopping motivation subdimensions statistics

	Mean	Median	Mode	Std. Deviation	Range
Socializing	4.75	4.83	4	1.397	6
Escape	4.20	4.67	4	1.715	6
Sensory stimulation	5.06	5.25	4	1.317	6
Gratification	5.22	5.33	5	1.304	6
Inspiration	5.47	6.00	6	1.354	5
Information Seeking	5.36	5.33	5	1.130	4
Bargain hunting	5.28	5.25	4	1.260	4
Efficiency shopping	5.56	5.75	7	1.226	5
Entertainment	5.46	5.67	6	1.352	5
Coolness	5.31	5.00	5	1.466	6
Passing time	4.61	5.00	6	1.599	6

Table 6.32 Snapchat shopping motivation subdimensions statistics

	Mean	Median	Mode	Std. Deviation	Range
Socializing	4.76	4.67	5	1.122	3
Escape	5.14	5.67	3	1.489	4
Sensory stimulation	4.75	4.25	4	1.109	3
Gratification	5.38	5.00	5	.951	3
Inspiration	5.43	5.75	5	1.170	4
Information Seeking	5.05	4.67	5	1.521	4
Bargain hunting	4.96	4.75	3	1.454	4
Efficiency shopping	4.79	4.50	3	1.584	5
Entertainment	4.43	4.33	4	1.462	5
Coolness	4.43	4.00	4	1.272	4
Passing time	5.10	5.33	6	1.258	4

Table 6.33 TikTok shopping motivation subdimensions statistics

	Mean	Median	Mode	Std. Deviation	Range
Socializing	5.25	5.50	4	1.503	5
Escape	5.17	5.67	6	1.605	6
Sensory stimulation	5.65	5.63	7	1.208	4
Gratification	5.94	6.17	6	.874	2
Inspiration	5.98	6.13	6	1.218	4
Information Seeking	5.69	5.83	7	1.141	3
Bargain hunting	5.85	6.00	7	1.079	3
Efficiency shopping	5.88	6.13	6	1.036	3
Entertainment	5.36	6.00	6	1.417	5
Coolness	5.75	5.50	7	1.215	3
Passing time	5.22	5.83	6	1.708	6

6.3.6. THE USUALLY USED CHANNEL TO COMPLETE SHOPPING AFTER LEARNING ABOUT A PRODUCT IN SOCIAL MEDIA:

For social media shoppers, the highest tendency was for inspiration motivation. The tendency for efficiency shopping, information seeking, and gratification were also quite high (Table 6.34). For the seller's websites shoppers, the highest tendency was for inspiration motivation. The tendency for efficiency shopping, information seeking, and bargain hunting were also quite high (Table 6.35). For online stores shoppers, the highest tendency was for efficiency shopping motivation. The tendency for inspiration, and information seeking were also quite high (Table 6.36). For physical stores shoppers, the highest tendency was for coolness motivation. The tendency for bargain hunting and inspiration were also quite high (Table 6.37).

The results suggest that inspiration, efficiency shopping and information seeking are the main motivations for shoppers in online channels. However, coolness and bargain hunting are the most important motivations for physical stores shoppers.

Table 6.34 Social media shopping motivation subdimensions to complete shopping after learning about a product in social media statistics

	Mean	Median	Mode	Std. Deviation	Range
Socializing	4.82	4.92	4	1.315	5
Escape	4.23	4.50	4	1.727	6
Sensory stimulation	5.00	5.13	5	1.312	6
Gratification	5.63	5.67	7	1.145	6
Inspiration	5.72	6.00	7	1.114	4
Information Seeking	5.69	5.67	7	1.143	4
Bargain hunting	5.63	5.63	7	1.065	4
Efficiency shopping	5.63	5.75	7	1.100	5
Entertainment	5.35	5.67	7	1.294	5
Coolness	5.52	6.00	6	1.372	6
Passing time	4.06	4.33	1	1.869	6

Table 6.35 The seller's websites shopping motivation subdimensions to complete shopping after learning about a product in social media statistics

	Mean	Median	Mode	Std. Deviation	Range
Socializing	4.63	4.83	4	1.511	6
Escape	4.02	4.33	4	1.787	6
Sensory stimulation	5.00	5.13	7	1.409	6
Gratification	5.39	5.33	7	1.238	4
Inspiration	5.80	6.00	7	1.110	4
Information Seeking	5.70	6.00	7	1.124	4
Bargain hunting	5.59	5.63	7	1.159	4
Efficiency shopping	5.69	6.00	7	1.250	5
Entertainment	5.42	5.83	7	1.526	6
Coolness	5.25	5.50	7	1.718	6
Passing time	3.84	3.83	1	1.868	6

Table 6.36 Online stores shopping motivation subdimensions to complete shopping after learning about a product in social media statistics

	Mean	Median	Mode	Std. Deviation	Range
Socializing	4.69	5.00	5	1.392	6
Escape	4.19	4.33	6	1.691	6
Sensory stimulation	4.96	5.00	6	1.358	6
Gratification	5.25	5.67	6	1.299	6
Inspiration	5.63	6.00	7	1.127	5
Information Seeking	5.63	5.67	5	1.040	4
Bargain hunting	5.51	5.50	7	1.152	5
Efficiency shopping	5.64	5.75	7	1.082	5
Entertainment	5.37	5.67	7	1.268	5
Coolness	5.41	6.00	7	1.456	6
Passing time	4.29	4.67	6	1.744	6

Table 6.37 Physical stores shopping motivation subdimensions to complete shopping after learning about a product in social media statistics

	Mean	Median	Mode	Std. Deviation	Range
Socializing	4.66	4.83	5	1.567	6
Escape	3.49	3.33	1	1.920	6
Sensory stimulation	5.11	5.25	7	1.644	6
Gratification	5.65	5.67	7	1.061	4
Inspiration	5.71	6.00	7	1.289	4
Information Seeking	5.52	5.67	7	1.279	4
Bargain hunting	5.86	6.00	7	1.030	4
Efficiency shopping	5.57	5.75	7	1.446	4
Entertainment	5.49	5.67	7	1.374	4
Coolness	6.00	7.00	7	1.446	4
Passing time	3.87	3.67	5	1.825	6

6.4. SOCIAL COMMERCE TRUST, PURCHASE INTENTION, AND WOM INTENTIONS:

Measures of central tendency were computed to summarize the data for the social commerce shopping trust and intentions scales (Table 6.38). The highest tendency was for purchase intention. Besides, all word of mouth intentions and social commerce trust were quite high. The least tendency was for reviewing and commenting after shopping via social media.

Table 6.38 Social commerce shopping trust and intentions statistics

	I think shopping via social media can be trusted.	I expect to continue shopping via social media in the future.	I am willing to comment and review online after online shopping via social media.	I am willing to respond to others reviews after shopping via social media.	I am willing to share product information on social media after shopping via social media.	I am willing to recommend products I bought via social media to my social media contacts.	I am willing to recommend products I bought via social media to my real-life social contacts (friends, family etc.)	
N	Valid	154	154	154	154	154	154	
	Missing	0	0	0	0	0	0	
	Mean	5.32	5.85	5.14	5.22	5.31	5.47	5.56
	Median	5.00	6.00	6.00	5.00	6.00	6.00	6.00
	Mode	5	7	7	7	7	7	7
	Std. Deviation	1.367	1.357	1.815	1.614	1.751	1.610	1.428
	Range	6	6	6	6	6	6	6

Figure 6.8 Social commerce shopping trust histogram

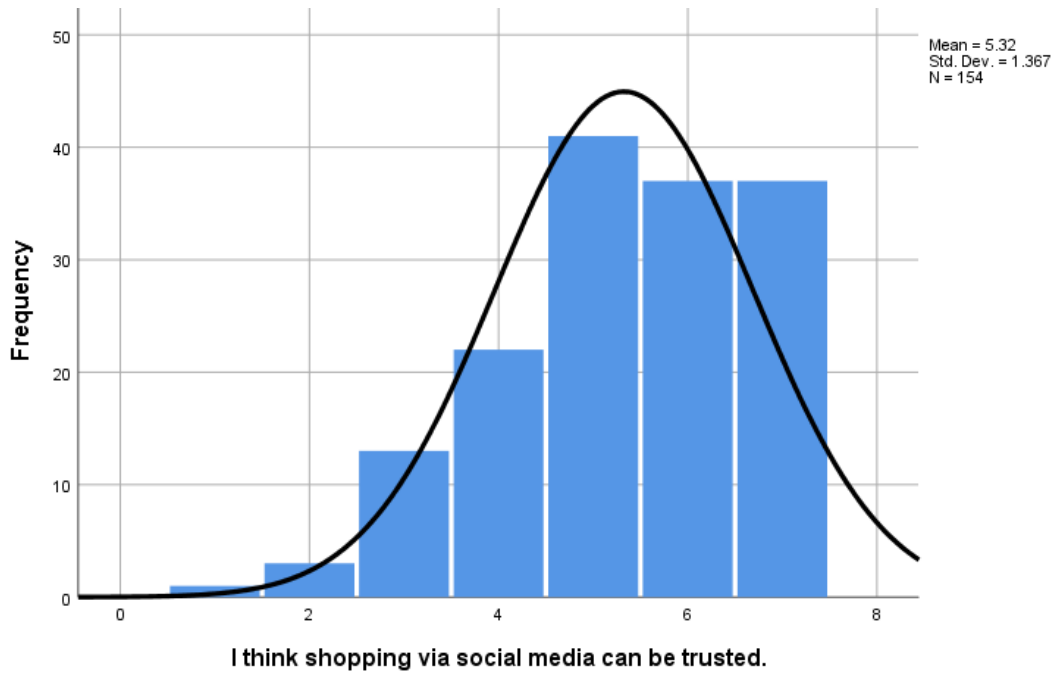


Figure 6.9 Social commerce purchase intention histogram

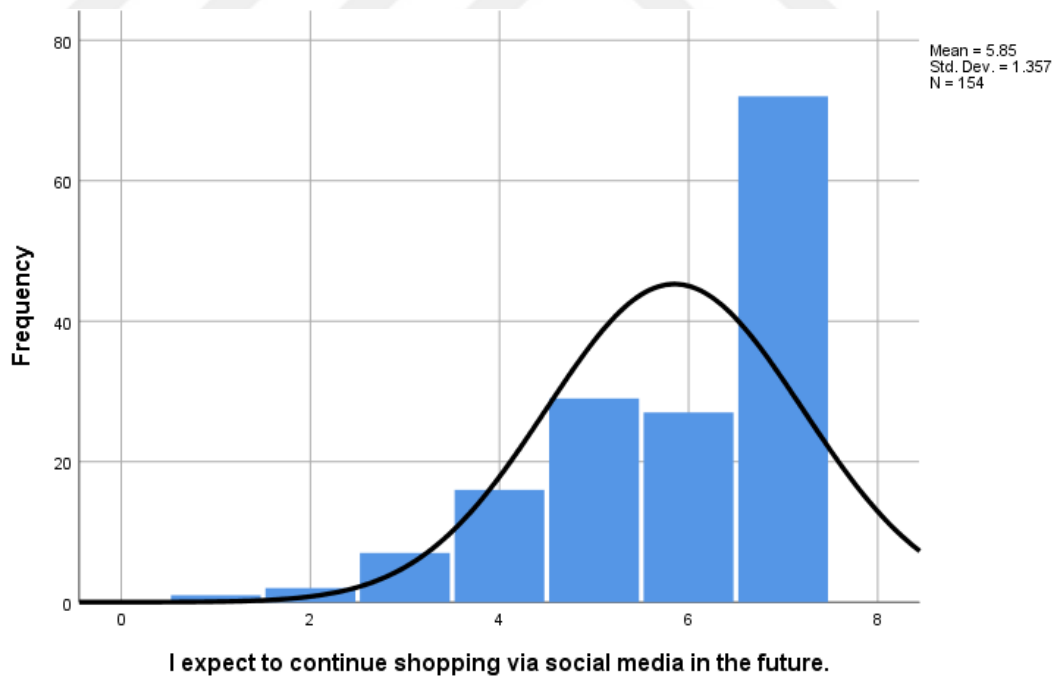


Figure 6.10 The willingness to comment and review online after shopping via social media histogram

