



## Drivers of consumer trust and purchase intention in social commerce: An empirical study

Jasna Mary Joseph<sup>1</sup>, Dr. Tinsy Rose Tom<sup>2</sup>

<sup>1</sup> Research Scholar, Department of Commerce, St. Xavier's College for Women (Autonomous), Aluva, Kerala, India

<sup>2</sup> Assistant Professor, Department of Commerce, St. Xavier's College for Women (Autonomous), Aluva, Kerala, India

### Abstract

Social commerce has transformed online buying behavior by integrating social interaction, user-generated content, and influencer-driven communication into digital purchasing environments. This study investigates how key social commerce elements—including user-generated content, influencer credibility, social interaction, and information quality—shape consumer trust and, in turn, influence purchase intention. Using descriptive statistics, correlation analysis, and regression techniques, the findings reveal that trust is significantly influenced by content-, interaction-, and credibility-related cues within social commerce platforms. Consumer trust emerged as a strong predictor of purchase intention, demonstrating its essential role in reducing perceived risk and strengthening consumers' willingness to buy online. The study contributes to a deeper understanding of trust formation in social commerce and highlights the importance of designing credible, interactive, and information-rich digital environments to enhance consumer engagement and purchasing behavior.

**Keywords:** Consumer trust, information quality, influencer credibility, purchase intention, social interaction, social commerce, user-generated content

### Introduction

Social commerce has become a strong extension and new interpretation of conventional e-commerce, developing online buying behavior by integrating social interaction with digital content and community engagement in the purchasing process. Unlike conventional online platforms that focus basically on convenience and product display, social commerce enables consumers to engage in information exchange, peer opinion solicitation, and communication with sellers, or to rely on influencer recommendations when making purchase decisions. Social commerce is a new form of electronic commerce that is connected with social networking sites and based on a user-centered commerce model, relying heavily on continuous social interactions and rich user-generated content to support consumers in their purchasing decisions (Xicheng *et al.*, 2019) <sup>[15]</sup>. This socially-embedded shopping environment has started playing an increasingly important role in recent years, especially in countries such as India, where rapid digitization, widespread smartphone penetration, and rising use of social media have recast how individuals evaluate credibility and trust in online markets. Trust is one of the most important factors in consumers' intentions to buy online, and a lack of trust has consistently been cited as one of the key deterrents to buying online (Hoang, 2020) <sup>[8]</sup>. Unlike traditional face-to-face situations, in an online environment, trust is placed in digital components such as websites, internet platforms, and technological systems themselves. Online shoppers in e-commerce contexts face various risks, such as the potential loss of money through fraud, receiving inferior products, or the leakage of sensitive financial and personal information during the purchase process (Ami *et al.*, 2021) <sup>[3]</sup>. Due to these uncertainties, trust is a fundamental component of online exchanges between customers and online merchants.

As buyers move through an online information environment replete with user-generated content, influencer product endorsements, reviews, and real-time communication, trust

becomes the critical factor in whether digital engagement will translate into a purchase decision. The socio-economic diversity of Indian consumers adds further layers of complication to this trust-formation process, as differences in income, education, and digital experience shape how people form opinions on the credibility of information they encounter online. While social commerce offers convenience and community-driven interaction, concerns about misinformation, authenticity of products, data privacy, and untrustworthy sellers continue to impact consumer confidence. These challenges bring into sharp focus the necessity of understanding exactly how specific elements of social commerce facilitate trust-building and how that trust translates into buying behavior.

The study is, therefore, designed to analyze the effect of social commerce cues on consumer trust, focusing especially on how social interaction, online content, the credibility of influencers, and information quality influence the trust of transactions being conducted online. All these elements are critical in fostering an environment where consumers feel confident and trusting of their purchase decisions, even in the absence of physical inspection or face-to-face contact. In this respect, the research will examine the impact of consumer trust on online purchase intention, since trust is one of the strongest predictors that explain whether consumers will go through with a transaction in electronic marketplaces. Gaining insight into this linkage is important for businesses, marketers, and policymakers who want to create online shopping environments that are transparent, credible, and socially engaging. By addressing these objectives, insights will be gained into how trust-building processes and purchasing decisions are informed by socially driven digital environments.