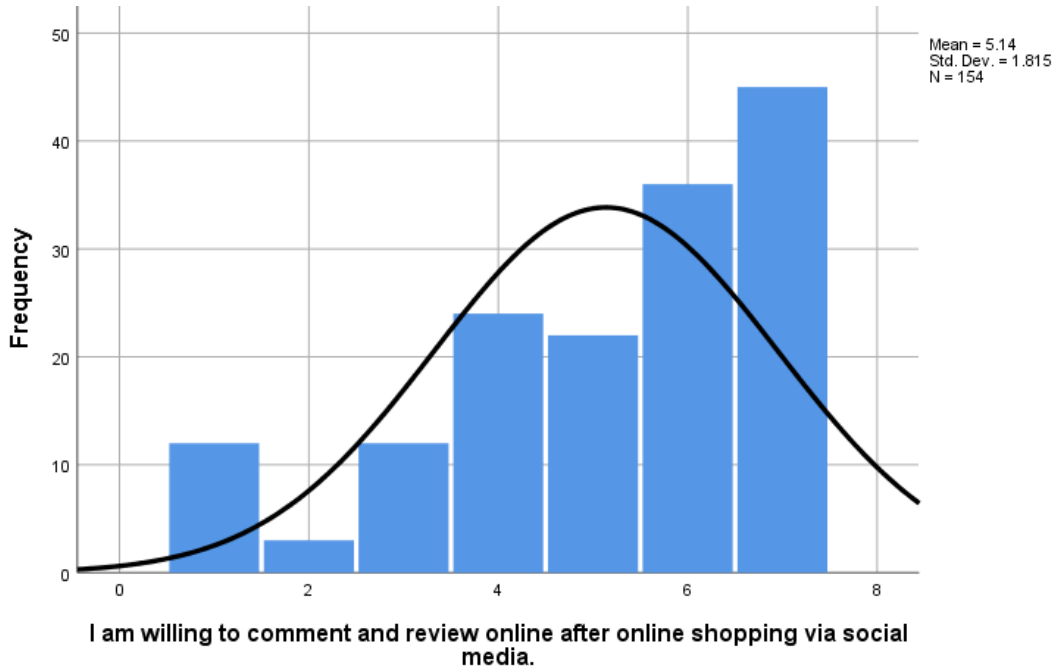


Figure 6.11 The willingness to respond to others reviews after shopping via social media histogram

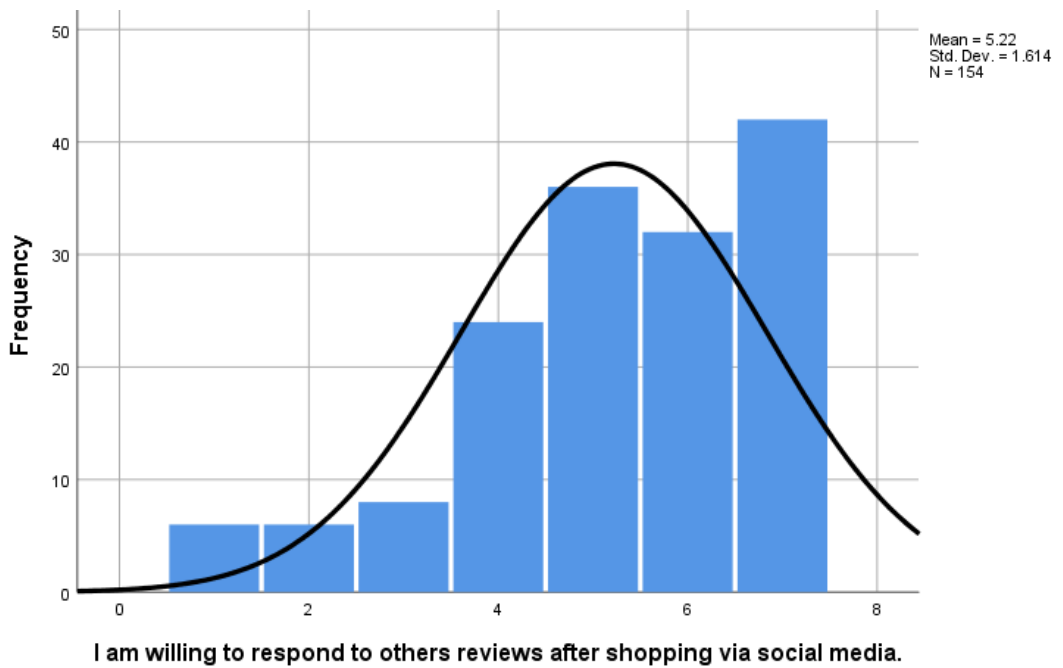


Figure 6.12 The willingness to share product information on social media after shopping via social media histogram

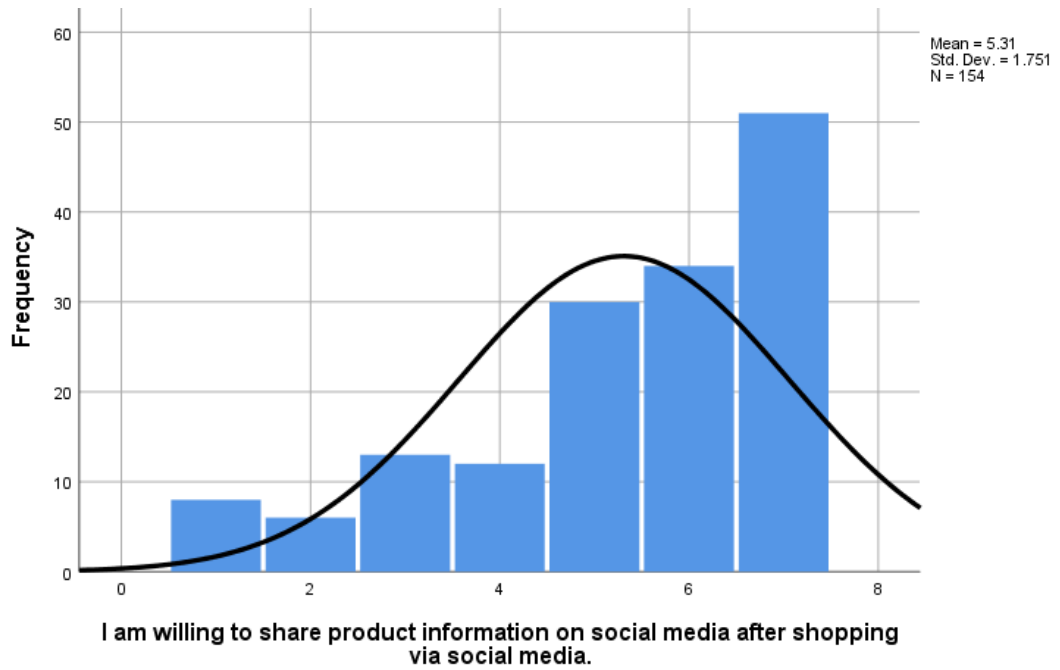


Figure 6.13 The willingness to recommend products bought via social media to social media contacts histogram



Figure 6.14 The willingness to recommend products bought via social media to real-life social contacts histogram

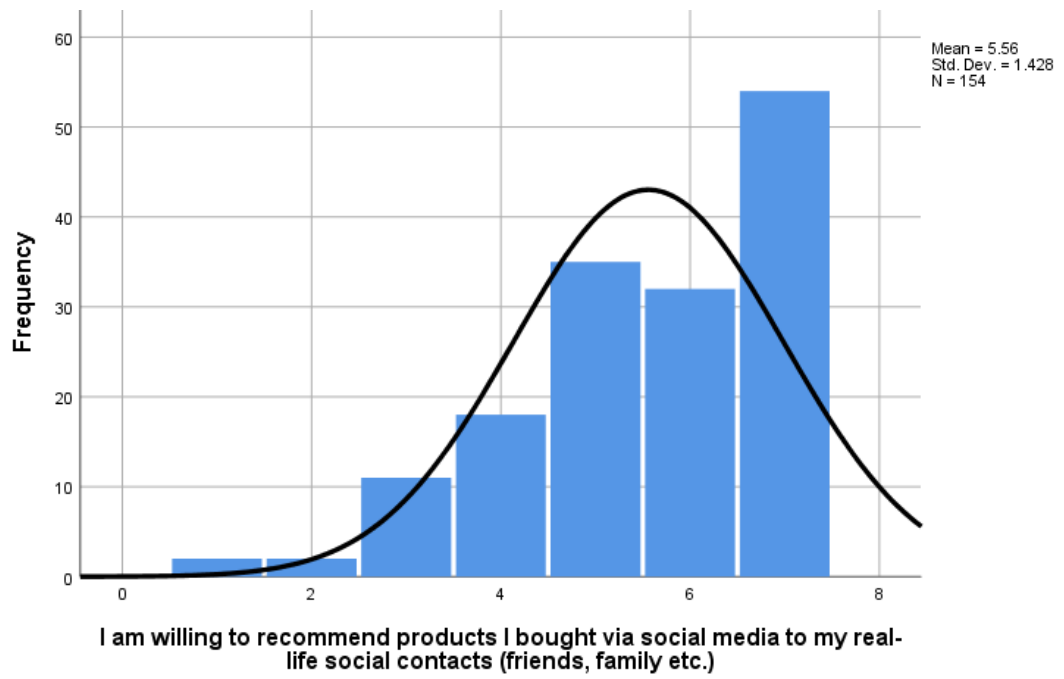
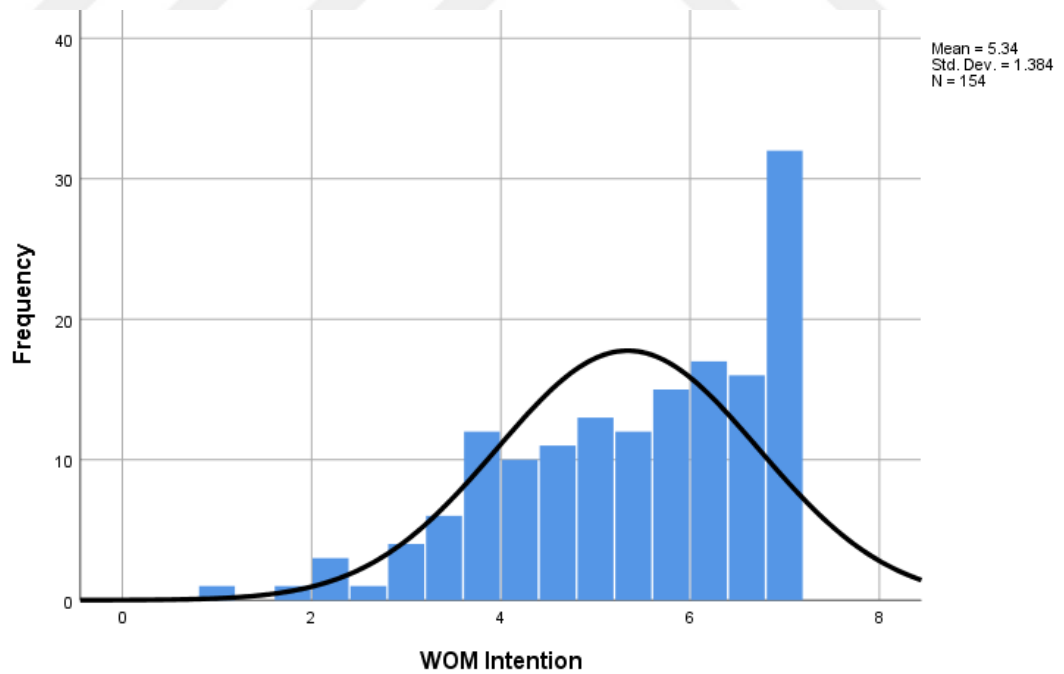