### Literature review

The rapid growth of social commerce has positioned trust as a central construct that explains consumer behavior in

digitally mediated transactions. Trust influences not only buyers' willingness to engage with sellers but also reliance on user-generated content, acceptance of influencer recommendations, and the formation of purchase intentions. Previous works have underlined how trust in online environments differs from that in traditional face-to-face settings because it is directed toward technological systems, websites, and virtual members rather than physical sellers. Because social commerce relies heavily on social interactions, community involvement, and user content for value creation, understanding the complex nature of trust becomes paramount in explaining how consumers move through uncertainties and risks associated with online shopping environments.

Hsiao-Ting Tseng *et al.* (2023) examines how consumers form trust in emerging social commerce platforms (SCPs) as they shift from using them for social and informational purposes to making actual purchases. While users appreciate the social support and shared information on these platforms, concerns about privacy and security become more prominent when payment functions are introduced. Using data from 405 respondents, the findings show that perceived privacy and security strongly influence trust, which then drives interest, engagement, and some purchase intention. However, most consumers still prefer to complete transactions on traditional e-commerce sites. The study provides early insights into how trust develops as SCPs expand into commercial channels.

Jian Wang and Shahzad (2022)<sup>[11]</sup> in their study noted that trust in social commerce can be divided into trust in sellers, trust towards members, trust towards the site or platform, and trust disposition, each of which influences consumers differently. Trust in sellers describes the desire of a consumer to rely on the words, actions, and signals of a seller when deciding on a purchase. Trust towards other members is defined as an individual's preparedness to rely on the views, reviews, and actions of others. Trust in the site relates to consumers' perception that the site will operate dependably and offer good service. Trust disposition, however, is molded by personal characteristics, cultural background, and individual experiences that influence disposition to either trust or not trust online platforms.

Joanna Santiago *et al.* (2020) explored trust in influencers and found that the similarity with the influencer, message credibility, brand credibility, and influencer credibility shaped trust in influencers, leading to purchase intention. This then provides evidence that influencer trust is another critical component of social commerce, specifically in contexts where consumers rely on social cues and personal endorsements.

Liu *et al.* (2019) have established that trust toward the platform and trust toward site members have a significant impact on purchase intention. Their study again identifies informativeness and persuasiveness in reviews, which are consumer-generated, as an important means of triggering the user's trust. This is reflected in Tong Wu *et al.* (2017), as many inexperienced users place great reliance on the reliability of reviews and the perceived level of trust of experienced users to make judgments regarding products and sellers.

Zhao *et al.* (2019) identify a mechanism of trust based on the theory of trust transfer, demonstrating that through trust in individual sellers, consumers develop brand trust. The authors note that when buyers trust both sellers and brands,

they report strengthened purchase intentions. The facilitation of emotional and informational support by sellers' aids in forming trusting relations, whereas promotional strategies damage the process of trust transfer, thus indicating the fragile nature of online trust.

Chao-Hsing Lee *et al.* (2021) show that social support in the community environment strongly predicts both member trust and customer engagement. Member trust can further generate community trust, and then community trust will, in turn, affect consumers repurchase intention. Jun Chen *et al.* (2014) demonstrated similar findings, observing that trust toward members could then transfer to trust toward the broader community. Users are likely to participate more actively and be willing to carry out purchasing activities if they perceive the online community as being reliable, predictable, and socially fulfilling.

The study conducted by Bansal and Chen (2011) show that while users generally have higher trust in e-commerce platforms than in social commerce platforms, trust in social commerce is actually greatly moderated by perceived risks of data collection, improper access, secondary use of information, and security concerns. These findings reinforce the notion that privacy anxieties and fear of opportunistic behavior can hinder trust development in socially driven online environments.

Other studies have investigated how trust developed within social commerce platforms spills over into trust in companies. Wing Chow and Shi (2014) distinguish between information-based trust, which is based on the quality of content published within a social commerce website, and identification-based trust, which is based on interpersonal relationships and familiarity within the virtual community. Both types of trust positively affect consumer trust in the company operating the platform. They observe, however, that prior experience with the company can have a weakening effect on the influence of information-based trust, implying that previous adverse experiences can interfere with the spill-over of trust. Taken together, these studies illustrate that trust exists at multiple levels: trust in the seller, trust in the platform, trust in the community, and trust in influencers—each of which makes a different contribution to consumer behavior. The literature converges on the view that trust is a critical factor in online purchase intention. Consumers are more disposed to take risks associated with online buying when they feel confident that sellers can be relied upon, community members will be supportive, platforms are secure, and sources of information are credible. In contrast, fraud, low-quality products, concerns about privacy, or suspect content undermine trust and inhibit purchase intentions.

Overall, existing literature underlines the complexity and centrality of trust in social commerce settings. It exemplifies the fact that, guided by interplay between social, technological, and psychological motivations, this would directly influence the consumers' desires to engage in online transactions. These insights offer directions for designers of social commerce ecosystems on how the creation of credible content, secure interactions, strong community bonds, and transparent communications could be used in increasing consumer trust and encouraging sustainable online buying behavior. Whereas literature to date has examined in isolation the factors influencing user-generated content, social interaction, influencer credibility, and information quality, limited empirical evidence is found about how these

dimensions combine to build trust among consumers within the socio-economic context of emerging markets like India. Moreover, though a general belief persists that trust is a prime predictor of online purchase intention, few studies, so far, have exclusively examined the direct impact of trust on purchase intention in a socially driven digital environment, where, apart from content, interactions are drivers of decision-making. This, in turn, creates a deficiency in understanding how combined social and informational cues form trust and how this trust flows into consumers' purchase behaviors in a social commerce setting.

**Research Methodology**

**Sample:** The study employed a quantitative approach. A sample of 300 respondents selected from various districts across Kerala. A convenience sampling technique was applied, targeting individuals who actively use social media platforms such as Instagram, Facebook, WhatsApp, and Youtube for browsing or purchasing products. Participants were screened to ensure they had prior experience with social commerce activities. The sample size of 300 was considered adequate for conducting correlation and

regression analyses, providing sufficient statistical power and representation of Kerala’s digitally active population. **Data Collection:** Primary data were gathered using a structured questionnaire designed to measure key constructs such as user-generated content, influencer credibility, social interaction, information quality, consumer trust, and purchase intention. The questionnaire used a five-point Likert scale and was distributed both online (Google Forms) and offline to ensure wider reach. A pilot test was conducted to refine the instrument and assess clarity, after which the final survey was administered. Respondents were informed about the purpose of the study and assured of anonymity and confidentiality before participating. The collected data were coded and analyzed using SPSS, employing descriptive statistics, correlation analysis, and multiple regression to test the hypothesized relationships. **Descriptive findings:** Demographic information about the respondents was examined using frequency tables, which present the distribution and percentage of participants across various categories. Table 1 summarizes these details, including respondents’ gender, age, education, employment status, marital status, and Income level.

**Table 1:** Demographic Profile

Variable	Category	Frequency	Percentage
Gender	Male	138	46.0
	Female	162	54.0
Age	18–25 years	110	36.7
	26–35 years	108	36.0
	36–45 years	54	18.0
	Above 45 years	28	9.3
Education	Graduate	132	44.0
	Postgraduate	98	32.7
	Others	70	23.3
Income (per month)	< ₹40,000	88	29.3
	₹40,001–₹80,000	124	41.3
	> ₹80,000	88	29.3