Figure 6.15 WOM intentions histogram



6.4.1. GENERATIONS:

A one-way between-subjects ANOVA was conducted between generations and social commerce shopping trust, purchase intention and WOM intentions scales. There was no statistically significant effect of generations at the $p < .05$ level on any scale. These results suggest that generation is not a significant factor in social media shopping trust and intentions (Table 6.39).

Table 6.39 ANOVA analysis of trust and social commerce intentions by generations

		Sum of Squares	df	Mean Square	F	Sig.
I think shopping via social media can be trusted.	Between Groups	2.724	2	1.362	.718	.489
	Within Groups	280.720	148	1.897		
	Total	283.444	150			
I expect to continue shopping via social media in the future.	Between Groups	.102	2	.051	.027	.973
	Within Groups	275.977	148	1.865		
	Total	276.079	150			
I am willing to comment and review online after online shopping via social media.	Between Groups	2.076	2	1.038	.317	.729
	Within Groups	484.110	148	3.271		
	Total	486.185	150			
I am willing to respond to others reviews after shopping via social media.	Between Groups	7.897	2	3.949	1.581	.209
	Within Groups	369.520	148	2.497		
	Total	377.417	150			
I am willing to share product information on social media after shopping via social media.	Between Groups	3.211	2	1.606	.523	.594
	Within Groups	454.232	148	3.069		
	Total	457.444	150			
I am willing to recommend products I bought via social media to my social media contacts.	Between Groups	5.047	2	2.524	.966	.383
	Within Groups	386.621	148	2.612		
	Total	391.669	150			
I am willing to recommend products I bought via social media to my real-life social contacts (friends, family etc.)	Between Groups	.462	2	.231	.113	.893
	Within Groups	302.558	148	2.044		
	Total	303.020	150			
WOM Intentions	Between Groups	2.676	2	1.338	.690	.503
	Within Groups	287.018	148	1.939		
	Total	289.694	150			

6.4.2. GENDERS:

The independent samples t-test was conducted to compare social commerce shopping trust, purchase intention and WOM intentions scales for males and females. The results suggest that gender is not a significant factor in social media shopping trust and intentions (Table 6.40) (Table 6.41).

However, There was a marginally significant difference in the scores ($M_{\text{males}}=5.41$, $SD=1.449$, $M_{\text{females}}=5.90$, $SD=1.322$, $t(153)= -1.912$, $p = 0.058$) in the willingness to recommend products bought via social media to real-life social contacts (friends, family etc.). These results suggest that females are more willing to recommend products bought via social media to real-life social contacts (Table 6.41).

Table 6.40 T-Test group statistics of trust and social commerce intentions by genders

	Gender	N	Mean	Std. Deviation	Std. Error Mean
I think shopping via social media can be trusted.	Male	111	5.23	1.414	.134
	Female	42	5.60	1.211	.187
I expect to continue shopping via social media in the future.	Male	111	5.77	1.346	.128
	Female	42	6.02	1.388	.214
I am willing to comment and review online after online shopping via social media.	Male	111	5.08	1.774	.168
	Female	42	5.38	1.834	.283
I am willing to respond to others reviews after shopping via social media.	Male	111	5.20	1.506	.143
	Female	42	5.38	1.780	.275
I am willing to share product information on social media after shopping via social media.	Male	111	5.32	1.673	.159
	Female	42	5.38	1.912	.295
I am willing to recommend products I bought via social media to my social media contacts.	Male	111	5.45	1.524	.145
	Female	42	5.50	1.838	.284
I am willing to recommend products I bought via social media to my real-life social contacts (friends, family etc.)	Male	111	5.41	1.449	.138
	Female	42	5.90	1.322	.204
WOM Intentions	Male	111	5.29	1.331	.126
	Female	42	5.51	1.510	.233

Table 6.41 Independent samples t-test for trust and social commerce intentions by genders

		Levene's Test for Equality of Variances		T-Test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
I think shopping via social media can be trusted.	Equal variances assumed	1.005	.318	-1.463	151	.145	-.361	.247	-.848	.126
	Equal variances not assumed			-1.569	85.712	.120	-.361	.230	-.818	.096
I expect to continue shopping via social media in the future.	Equal variances assumed	.003	.958	-1.013	151	.313	-.249	.246	-.735	.237
	Equal variances not assumed			-.999	71.990	.321	-.249	.249	-.746	.248
I am willing to comment and review online after online shopping via social media.	Equal variances assumed	.071	.790	-.924	151	.357	-.300	.324	-.941	.341
	Equal variances not assumed			-.911	71.822	.366	-.300	.329	-.956	.357
I am willing to respond to others reviews after shopping via social media.	Equal variances assumed	2.327	.129	-.636	151	.526	-.183	.287	-.750	.385
	Equal variances not assumed			-.590	64.470	.557	-.183	.310	-.801	.436
I am willing to share product informatio	Equal variances assumed	.115	.735	-.208	151	.835	-.066	.315	-.689	.558
	Equal variances			-.196	66.131	.845	-.066	.335	-.735	.603

n on social media after shopping via social media.	not assumed									
I am willing to recommend products I bought via social media to my social media contacts.	Equal variances assumed	2.354	.127	-.169	151	.866	-.050	.293	-.628	.529
	Equal variances not assumed			-.156	63.505	.877	-.050	.318	-.686	.587
I am willing to recommend products I bought via social media to my real-life social contacts (friends, family etc.)	Equal variances assumed	.216	.642	-1.912	151	.058	-.490	.256	-.997	.016
	Equal variances not assumed			-1.993	80.560	.050	-.490	.246	-.980	-.001
WOM Intentions	Equal variances assumed	.706	.402	-.869	151	.386	-.218	.250	-.712	.277
	Equal variances not assumed			-.821	66.492	.415	-.218	.265	-.747	.312

6.4.3. INCOME LEVEL:

A one-way between-subjects ANOVA was conducted between income level and social commerce shopping trust, purchase intention and WOM intentions scales. There was a significant effect of Income level at the $p < .05$ level on only the willingness to comment and review online after online shopping via social media [$F(4, 149) = 2.883, p = 0.050$] and the willingness to share product information on social media after shopping via social media [$F(4, 149) = 2.950, p = 0.022$] (Table 6.42).

Table 6.42 ANOVA analysis of trust and social commerce intentions by income levels

		Sum of Squares	df	Mean Square	F	Sig.
I think shopping via social media can be trusted.	Between Groups	13.158	4	3.290	1.798	.132
	Within Groups	272.608	149	1.830		
	Total	285.766	153			
I expect to continue shopping via social media in the future.	Between Groups	5.474	4	1.368	.739	.567
	Within Groups	276.091	149	1.853		
	Total	281.565	153			
I am willing to comment and review online after online shopping via social media.	Between Groups	30.897	4	7.724	2.432	.050
	Within Groups	473.239	149	3.176		
	Total	504.136	153			
I am willing to respond to others reviews after shopping via social media.	Between Groups	11.532	4	2.883	1.110	.354
	Within Groups	386.962	149	2.597		
	Total	398.494	153			
I am willing to share product information on social media after shopping via social media.	Between Groups	34.415	4	8.604	2.950	.022
	Within Groups	434.624	149	2.917		
	Total	469.039	153			
I am willing to recommend products I bought via social media to my social media contacts.	Between Groups	12.331	4	3.083	1.196	.315
	Within Groups	384.065	149	2.578		
	Total	396.396	153			
I am willing to recommend products I bought via social media to my real-life social contacts (friends, family etc.)	Between Groups	9.236	4	2.309	1.136	.342
	Within Groups	302.738	149	2.032		
	Total	311.974	153			
WOM Intentions	Between Groups	14.639	4	3.660	1.960	.104
	Within Groups	278.251	149	1.867		
	Total	292.890	153			

Post hoc comparisons for the willingness to comment and review online after online shopping via social media scale using the LSD test indicated that the mean score for the

lower income (M = 6.30, SD = 0.949) was significantly higher than the low to middle income (M = 4.83, SD =1.903) and the middle income (M = 4.94, SD =1.843) and middle to high income (M = 5.35, SD =1.762). However, the number of high-income participants was not sufficient to study (Table 6.43). These results suggest that income level is a significant factor on the willingness to comment and review online after online shopping via social media. Low-income participants are more willing to comment and review after their shopping via social media than other participants.

Post hoc comparisons for the willingness to share product information on social media after shopping via social media scale using the LSD test indicated that the mean score for low income (M = 6.20, SD = 0.919) and middle to high income (M = 5.65, SD = 1.684) were significantly higher than low to middle income level (M = 4.46, SD =2.021) (Table 6.43). These results suggest that low income participants are more willing to share product information on social media after online shopping via social media.

Table 6.43 ANOVA descriptive analysis of WOM intentions items by income levels

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
“I am willing to comment and review online after shopping via social media.”	Low	10	6.30	.949	.300	5.62	6.98	4	7
	Low to middle	24	4.83	1.903	.389	4.03	5.64	1	7
	Middle	86	4.94	1.843	.199	4.55	5.34	1	7
	Middle to high	31	5.35	1.762	.316	4.71	6.00	1	7
	High	3	7.00	.000	.000	7.00	7.00	7	7
	Total	154	5.14	1.815	.146	4.85	5.43	1	7
“I am willing to share product information on social media after shopping via social media.”	Low	10	6.20	.919	.291	5.54	6.86	5	7
	Low to Middle	24	4.46	2.021	.413	3.60	5.31	1	7
	Middle	86	5.28	1.706	.184	4.91	5.64	1	7
	Middle to High	31	5.65	1.684	.302	5.03	6.26	1	7
	High	3	6.67	.577	.333	5.23	8.10	6	7
	Total	154	5.31	1.751	.141	5.03	5.59	1	7

6.4.4. EDUCATION LEVEL:

A one-way between-subjects ANOVA was conducted between education level and social commerce shopping trust, purchase intention and WOM intentions scales. There was a significant effect of education level at the $p < .05$ level on only the willingness to respond to others reviews after shopping via social media scale [F (3, 150) = 2.874, $p = 0.038$] (Table 6.44)

Table 6.44 ANOVA analysis of trust and social commerce intentions by education levels

		Sum of Squares	df	Mean Square	F	Sig.
I think shopping via social media can be trusted.	Between Groups	2.125	3	.708	.375	.771
	Within Groups	283.641	150	1.891		
	Total	285.766	153			
I expect to continue shopping via social media in the future.	Between Groups	2.604	3	.868	.467	.706
	Within Groups	278.961	150	1.860		
	Total	281.565	153			
I am willing to comment and review online after online shopping via social media.	Between Groups	4.386	3	1.462	.439	.726
	Within Groups	499.750	150	3.332		
	Total	504.136	153			
I am willing to respond to others reviews after shopping via social media.	Between Groups	21.660	3	7.220	2.874	.038
	Within Groups	376.834	150	2.512		
	Total	398.494	153			
I am willing to share product information on social media after shopping via social media.	Between Groups	12.997	3	4.332	1.425	.238
	Within Groups	456.042	150	3.040		
	Total	469.039	153			
I am willing to recommend products I bought via social media to my social media contacts.	Between Groups	13.555	3	4.518	1.770	.155
	Within Groups	382.841	150	2.552		
	Total	396.396	153			
I am willing to recommend products I bought via social media to my real-life social contacts (friends, family etc.)	Between Groups	10.087	3	3.362	1.671	.176
	Within Groups	301.887	150	2.013		
	Total	311.974	153			

Post hoc comparisons for the willingness to respond to others reviews after shopping via social media using the LSD test indicated that the mean score for bachelor's degree holders (M = 5.48, SD = 1.468) was significantly higher than the master's degree holders (M = 4.61, SD = 1.687). However, high school or lower degree holders (M = 4.89, SD = 1.997) did not significantly differ, and the number of PhD holders was not

sufficient to study (Table 6.45). These results suggest that bachelor’s degree holders are more willing to respond to others reviews after shopping via social media.

Table 6.45 ANOVA descriptive analysis of WOM intentions item by education levels

I am willing to respond to others reviews after shopping via social media.								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
High school or lower	19	4.89	1.997	.458	3.93	5.86	1	7
Bachelor's degree	103	5.48	1.468	.145	5.19	5.76	1	7
Master's degree	31	4.61	1.687	.303	3.99	5.23	1	7
PhD degree	1	4.00	4	4
Total	154	5.22	1.614	.130	4.96	5.48	1	7

6.4.5. THE USED SOCIAL MEDIA PLATFORMS FOR SHOPPING:

For Facebook, Twitter and Instagram shoppers, the highest tendency was for purchase intention. The tendency for the willingness to recommend products bought via social media to social media contacts or real-life social contacts was quite high. For TikTok and Snapchat shoppers, the highest tendency was for purchase intention. The tendency for the willingness to respond to others reviews after shopping via social media and the willingness to recommend products bought via social media to real-life social contacts, were also quite high (Table 6.46).

Table 6.46 Social media platforms shopping trust and intentions statistics

		I think shopping via social media can be trusted.	I expect to continue shopping via social media in the future.	I am willing to comment and review online after shopping via social media.	I am willing to respond to others reviews after shopping via social media.	I am willing to share product information on social media after shopping via social media.	I am willing to recommend products I bought via social media to my social media contacts.	I am willing to recommend products I bought via social media to my real-life social contacts
Twitter	N	29	29	29	29	29	29	29
	Mean	5.28	5.69	4.90	5.34	4.83	5.41	5.38
	Median	5.00	6.00	6.00	6.00	5.00	6.00	5.00
	Mode	5	7	6	6	6	6	7
	Std. Deviation	1.222	1.417	1.896	1.421	1.774	1.427	1.474
	Range	4	4	6	6	5	5	4
Facebook	N	142	142	142	142	142	142	142
	Mean	5.39	5.82	5.13	5.25	5.27	5.45	5.54
	Median	5.50	6.00	6.00	5.00	6.00	6.00	6.00
	Mode	5	7	7	7	7	7	7
	Std. Deviation	1.357	1.349	1.807	1.595	1.775	1.618	1.418
	Range	6	6	6	6	6	6	6
Snapchat	N	7	7	7	7	7	7	7
	Mean	5.14	4.86	4.57	4.71	4.43	4.57	4.71
	Median	5.00	5.00	4.00	5.00	5.00	4.00	5.00
	Mode	5	4	4	5	5	4	5
	Std. Deviation	1.215	1.345	1.813	1.254	1.618	1.902	1.254
	Range	4	4	5	4	5	5	4
Instagram	N	74	74	74	74	74	74	74
	Mean	5.38	5.96	5.27	5.31	5.28	5.57	5.53
	Median	5.00	7.00	6.00	6.00	6.00	6.00	6.00
	Mode	5	7	7	7	7	7	7
	Std. Deviation	1.311	1.308	1.746	1.578	1.740	1.631	1.483
	Range	6	5	6	6	6	6	6
TikTok	N	8	8	8	8	8	8	8
	Mean	4.75	6.13	4.75	5.63	5.50	5.50	6.13
	Median	4.50	7.00	5.00	6.00	7.00	6.50	7.00
	Mode	4	7	7	6	7	7	7
	Std. Deviation	1.832	2.100	2.315	1.768	2.507	2.000	1.458
	Range	5	6	6	5	6	5	4

6.4.6. THE USUALLY USED CHANNEL TO COMPLETE SHOPPING AFTER LEARNING ABOUT A PRODUCT IN SOCIAL MEDIA:

For social media, the seller's websites shoppers, and online stores the highest tendency was for purchase intention. The tendency for the willingness to recommend products bought via social media to social media contacts or real-life social contacts was quite high. For physical stores shoppers, the highest tendency was for purchase intention. The tendency for the willingness to recommend products bought via social media to social media contacts and to share product information on social media after shopping via social media. were quite high (Table 6.47).



Table 6.47 Social commerce shopping trust and intentions by the usually used channel to complete shopping after learning about a product in social media statistics

		I think shopping via social media can be trusted.	I expect to continue shopping via social media in the future.	I am willing to comment and review online after shopping via social media.	I am willing to respond to others reviews after shopping via social media.	I am willing to share product information on social media after shopping via social media.	I am willing to recommend products I bought via social media to my social media contacts.	I am willing to recommend products I bought via social media to my real-life social contacts
Social media	N	60	60	60	60	60	60	60
	Mean	5.30	5.80	5.37	5.47	5.40	5.55	5.77
	Median	5.00	6.00	6.00	6.00	6.00	6.00	6.00
	Mode	5	7	7	7	7	7	7
	Std. Deviation	1.154	1.350	1.727	1.467	1.679	1.599	1.240
	Range	5	5	6	6	6	6	4
The seller's websites	N	64	64	64	64	64	64	64
	Mean	5.48	5.88	5.14	5.33	5.42	5.61	5.72
	Median	5.50	7.00	6.00	6.00	6.00	6.00	6.00
	Mode	7	7	7	7	7	7	7
	Std. Deviation	1.260	1.409	1.951	1.672	1.815	1.508	1.339
	Range	5	6	6	6	6	6	4
Online stores	N	97	97	97	97	97	97	97
	Mean	5.38	5.90	5.33	5.32	5.37	5.58	5.62
	Median	5.00	6.00	6.00	5.00	6.00	6.00	6.00
	Mode	5	7	7	5	7	7	7
	Std. Deviation	1.318	1.203	1.625	1.462	1.590	1.485	1.342
	Range	6	4	6	6	6	6	6
Physical stores	N	23	23	23	23	23	23	23
	Mean	5.48	6.09	5.13	5.57	5.74	6.09	5.61
	Median	6.00	7.00	6.00	6.00	6.00	7.00	6.00
	Mode	7	7	7	7	7	7	7
	Std. Deviation	1.473	1.535	2.222	1.879	1.602	1.345	1.852
	Range	5	5	6	6	6	4	6

6.5. RELATIONSHIP BETWEEN MOTIVATIONS AND BEHAVIORS

A Pearson product-moment correlation coefficient was computed to assess the relationship between all motivation subdimensions, all dependent variables and interval demographics. As can be seen from Table (6.48),

- There was a strong positive correlation between all motivation subdimensions except passing time motivation. Passing time motivation was not correlated with inspiration and efficiency shopping motivations.
- There was a strong positive correlation between socializing motivation and social commerce trust and intentions. Increases in socializing motivation were correlated with trust and purchase and WOM intentions.
- There was a strong positive correlation between sensory stimulation motivation and social commerce trust and intentions. Increases in sensory stimulation motivation were correlated with trust and purchase and WOM intentions.
- There was a strong positive correlation between gratification motivation and social commerce trust and intentions. Increases in gratification motivation were correlated with trust and purchase and WOM intentions.
- There was a strong positive correlation between inspiration motivation and social commerce trust and intentions. Increases in inspiration motivation were correlated with trust and purchase and WOM intentions.
- There was a strong positive correlation between information seeking motivation and social commerce trust and intentions. Increases in information seeking motivation were correlated with trust and purchase and WOM intentions.
- There was a strong positive correlation between bargain hunting motivation and social commerce trust and intentions. Increases in bargain hunting motivation were correlated with trust and purchase and WOM intentions.
- There was a strong positive correlation between efficiency shopping motivation and social commerce trust and intentions. Increases in efficiency shopping motivation were correlated with trust and purchase and WOM intentions.
- There was a strong positive correlation between entertainment motivation and social commerce trust and intentions. Increases in entertainment motivation were correlated with trust and purchase and WOM intentions.

- There was a strong positive correlation between coolness motivation and social commerce trust and intentions. Increases in coolness motivation were correlated with trust and purchase and WOM intentions.
- There was a strong positive correlation between escape motivation and social commerce trust and the willingness to comment and review, and to respond to others reviews after shopping via social media. Increases in escape motivation were correlated with trust and these intentions. In contrast, escape motivation was not correlated with other WOM intentions. Also, escape motivation was not correlated with the purchase intention.
- There was a strong positive correlation between passing time motivation and the willingness to review, to respond to others' reviews, to share product information and to recommend products on social media after shopping via social media. Increases in passing time motivation were correlated with these intentions. In contrast, passing time motivation was not correlated with social commerce trust, purchase intention, and the willingness to recommend products bought via social media to real-life social contacts.
- There was a positive correlation between income level and gratification and inspiration motivations. Increases in income level were correlated with gratification and inspiration motivations.
- There was a positive correlation between participants' experience with social media shopping, and social commerce trust and the willingness to recommend products bought via social media to real-life social contacts (friends, family etc.). Increases in participants' experience with social media shopping were correlated with social commerce trust and the willingness to recommend products bought via social media to real-life social contacts (friends, family etc.).
- There was a positive correlation between the frequency of shopping via social media and socializing, escape, sensory stimulation, coolness and passing time motivations. Increases in the frequency of shopping via social media were correlated with these motivations.