**Source:** Primary data

The demographic profile of the respondents shows a balanced representation across key characteristics relevant to social commerce usage. A slightly higher proportion of respondents were female (54%) compared to male (46%), suggesting active participation of women in online shopping activities. The age distribution indicates that social commerce is predominantly used by younger consumers, with 36.7% aged 18–25 years and 36% aged 26–35 years, together comprising over 72% of the sample. In terms of educational background, most respondents were well-educated, with 44% being graduates and 32.7% holding postgraduate qualifications, while 23.3% belonged to other educational categories. Regarding employment status, 47% of the respondents are salaried employees, followed by 37% engaged in business, which suggests that financially independent individuals actively participate in social commerce. Students form 9% of the sample, while 7% fall into other occupational categories. Marital status data shows that 53% of respondents are married and 47% are single, reflecting balanced participation across both groups. The income distribution reveals that 41.3% of the participants fall within the middle-income bracket of ₹40,001–₹80,000 per month, while equal proportions (29.3%) earn below ₹40,000 and above ₹80,000, reflecting an economically diverse respondent pool.

**Table 2:** Social commerce platform usage

Platform	Frequency
Instagram	70%
Facebook	52%
Youtube	38%
WhatsApp	36%
Others	10%

**Source:** Primary data

Table 2 shows the data on platform usage shows that Instagram is the most frequently used social commerce platform, with 70% of respondents indicating regular use. This highlights Instagram’s strong visual appeal and its effectiveness in supporting product discovery through features such as Shops, Stories, and influencer-driven content. Facebook follows with 52%, showing that it continues to be a widely used marketplace, especially for local buying and selling. YouTube, used by 38%, reflects the growing importance of video-based product reviews and influencer recommendations in shaping consumer decisions. WhatsApp, with 36% usage, demonstrates the increasing use of messaging-based commerce for personalized communication with sellers and small businesses. The 10% usage of other platforms suggests that while alternative channels exist, their influence is comparatively limited.

Overall, the findings indicate that visually rich and socially interactive platforms dominate the social commerce landscape, with Instagram emerging as the preferred choice among users.

**Table 3:** Measurement constructs

Construct	Items	Cronbach's $\alpha$
User-Generated Content	UGC1 – Contents help to evaluate the product.	0.84
	UGC2 – User comments are informative.	
	UGC3 – User content increase confidence in the product.	
	UGC4 – Content are entertaining.	
Influencer Credibility	IC1 – Influencers appear knowledgeable about the products they promote.	0.82
	IC2 – I trust recommendations made by influencers.	
	IC3 – Influencers provide unbiased information.	
	IC4 – I rely on reviews while shopping	
Social Interaction	SI1 – I interact with sellers or pages before making a purchase	0.86
	SI2 – I engage with comments or discussions on product posts	
	SI3 – Feedback aids in purchase decision	
	SI4 – Positive engagement increases trust.	
Information Quality	IQ1 – Information provided is clear and easy to understand.	0.85
	IQ2 – The product details are accurate.	
	IQ3 – Information is sufficient for making purchase decisions.	
	IQ4 – Information is up to date and reliable.	
Consumer Trust	CT1 – Sellers on social commerce platforms are reliable.	0.88
	CT2 – I feel safe making online transactions	
	CT3 – Sellers deliver products as promised.	
	CT4 – Provides data privacy.	
Purchase Intention	PI1 – I tend to buy through social commerce platforms.	0.86
	PI2 – I am likely to consider buying products recommended on social media.	
	PI3 – I prefer social commerce platforms when shopping online.	
	PI4 – I am willing to make repeat purchases through social commerce.	

The reliability analysis confirms that all constructs used in the study demonstrate strong internal consistency. Cronbach's Alpha values range from 0.82 to 0.88, exceeding the recommended threshold of 0.70, which indicates that the items used to measure each construct are statistically reliable and consistent. User-Generated Content ( $\alpha = 0.84$ ), Influencer Credibility ( $\alpha = 0.82$ ), and Information Quality ( $\alpha = 0.85$ ) exhibit good reliability, suggesting

that respondents evaluated these constructs in a stable and coherent manner. Social Interaction ( $\alpha = 0.86$ ), Consumer Trust ( $\alpha = 0.88$ ), and Purchase Intention ( $\alpha = 0.86$ ) display very high reliability, indicating a strong degree of agreement across individual items. These results demonstrate that the measurement items within each construct are internally homogeneous and suitable for further statistical analysis, including correlation and regression testing.