Overall, there was a positive correlation between the total motivation and social commerce trust, and purchase and WOM intentions. Besides, the total motivation was correlated with the frequency of shopping via social media.

Table 6.48 Correlations between the variables.

Efficiency shopping Motivation	Bargain hunting Motivation	Information Seeking Motivation	Inspiration Motivation	Gratification Motivation	Sensory stimulation Motivation	Escape Motivation	Socializing Motivation
.433**	.314**	.431**	.382**	.513**	.740**	.626**	1
.259**	.231**	.210**	.167*	.383**	.513**	1	Escape Motivation
.487**	.305**	.401**	.425**	.539**	1	.513**	Sensory Stimulation Motivation
.506**	.473**	.403**	.500**	1	.539**	.383**	Gratification Motivation
.533**	.497**	.604**	1	.500**	.425**	.167*	Inspiration Motivation
.561**	.526**	1	.604**	.403**	.401**	.210**	Information Seeking Motivation
.619**	1	.526**	.497**	.473**	.305**	.231**	Bargain hunting Motivation
1	.619**	.561**	.533**	.506**	.487**	.259**	Efficiency shopping Motivation
.504**	.374**	.420**	.384**	.467**	.661**	.423**	Entertainment Motivation
.468**	.365**	.388**	.350**	.520**	.549**	.312**	Coolness Motivation
0.156	.195*	.221**	0.137	.360**	.417**	.688**	Passing time Motivation
.688**	.602**	.635**	.621**	.714**	.805**	.669**	Total Motivation
.483**	.365**	.464**	.421**	.324**	.376**	.243**	Thinking that shopping via social media can be trusted
.624**	.524**	.491**	.576**	.357**	.272**	-0.001	Expecting to continue shopping via social media in the future
.418**	.315**	.525**	.420**	.364**	.499**	.205*	The willingness to comment and review online after online shopping via social media.
.405**	.288**	.450**	.422**	.334**	.502**	.202*	The willingness to respond to others reviews after shopping via social media.
.361**	.318**	.497**	.444**	.337**	.437**	0.147	The willingness to share product information on social media after shopping via social media.
.467**	.395**	.513**	.416**	.427**	.405**	0.130	The willingness to recommend products bought via social media to social media contacts.
.483**	.370**	.502**	.506**	.293**	.354**	0.046	The willingness to recommend products bought via social media to real-life social contacts (friends, family, etc.)
.504**	.399**	.591**	.522**	.419**	.526**	.178*	WOM Intentions
0.036	-0.053	0.043	0.051	0.113	.206*	.176*	The frequency of shopping via social media
0.131	0.102	0.121	0.142	0.097	0.041	-0.013	The experience duration with social media shopping
0.067	0.055	0.079	.174*	.161*	0.086	0.027	Income level
-0.087	-0.091	-0.088	0.019	-0.158	-0.110	-0.113	Education level

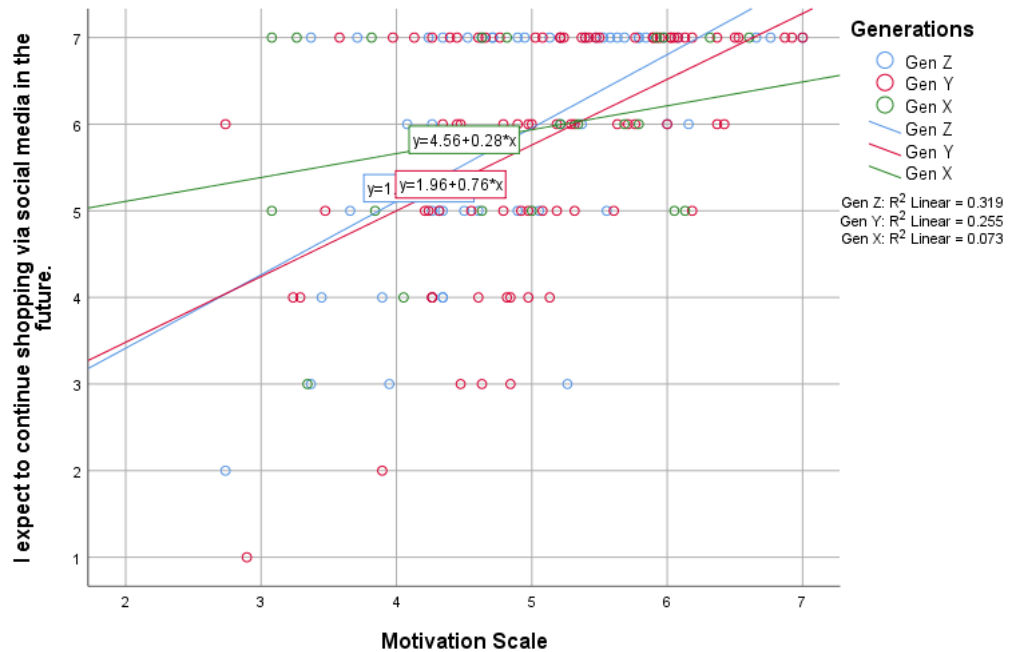
The willingness to respond to others reviews after shopping via social media.	The willingness to comment and review online after online shopping via social media.	Expecting to continue shopping via social media in the future.	Thinking that shopping via social media can be trusted.	Total Motivation	Passing time Motivation	Coolness Motivation	Entertainment Motivation
.500**	.470**	.213**	.390**	.850**	.568**	.535**	.630**
.202*	.205*	-0.001	.243**	.669**	.688**	.312**	.423**
.502**	.499**	.272**	.376**	.805**	.417**	.549**	.661**
.334**	.364**	.357**	.324**	.714**	.360**	.520**	.467**
.422**	.420**	.576**	.421**	.621**	0.137	.350**	.384**
.450**	.525**	.491**	.464**	.635**	.221**	.388**	.420**
.288**	.315**	.524**	.365**	.602**	.195*	.365**	.374**
.405**	.418**	.624**	.483**	.688**	0.156	.468**	.504**
.513**	.538**	.397**	.392**	.774**	.515**	.735**	1
.463**	.494**	.395**	.391**	.676**	.393**	1	.735**
.288**	.311**	-0.002	0.152	.633**	1	.393**	.515**
.560**	.575**	.453**	.503**	1	.633**	.676**	.774**
.385**	.433**	.502**	1	.503**	0.152	.391**	.392**
.353**	.428**	1	.502**	.453**	-0.002	.395**	.397**
.744**	1	.428**	.433**	.575**	.311**	.494**	.538**
1	.744**	.353**	.385**	.560**	.288**	.463**	.513**
.695**	.688**	.474**	.479**	.529**	.247**	.490**	.492**
.619**	.629**	.544**	.527**	.545**	.209**	.462**	.518**
.545**	.533**	.533**	.389**	.453**	0.036	.253**	.372**
.861**	.866**	.551**	.527**	.636**	.268**	.521**	.583**
0.144	0.097	-0.054	0.029	.183*	.230**	.164*	0.081
0.054	0.035	0.111	.263**	0.080	-0.030	0.008	0.071
0.012	0.008	0.046	0.116	0.076	-0.007	0.028	-0.060
-0.104	-0.030	-0.016	-0.004	-0.139	-0.111	-0.130	-0.149

Education level	Income level	The experience duration with social media shopping	The frequency of shopping via social media	WOM Intentions	The willingness to recommend products bought via social media to real-life social contacts (friends, family, etc.)	The willingness to recommend products bought via social media to social media contacts.	The willingness to share product information on social media after shopping via social media.
-0.102	0.014	0.012	.241**	.531**	.364**	.440**	.449**
-0.113	0.027	-0.013	.176*	.178*	0.046	0.130	0.147
-0.110	0.086	0.041	.206*	.526**	.354**	.405**	.437**
-0.158	.161*	0.097	0.113	.419**	.293**	.427**	.337**
0.019	.174*	0.142	0.051	.522**	.506**	.416**	.444**
-0.088	0.079	0.121	0.043	.591**	.502**	.513**	.497**
-0.091	0.055	0.102	-0.053	.399**	.370**	.395**	.318**
-0.087	0.067	0.131	0.036	.504**	.483**	.467**	.361**
-0.149	-0.060	0.071	0.081	.583**	.372**	.518**	.492**
-0.130	0.028	0.008	.164*	.521**	.253**	.462**	.490**
-0.111	-0.007	-0.030	.230**	.268**	0.036	.209**	.247**
-0.139	0.076	0.080	.183*	.636**	.453**	.545**	.529**
-0.004	0.116	.263**	0.029	.527**	.389**	.527**	.479**
-0.016	0.046	0.111	-0.054	.551**	.533**	.544**	.474**
-0.030	0.008	0.035	0.097	.866**	.533**	.629**	.688**
-0.104	0.012	0.054	0.144	.861**	.545**	.619**	.695**
-0.072	0.095	0.056	-0.003	.875**	.502**	.757**	1
-0.122	0.040	0.083	-0.040	.853**	.581**	1	.757**
-0.045	-0.044	.172*	0.016	.736**	1	.581**	.502**
-0.088	0.029	0.091	0.052	1	.736**	.853**	.875**
0.065	0.143	0.117	1	0.052	0.016	-0.040	-0.003
0.004	0.116	1	0.117	0.091	.172*	0.083	0.056
.288**	1	0.116	0.143	0.029	-0.044	0.040	0.095
1	.288**	0.004	0.065	-0.088	-0.045	-0.122	-0.072

6.6. THE MODERATING ROLE OF GENERATIONS IN THE RELATIONSHIP BETWEEN SOCIAL COMMERCE MOTIVATIONS, AND TRUST AND INTENTIONS

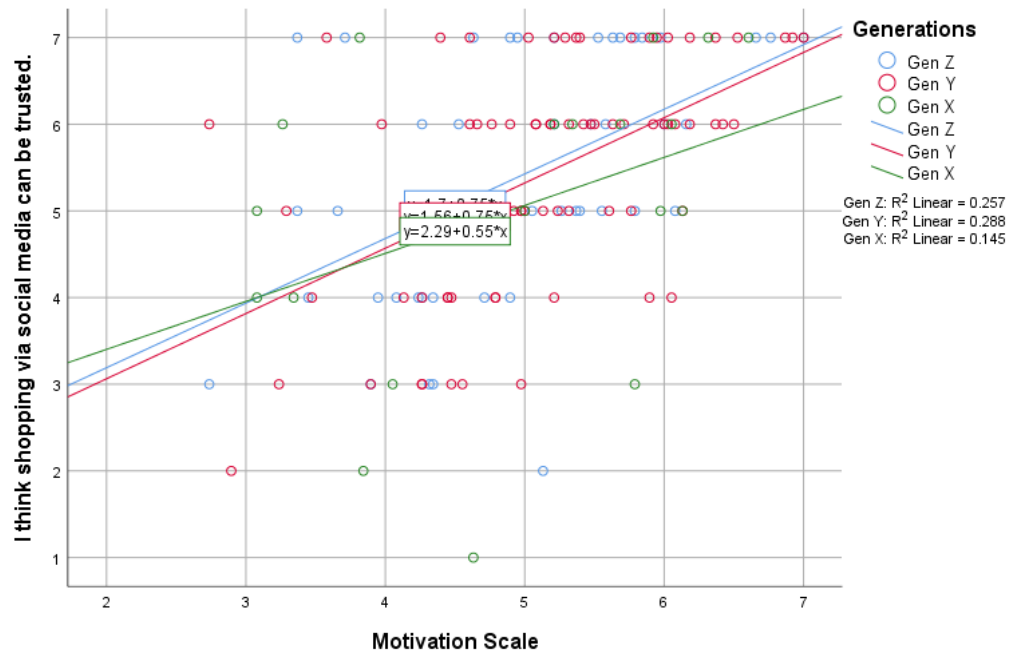
To investigate the moderating role of generations in the relationship between social commerce motivations and social commerce purchase intention, a simple moderator analysis was performed using PROCESS Model 1 (Hayes 2020). The outcome variable for analysis was social commerce purchase intention. The predictor variable for the analysis was social commerce motivations. The moderator variable evaluated for the analysis was the generations. The interaction between social commerce motivations and generations for Generation Y versus Generation Z was found to be not statistically significant ($B = -.0884$, 95% C.I. (-0.6307, 0.4539), $p = 0.7477$). The interaction between social commerce motivations and generations for Generation X versus Generation Z was found to be not statistically significant ($B = -0.5718$, 95% C.I. (-1.2645, 0.1209), $p = .1049$). The conditional effect of social commerce motivations on social commerce purchase intention showed corresponding results. At Generation Z, there is a significant relationship between motivations and purchase intention ($B = 0.8475$, 95% C.I. (0.4419, 1.2532), $p < 0.05$). At Generation Y, there is a significant relationship between motivation and purchase intention ($B = 0.7591$, 95% C.I. (0.3992, 1.1190), $p < 0.05$). At Generation X, there is not a significant relationship between motivations and purchase intention ($B = 0.2757$, 95% C.I. (-0.2858, 0.8372), $p = 0.3334$) (Figure 6.16).

Figure 6.16 The moderating role of generations in the relationship between social commerce motivations and social commerce purchase intention



To investigate the moderating role of generations in the relationship between social commerce motivations and social commerce trust, a simple moderator analysis was performed using PROCESS Model 1 (Hayes 2020). The outcome variable for analysis was social commerce trust. The predictor variable for the analysis was social commerce motivations. The moderator variable evaluated for the analysis was the generations. The interaction between social commerce motivation and generations for Generation Y versus Generation Z was found to be not statistically significant ($B = 0.0077$, 95% C.I. (-0.4642, 0.4795), $p = 0.9744$). The interaction between social commerce motivation and generations for Generation X versus Generation Z was found to be not statistically significant ($B = -0.1916$, 95% C.I. (-0.850, 0.4667), $p = 0.5660$). The conditional effect of social commerce motivations on social commerce purchase intention showed corresponding results. At Generation Z, there is a significant relationship between motivations and trust ($B = 0.7455$, 95% C.I. (0.4023, 1.0887), $p < 0.05$). At Generation Y, there is a significant relationship between motivations and trust ($B = 0.7532$, 95% C.I. (0.4294, 1.0770), $p < 0.05$). At Generation X, there is not a significant relationship between motivations and trust ($B = 0.5539$, 95% C.I. (-0.0079, 1.1157), $p = 0.0533$) (Figure 6.17).

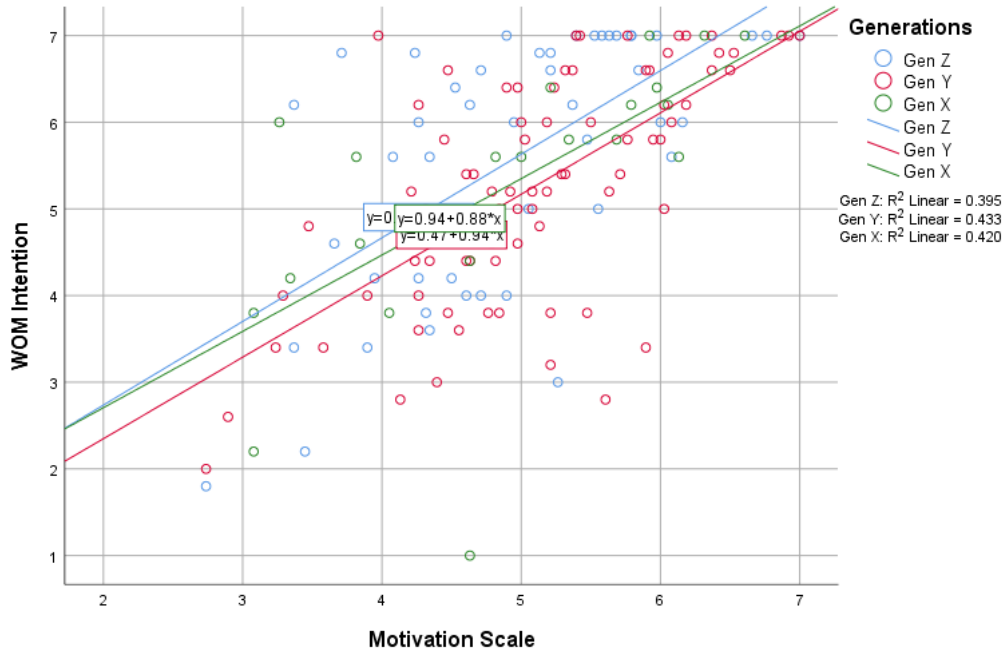
Figure 6.17 The moderating role of generations in the relationship between social commerce motivations and social commerce trust



To investigate the moderating role of generations in the relationship between social commerce motivations and social commerce WOM intentions, a simple moderator analysis was performed using PROCESS Model 1 (Hayes 2020). The outcome variable for analysis was social commerce WOM intentions. The predictor variable for the analysis was social commerce motivations. The moderator variable evaluated for the analysis was the generations. The interaction between social commerce motivations and generations for Generation Y versus Generation Z was found to be not statistically significant ($B= -0.0247$, 95% C.I. (-0.4508, 0.4013), $p = 0.9088$). The interaction between social commerce motivation and generations for Generation X versus Generation Z was found to be not statistically significant ($B= -0.0838$, 95% C.I. (-0.6592, 0.4916), $p = 0.7739$). The conditional effect of social commerce motivations on social commerce purchase intention showed corresponding results. At Generation Z, there is a significant relationship between motivation and WOM intentions ($B= 0.9648$, 95% C.I. (0.5922, 1.3375), $p < 0.05$). At Generation Y, there is a significant relationship between motivation and WOM intentions ($B= 0.9401$, 95% C.I. (0.7336, 1.1466), p

<0.05). At Generation X, there is a significant relationship between motivation and WOM intentions (B= 0.8810, 95% C.I. (0.4426, 1.3195), p <0.05) (Figure 6.18).

Figure 6.18 The moderating role of generations in the relationship between social commerce motivations and social commerce WOM intentions



Overall, these results indicate that generations are not moderating the relationship between the social commerce shopping total motivation, trust and intentions.

7. GENERAL DISCUSSION

This research explores the motivations and intentions on social commerce shopping, especially from multi-generational perspectives. The findings suggest that generations are using the famous social media platforms for shopping (e.g. Facebook, Instagram and Twitter). Platforms are used in different proportions by generations. Generation Z shoppers use Instagram platform for shopping more than other generations, while Generation X is the most frequent shopper in Facebook platform. Males use Facebook and Twitter platforms for shopping more than females, while females tend to use Instagram for shopping more. Regarding the frequency of social media shopping, the majority of the generations expressed that they shop via social media once or multiple times a month. However, Generation Yers shop more frequently via social media compared to other generations. Besides, males tend to shop via social media more frequently compared to females.

The majority of social media shoppers have at most 6 experience years with shopping via social media. However, Generation Z individuals are more fresh shoppers, while Generation Xers are the most experienced shoppers via social media. Regarding to the used channel to complete shopping after learning about a product in social media, the majority of shoppers from all generations prefer online stores. However, channels are used in different proportions by generations. Generation Y prefers social media and sellers' websites more than other generations while Generation Z prefers physical stores channel. Online stores are preferred mostly among Generation X and Generation Z.

Regarding the social commerce motivations, the highest tendency was for inspiration, information seeking and efficiency shopping motivations among all generations. The findings suggest that generations have no significant effects on the main social commerce motivations. However, generations have effects on some motivations' factors. Generation X shoppers are more motivated to shop via social media to buy something just for themselves than other generations, while Generation Y shoppers are more motivated to shop via social media as they have nothing better to do. On the other

hand, the results suggest that females are more motivated to shop via social media than males. This finding is consistent with the findings of Kotzé et al. (2012) which suggest that female enjoy shopping more than men due to different sources such as socializing, gratification, etc. Females are more motivated to shop via social media for sensory stimulation, gratification, and entertainment than males. Besides, females are more motivated than males for two socializing motivation factors, having a bonding experience with others and observing what others are buying and using. Even more, females are more motivated for the inspiration motivation factor, getting new ideas, and for the information seeking motivation factor, using people's recommendations to buy a product more than males. The results point out to the role of gender in social commerce motivations. In contrast, income and education levels have no effect on social commerce motivations.

Regarding to social commerce trust and intentions, the findings suggest that the generation and the gender are not significant factors in social commerce trust and intentions. This finding is consistent with the findings of Aydin (2019) and Zhang et al. (2014) which suggest that gender has no significant effects on social commerce intentions. However, there was a significant effect of income level on the willingness to comment and review and the willingness to share product information in social media. Low-income participants are more willing to comment, review and share product information in social media after their shopping via social media. Besides, the level of education has a role in the willingness to respond to others' reviews. Results suggest that bachelor's degree holders are more willing to respond to others reviews after shopping via social media.

The findings add to our understanding of the relationship between social commerce shopping motivations and WOM intentions. The increases in socializing, escape, sensory stimulation, gratification, inspiration, information seeking, bargain hunting, efficiency shopping, entertainment, passing time, and coolness motivations were correlated with the WOM intention in social commerce. Additionally, the total social commerce motivation was correlated with social commerce trust, and purchase intention. In contrast, passing time motivation does not correlate with social commerce

trust and purchase intention. And escape motivation does not correlate with social commerce purchase intention.

The total social commerce motivation was correlated with the frequency of shopping via social media. The more social commerce motivation, the more frequently shoppers are shopping via social media. Besides, increases in income level were correlated with gratification and inspiration motivations. Additionally, increases in participants' experience with social media shopping were correlated with social commerce trust and the willingness to recommend products bought via social media to real-life social contacts (friends, family etc.).

Regarding to the moderation role of generations in the relationship between the social commerce shopping total motivation, trust and intentions, the results indicate that the generations are not moderating these relationships.

LIMITATIONS AND FUTURE RESEARCH

The main limitation for this study was the sample size. Further research could reconduct the survey with wider sample to improve the results in aspects such as the effect of income and education level and used platforms on social commerce motivations and intentions. For further research, it can be recommended to investigate more about the effect of preferred social media platforms for shopping on the motivations and intentions. In addition, the differences between shopping in social media and other social commerce platforms can be investigated in further research. Finally, it can be recommended to study the relationship between different social media platforms features and shopping motivations, and the effect of generations on these features liking.