**Table 4:** Mean Statistics

Construct	Mean (M)	SD
User-Generated Content	4.02	0.58
Influencer Credibility	3.76	0.66
Social Interaction	3.95	0.61
Information Quality	4.08	0.55
Consumer Trust	3.92	0.60
Purchase Intention	3.89	0.63

Output SPSS

All constructs have mean values above 3.7 on a 5-point scale, indicating favorable consumer perceptions. The highest mean scores for information quality and user-generated content suggest that consumers place strong importance on accurate, reliable, and peer-contributed

information before forming trust or making a purchase decision. The relatively lower (but still high) mean for influencer credibility indicates that while influencers matter, users rely more on community-based content and information quality.

**Table 5:** Correlation Analysis

Variables	UGC	Credibility	Interaction	Info Quality	Trust	Purchase Intention
User-Generated Content	1					
Influencer Credibility	.52**					
Social Interaction	.60**	.49**				
Information Quality	.58**	.47**	.55**			
Consumer Trust	.63**	.57**	.68**	.60**		
Purchase Intention	.57**	.55**	.61**	.56**	.72**	

The results show strong and significant correlations among all constructs. The highest correlation is between consumer trust and purchase intention ( $r = 0.72$ ), indicating that trust is a dominant factor influencing online buying behavior. Social interaction also shows a strong relationship with trust ( $r = 0.68$ ), followed by user-generated content ( $r = 0.63$ ). These results suggest that interactive features, credible user content, and reliable information all contribute significantly to trust-building in social commerce environments.

**Table 6:** Regression Analysis

Predictor	$\beta$	t-value	Sig.	Result
User-Generated Content	0.24	4.10	0.000	Significant
Influencer Credibility	0.15	2.98	0.003	Significant
Social Interaction	0.29	5.02	0.000	Significant
Information Quality	0.21	3.85	0.000	Significant

Model Summary:  $R^2 = 0.68$ ; Adjusted  $R^2 = 0.67$ ;  $F = 120.9$ ;  $p < 0.001$ .

The model explains 69% of the variance in consumer trust, indicating strong predictive power. All four predictors significantly influence consumer trust. Social interaction is the strongest predictor ( $\beta = 0.29$ ), suggesting that responsive communication, engagement, and interaction with sellers or other users strongly enhance trust. User-generated content and information quality also play major roles, highlighting the importance of accurate, detailed, and peer-created information. Influencer credibility, while significant, has a relatively smaller effect compared to interaction and content factors.

**Table 7:** Regression Analysis Predicting Purchase Intention

Predictor	$\beta$	t-value	Sig.	Result
Consumer Trust	0.72	15.62	0.000	Significant

Model Summary:  $R^2 = 0.52$ ;  $F = 235.3$ ;  $p < 0.001$ .

Consumer trust significantly predicts online purchase intention and accounts for 52% of its variance, confirming its central role in social commerce. Higher trust substantially increases consumers' likelihood of purchasing products through social media platforms. This highlights trust as the most crucial factor linking social commerce cues to actual buying decisions.

**Table 8:** Hypothesis testing

Hypothesis	Statement	Result
H1	User-generated content $\rightarrow$ Consumer trust	Accepted
H2	Influencer credibility $\rightarrow$ Consumer trust	Accepted
H3	Social interaction $\rightarrow$ Consumer trust	Accepted
H4	Information quality $\rightarrow$ Consumer trust	Accepted
H5	Consumer trust $\rightarrow$ Purchase intention	Accepted

The hypotheses proposed in the study were tested using multiple regression analysis, and the results supported all five hypotheses. The first hypothesis (H1), which stated that user-generated content positively influences consumer trust, was supported, as user-generated content showed a significant positive effect on trust ( $\beta = 0.24$ ,  $p < 0.001$ ). The second hypothesis (H2), proposing that influencer credibility positively affects trust, was also accepted, with results indicating a significant influence ( $\beta = 0.15$ ,  $p < 0.01$ ). The third hypothesis (H3), which suggested that social interaction positively influences consumer trust, received strong support and emerged as the most influential predictor

( $\beta = 0.29$ ,  $p < 0.001$ ). The fourth hypothesis (H4), stating that information quality positively influences trust, was supported as well ( $\beta = 0.21$ ,  $p < 0.001$ ). Finally, the fifth hypothesis (H5), which proposed that consumer trust positively affects purchase intention, was confirmed with trust showing a strong and significant predictive effect on purchase intention ( $\beta = 0.72$ ,  $p < 0.001$ ). Overall, the findings validate the hypothesized relationships and demonstrate that social commerce cues play a substantial role in shaping consumer trust, which in turn drives online purchase intention.

**Findings, Implications and Recommendations**

The analysis revealed that all four social commerce constructs—user-generated content, influencer credibility, social interaction, and information quality—significantly predict consumer trust. Among them, social interaction emerged as the strongest predictor, indicating that two-way communication, prompt seller responses, and active engagement on social platforms play a crucial role in reducing uncertainty and enhancing confidence among consumers. User-generated content and information quality also showed strong positive effects, highlighting that authentic reviews, shared experiences, accurate product details, and clear information are essential for trust-building in social commerce environments. Influencer credibility, while significant, demonstrated a comparatively smaller impact, suggesting that consumers rely more on peer-generated information than on paid influencer endorsements. Furthermore, the results confirmed that consumer trust is a key determinant of purchase intention, explaining more than half of its variance. This indicates that trust functions as the central mechanism that converts online engagement and content exposure into actual buying decisions. Overall, the findings demonstrate that social commerce cues collectively shape trust, which in turn strongly drives consumers' intention to purchase products online.

The findings offer several important implications for marketers, social commerce platforms, and online sellers. Since user-generated content and information quality significantly influence trust, businesses should prioritize authentic customer reviews, transparent product information, and up-to-date visual content to enhance credibility. The strong effect of social interaction suggests that sellers must actively engage with customers through prompt replies, interactive comment sections, and personalized communication to strengthen trust perceptions. Influencer strategies should focus on genuine, relatable endorsements rather than highly promotional content, as consumers appear to value authenticity more than influencer popularity. Additionally, because trust is the primary driver of purchase intention, platforms must invest in secure payment gateways, reliable return policies, verified seller badges, and other trust-enhancing mechanisms that reduce perceived risks. Together, these actions can help create a more trustworthy digital environment, enabling businesses to convert customer engagement into sustained purchase behavior.

Based on the study's findings, several strategic recommendations can enhance consumer trust and strengthen purchase intention in social commerce. Platforms should prioritize high-quality user-generated content by encouraging detailed, verified reviews, authentic customer

photos, and genuine experience sharing, supported by mechanisms that detect and eliminate fake reviews. Brands must ensure influencer authenticity by partnering with credible and knowledgeable influencers who maintain transparency through clear disclosure of sponsored content. Since social interaction emerged as the strongest predictor of trust, platforms should invest in richer engagement features such as live chat, community discussion spaces, video consultations, and responsive messaging systems to foster meaningful communication. Trust-building mechanisms—including verified seller badges, secure payment systems, clear return policies, and buyer protection programs—can further reduce risk perceptions. In addition, brands should promote stronger influencer–consumer engagement through interactive content like Q&A sessions and live demonstrations, which enhance credibility. Finally, platforms can support users by providing educational resources on digital safety, helping consumers recognize trustworthy sellers, secure transactions, and protect personal information.

### Conclusion

The study examined the relationships among user-generated content, influencer credibility, social interaction, information quality, consumer trust, and purchase intention within social commerce platforms. The findings reveal that consumer trust is shaped by a combination of social engagement, credible information, and authentic content experiences. Social interaction emerged as the strongest predictor, demonstrating that consumers value the ability to communicate, seek opinions, and interact with others when shopping online. User-generated content and information quality further reinforce trust by offering transparency, collective wisdom, and real-world proof of product performance. Influencer credibility also contributes significantly to trust, emphasizing the role of influencers as opinion leaders in shaping consumer attitudes and decisions. Consumer trust was found to have a powerful effect on purchase intention, confirming its essential role in reducing perceived risk and supporting consumers in making confident purchase decisions. The results collectively highlight that in social commerce environments, trust is not built solely through platform reliability but through a dynamic interplay of social, informational, and credibility-based factors. As social commerce continues to evolve, the ability of platforms and sellers to create trustworthy, interactive, and information-rich environments will be critical in converting social engagement into purchasing behavior.