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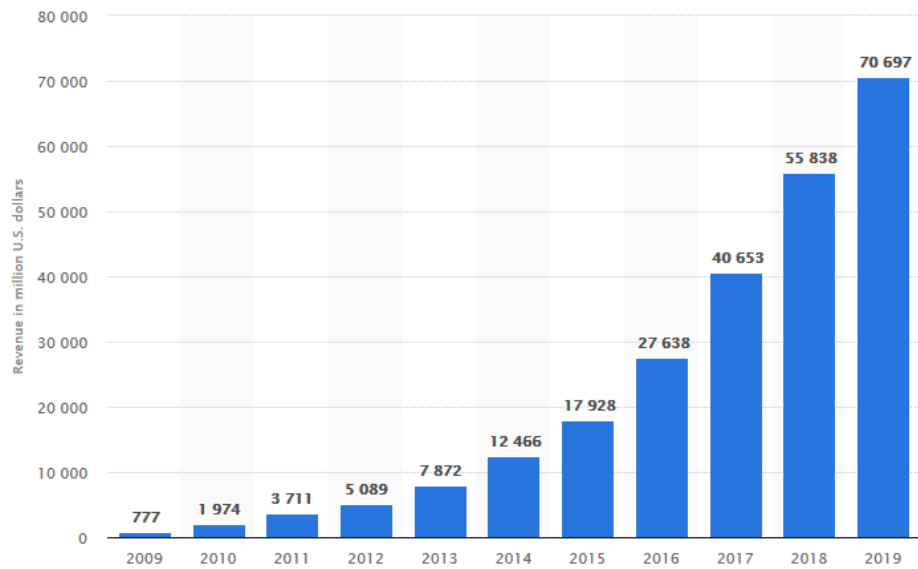
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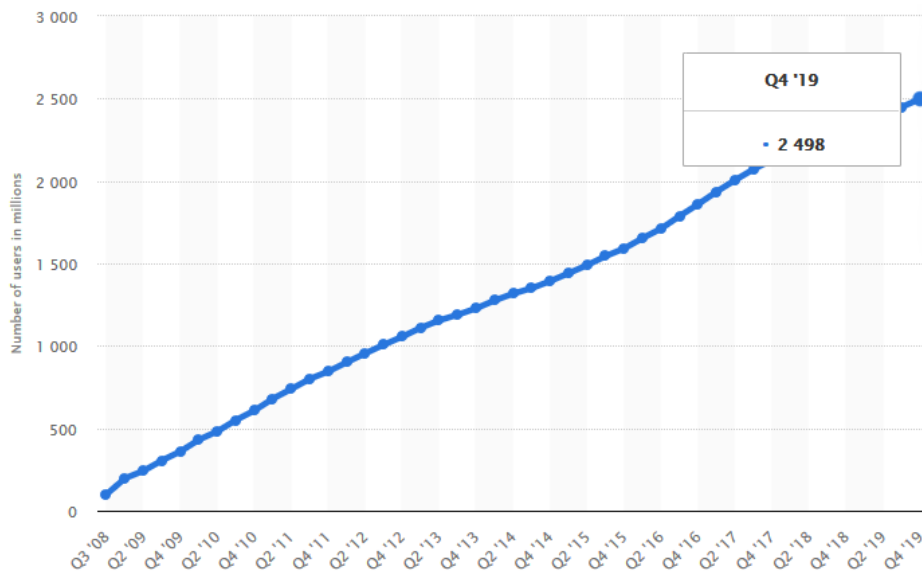
APPENDIX A

Figure A.1 Facebook's annual revenue from 2009 to 2019



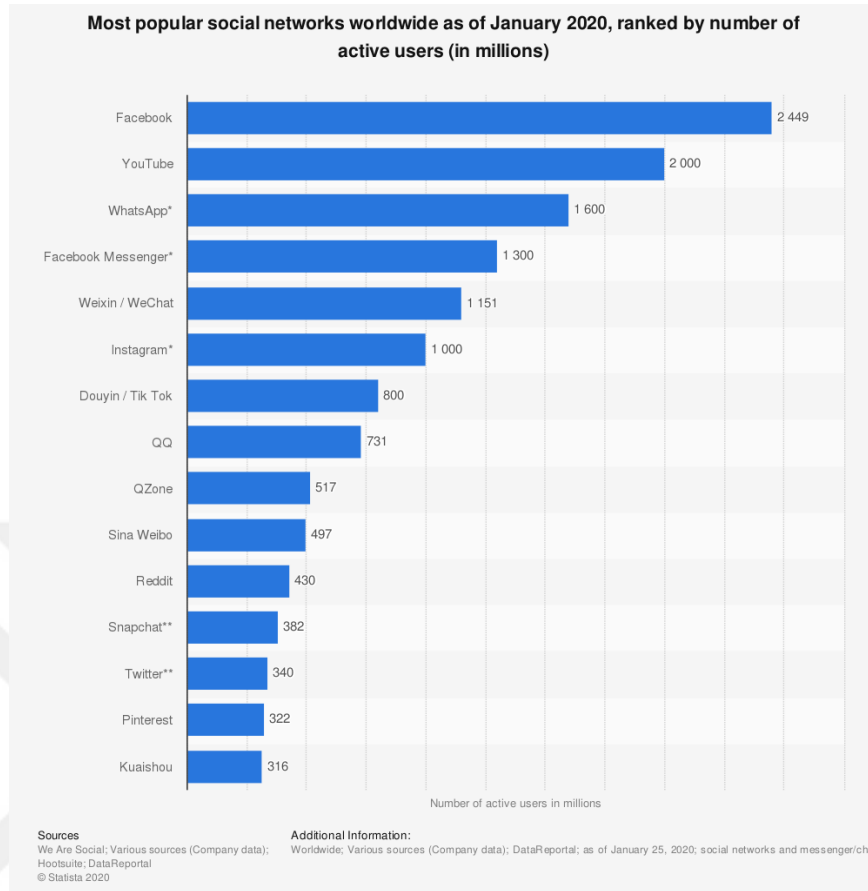
Source Statista 2019

Figure A.2 Number of monthly active Facebook users as of 4th quarter 2019



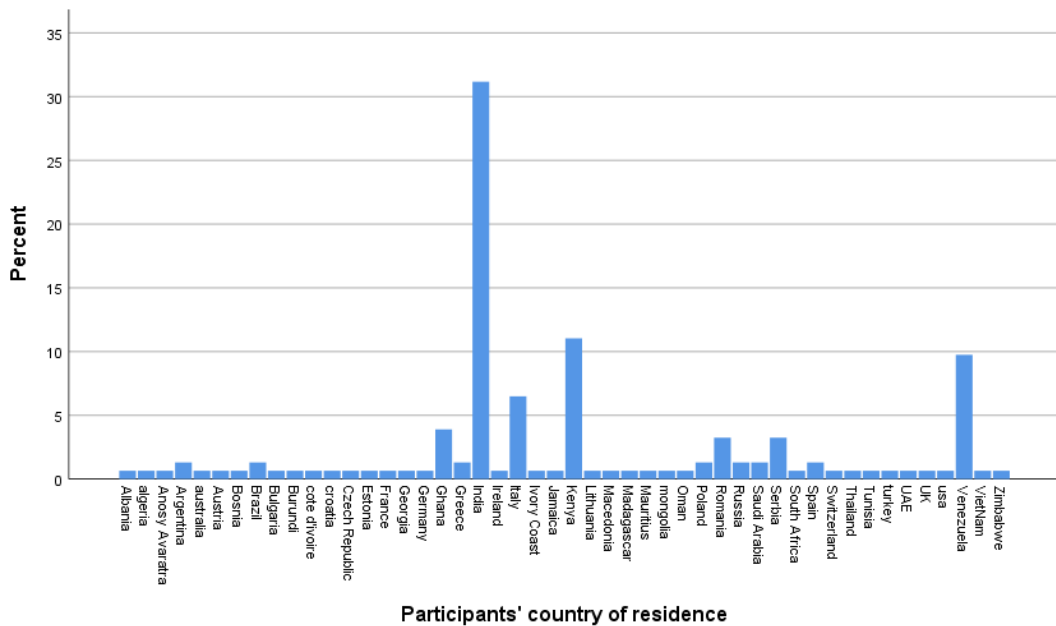
Source Statista 2019

Figure A.3 Most popular social networks worldwide (2020 Jan)



Source Statista 2019

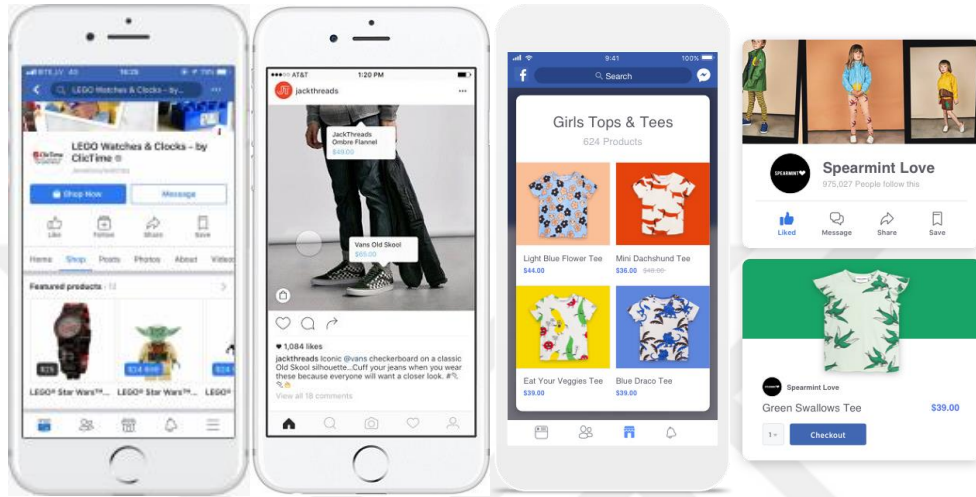
Figure A.4 Survey participants' country of residence



APPENDIX B

Survey Questionnaire

Shopping via social media means using social media such as Instagram or Facebook in order to shop a product or make a purchase or even to explore shopping opportunities. Below are some examples:



Please proceed if you are using at least one social media platform for shopping.

There is no right or wrong answer to the questions and your results will be kept strictly for academic purposes and anonymous. It is important that you are able to complete this session in a single sitting without distraction. If this is a good time, please click on the button below to begin the session.

For how long you have been shopping via social media?

- Less than 1 month
- 2-6 months
- 6-12 months
- 1-3 years
- 4-6 years
- 7-10 years
- 10 years or more

Which social media are you using / have used before for shopping? (Please select all that apply)

- Instagram
- Twitter
- Facebook
- Snapchat
- TikTok
- Other (please specify)

How frequently do you shop via social media?

- Multiple times a day (please indicate how many times on average)
- Once a week
- Multiple times per month
- Once a month
- Almost never
- Multiple times per week
- Every day

After you've learned about a product on social media, which is the way you use usually to complete your purchase?