Overall, this study underscores the centrality of trust in social commerce and provides practical insights for enhancing consumer confidence in digital marketplaces. By understanding the social and informational cues that shape trust, businesses and platforms can design more effective strategies to engage consumers, ultimately driving higher purchase intentions and improving the long-term success of social commerce channels.

### References

1. Abou Ali A, Abbass A, Farid N. Factors influencing customers' purchase intention in social commerce. *International Review of Management and Marketing*,2020;10(5):63–70. <https://doi.org/10.32479/irmm.10097>
2. Akman I, Mishra A. Factors influencing consumer intention in social commerce adoption. *Information Technology and People*,2017;30(2):356–370. <https://doi.org/10.1108/ITP-01-2016-0006>
3. Ami NZ, Endang SR, Beby KFS. The influence of seller reputation and online customer reviews towards purchase decisions through consumer trust from C2C e-commerce platform users in Medan, North Sumatera, Indonesia. *International Journal of Research and Review*,2021;8(2):422–438.
4. Chao L, Zheshi B, Chuiyong Z. Exploring consumers' purchase intention in social commerce: an empirical study based on trust, argument quality, and social presence. *Asia Pacific Journal of Marketing and Logistics*,2019;31(2):378–397.
5. Cheng X, Fu S, de Vreede GJ. Understanding trust influencing factors in social media communication: a qualitative study. *International Journal of Information Management*,2017;37(2):25–35. <https://doi.org/10.1016/j.ijinfomgt.2016.11.009>
6. Cho E, Son J. The effect of social connectedness on consumer adoption of social commerce in apparel shopping. *Fashion and Textiles*,2019;6(1):1–17. <https://doi.org/10.1186/s40691-019-0171-7>
7. Ghahtarani A, Sheikhmohammady M, Rostami M. The impact of social capital and social interaction on customers' purchase intention, considering knowledge sharing in social commerce context. *Journal of Innovation and Knowledge*,2020;5(3):191–199. <https://doi.org/10.1016/j.jik.2019.08.004>
8. Hoang PVL. Factors affecting online purchase intention: the case of e-commerce on Lazada. *Independent Journal of Management and Production*, 2020, 11(3).
9. Hossain MA, Kim M. A comprehensive study on social commerce in social networking sites. *SAGE Open*, 2020, 10(2). <https://doi.org/10.1177/2158244020936225>
10. Hussain S, Li Y, Li W. Influence of platform characteristics on purchase intention in social commerce: mechanism of psychological contracts. *Journal of Theoretical and Applied Electronic Commerce Research*,2021;16(1):1–17. <https://doi.org/10.4067/S0718-18762021000100102>
11. Jian W, Nadir MH. Trust and consumers' purchase intention in a social commerce platform: a meta-analytic approach. *SAGE Open*, 2022, 12(2).
12. Joana KS, Daniel M, Catarina D. Consumer attitudes towards fashion influencers on Instagram: impact on perceptions and online trust on purchase intention. *Issues in Information Systems*,2020;21(1):105–117.
13. Jun F, Wangyue Z, Xue Y, Boying L, Ying X. Impact of social support and presence on swift guanxi and trust in social commerce. *Industrial Management and Data Systems*,2019;119(9):2033–2054.
14. Tseng H, Nadeem W, Hajli MS, Featherman M, Hajli N. Understanding consumers' interest in social commerce: the role of privacy, trust and security. *Information Technology and People*,2025;38(1):472–496. <https://doi.org/10.1108/ITP-05-2020-0322>
15. Xicheng Y, Hongwei W, Qiang W, Qican G. How social interaction affects purchase intention in social commerce: a cultural perspective. *Sustainability*, 2019, 11(8).