- Social media
- The seller's website
- Online stores like (Amazon, eBay ... etc.)
- Physical store
- Other (please specify)

Please indicate how much you agree with the following statements regarding your shopping via social media

I use social media in online shopping to

	Do not agree at all (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	Definitely agree (7)
socialize with my friends or family	<input type="radio"/>						<input type="radio"/>
shop with others as a way to have a bonding experience	<input type="radio"/>						<input type="radio"/>
shop with others who have similar tastes/interests.	<input type="radio"/>						<input type="radio"/>
communicate with other people who share similar shopping experiences.	<input type="radio"/>						<input type="radio"/>
achieve a sense of belonging by shopping for the same products and brands that others purchase.	<input type="radio"/>						<input type="radio"/>
observe what others are buying and using.	<input type="radio"/>						<input type="radio"/>
eliminate pressures (or responsibilities).	<input type="radio"/>						<input type="radio"/>
forget about school, work, or other problems.	<input type="radio"/>						<input type="radio"/>
get away from what I am doing.	<input type="radio"/>						<input type="radio"/>
be in a stimulating environment.	<input type="radio"/>						<input type="radio"/>
be in an exciting place.	<input type="radio"/>						<input type="radio"/>
experience interesting sights.	<input type="radio"/>						<input type="radio"/>
explore a different environment.	<input type="radio"/>						<input type="radio"/>
treat myself to something special.	<input type="radio"/>						<input type="radio"/>
pamper myself with something new.	<input type="radio"/>						<input type="radio"/>

buy something just for me.	<input type="radio"/>						<input type="radio"/>
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I use social media in online shopping to:

	Do not agree at all (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	Definitely agree (7)
learn about new products	<input type="radio"/>						<input type="radio"/>
keep up with new trends.	<input type="radio"/>						<input type="radio"/>
get new ideas.	<input type="radio"/>						<input type="radio"/>
discover products that are new to me.	<input type="radio"/>						<input type="radio"/>
acquire information about products and brands	<input type="radio"/>						<input type="radio"/>
use people comments and reviews about products	<input type="radio"/>						<input type="radio"/>
use people's recommendations to buy a product	<input type="radio"/>						<input type="radio"/>
hunt for bargains	<input type="radio"/>						<input type="radio"/>
look for discounts.	<input type="radio"/>						<input type="radio"/>
buy products for the lowest price I can find	<input type="radio"/>						<input type="radio"/>
take advantage of a sale.	<input type="radio"/>						<input type="radio"/>
shop in an efficient manner	<input type="radio"/>						<input type="radio"/>
get exactly what I want, in the least amount of time	<input type="radio"/>						<input type="radio"/>
shop fast and easy.	<input type="radio"/>						<input type="radio"/>
go through an effortless shopping process.	<input type="radio"/>						<input type="radio"/>

I use social media in online shopping because:

	Do not agree at all (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	Definitely agree (7)
it's interesting.	<input type="radio"/>						<input type="radio"/>
it's a pleasing rest.	<input type="radio"/>						<input type="radio"/>
it's enjoyable.	<input type="radio"/>						<input type="radio"/>
I have nothing better to do.	<input type="radio"/>						<input type="radio"/>
It gives me something to do to keep my time occupied.	<input type="radio"/>						<input type="radio"/>
When I'm bored it passes the time	<input type="radio"/>						<input type="radio"/>
it is cool.	<input type="radio"/>						<input type="radio"/>

Please indicate how much you agree with the following statements regarding your shopping via social media

	Do not agree at all (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	Definitely agree (7)
I think shopping via social media can be trusted.	<input type="radio"/>						<input type="radio"/>
I expect to continue shopping via social media in the future.	<input type="radio"/>						<input type="radio"/>
I am willing to share product information on social media after shopping via social media.	<input type="radio"/>						<input type="radio"/>
I am willing to recommend products I bought via social media to my social media contacts.	<input type="radio"/>						<input type="radio"/>
I am willing to recommend products I bought via social media to my real-life social contacts (friends, family etc.)	<input type="radio"/>						<input type="radio"/>
I am willing to comment and review online after online shopping via social media.	<input type="radio"/>						<input type="radio"/>
I am willing to respond to others reviews after shopping via social media.	<input type="radio"/>						<input type="radio"/>

What is your age?

Income Please indicate your income level

- Low
- Low to middle
- Middle
- Middle to high
- High

Please indicate your highest level of education

- High school or lower
- Bachelor's degree
- Master's degree
- PhD degree

Sex Please indicate your gender

Male

Female

I don't want to disclose

What is your country of residence?



APPENDIX C

Table C.11 ANOVA analysis of social commerce shopping motivation subdimensions
by income levels

		Sum of Squares	df	Mean Square	F	Sig.
Socializing	Between Groups	1.649	4	.412	.187	.945
	Within Groups	327.737	149	2.200		
	Total	329.386	153			
Escape	Between Groups	7.508	4	1.877	.652	.627
	Within Groups	429.107	149	2.880		
	Total	436.615	153			
Sensory Stimulation	Between Groups	9.763	4	2.441	1.258	.289
	Within Groups	289.018	149	1.940		
	Total	298.781	153			
Gratification	Between Groups	9.032	4	2.258	1.337	.259
	Within Groups	251.679	149	1.689		
	Total	260.711	153			
Inspiration	Between Groups	8.480	4	2.120	1.559	.188
	Within Groups	202.587	149	1.360		
	Total	211.067	153			
Information Seeking	Between Groups	5.590	4	1.397	1.148	.336
	Within Groups	181.348	149	1.217		
	Total	186.938	153			
Bargain hunting	Between Groups	2.598	4	.650	.507	.730
	Within Groups	190.770	149	1.280		
	Total	193.369	153			
Efficiency Shopping	Between Groups	2.570	4	.643	.471	.757
	Within Groups	203.154	149	1.363		
	Total	205.724	153			
Entertainment	Between Groups	1.302	4	.325	.177	.950
	Within Groups	273.890	149	1.838		
	Total	275.192	153			
Coolness	Between Groups	9.781	4	2.445	.994	.413
	Within Groups	366.374	149	2.459		
	Total	376.156	153			
Passing Time	Between Groups	12.530	4	3.133	.997	.411
	Within Groups	468.070	149	3.141		
	Total	480.600	153			

Table C.2 ANOVA analysis on social commerce shopping motivation subdimensions
by education levels

		Sum of Squares	df	Mean Square	F	Sig.
Socializing	Between Groups	3.995	3	1.332	.614	.607
	Within Groups	325.391	150	2.169		
	Total	329.386	153			
Escape	Between Groups	7.625	3	2.542	.889	.449
	Within Groups	428.990	150	2.860		
	Total	436.615	153			
Sensory stimulation	Between Groups	5.172	3	1.724	.881	.453
	Within Groups	293.609	150	1.957		
	Total	298.781	153			
Gratification	Between Groups	8.476	3	2.825	1.680	.174
	Within Groups	252.235	150	1.682		
	Total	260.711	153			
Inspiration	Between Groups	2.821	3	.940	.677	.567
	Within Groups	208.246	150	1.388		
	Total	211.067	153			
Information Seeking	Between Groups	5.576	3	1.859	1.537	.207
	Within Groups	181.361	150	1.209		
	Total	186.938	153			
Bargain hunting	Between Groups	6.612	3	2.204	1.770	.155
	Within Groups	186.757	150	1.245		
	Total	193.369	153			
Efficiency shopping	Between Groups	3.671	3	1.224	.908	.439
	Within Groups	202.053	150	1.347		
	Total	205.724	153			
Entertainment	Between Groups	10.738	3	3.579	2.030	.112
	Within Groups	264.454	150	1.763		
	Total	275.192	153			
Coolness	Between Groups	8.962	3	2.987	1.220	.304
	Within Groups	367.194	150	2.448		
	Total	376.156	153			
Passing time	Between Groups	8.647	3	2.882	.916	.435
	Within Groups	471.953	150	3.146		
	Total	480.600	153			

Table C.3 Total variance explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	12.714	33.457	33.457	12.714	33.457	33.457	5.168	13.601	13.601
2	4.159	10.944	44.402	4.159	10.944	44.402	4.123	10.849	24.449
3	1.865	4.907	49.309	1.865	4.907	49.309	3.823	10.060	34.510
4	1.684	4.431	53.739	1.684	4.431	53.739	3.349	8.813	43.322
5	1.417	3.729	57.468	1.417	3.729	57.468	3.294	8.669	51.992
6	1.303	3.430	60.898	1.303	3.430	60.898	2.480	6.527	58.518
7	1.127	2.966	63.864	1.127	2.966	63.864	1.756	4.622	63.140
8	1.043	2.746	66.609	1.043	2.746	66.609	1.318	3.469	66.609
9	.953	2.508	69.118						
10	.870	2.289	71.407						
11	.780	2.052	73.459						
12	.749	1.971	75.430						
13	.659	1.735	77.165						
14	.638	1.679	78.844						
15	.614	1.616	80.460						
16	.596	1.568	82.028						
17	.562	1.480	83.508						
18	.541	1.423	84.931						
19	.513	1.351	86.281						
20	.490	1.290	87.571						
21	.459	1.209	88.781						
22	.417	1.098	89.878						
23	.389	1.022	90.901						
24	.363	.956	91.857						
25	.349	.919	92.776						
26	.321	.846	93.622						
27	.299	.786	94.408						
28	.277	.730	95.138						
29	.262	.689	95.827						
30	.251	.661	96.487						
31	.230	.604	97.091						
32	.219	.575	97.667						
33	.184	.484	98.151						
34	.183	.481	98.633						
35	.154	.404	99.037						
36	.146	.385	99.422						
37	.130	.343	99.765						
38	.089	.235	100.000						

Extraction Method: Principal Component Analysis.

Table C.4 Rotated component matrix^a

	Component							
	1	2	3	4	5	6	7	8
shop with others as a way to have a bonding experience	.729							
shop with others who have similar tastes/interests.	.704							
communicate with other people who share similar shopping experiences.	.692							
be in a stimulating environment.	.670							
be in an exciting place.	.644							
socialize with my friends or family	.568							
observe what others are buying and using.	.566							
explore a different environment.	.552							
achieve a sense of belonging by shopping for the same products and brands that others purchase.								
experience interesting sights.								
I have nothing better to do.		.825						
When I'm bored it passes the time		.737						
get away from what I am doing.		.706						
forget about school, work, or other problems.		.704						
It gives me something to do to keep my time occupied.		.645						
eliminate pressures (or responsibilities).		.641						
it's enjoyable			.771					
it's interesting.			.716					
it is cool.			.707					
it's a pleasing rest.			.630					
learn about new products				.784				
discover products that are new to me.				.757				
keep up with new trends.				.736				
get new ideas.				.512				
use people's recommendations to buy a product								
take advantage of a sale.					.788			
look for discounts.					.695			
buy products for the lowest price I can find					.634			
go through an effortless shopping process.					.556			
acquire information about products and brands				.513	.549			
hunt for bargains								
shop in an efficient manner						.745		
shop fast and easy.						.646		
get exactly what I want, in the least amount of time						.644		
buy something just for me.							.694	
treat myself to something special.								
pamper myself with something new.								
use people comments and reviews about products								.642

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 10 iterations.

Table C.5 ANOVA analysis of gratification motivation item by generations

To buy something just for me.					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16.981	2	8.490	3.826	.024
Within Groups	328.397	148	2.219		
Total	345.377	150			

Table C.6 ANOVA analysis of passing time motivation item by generations

Because I have nothing better to do.					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	25.937	2	12.969	3.044	.051
Within Groups	630.460	148	4.260		
Total	656.397	150			