

SOCIAL COMMERCE PURCHASE INTENTION FACTORS IN DEVELOPING COUNTRIES: A SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

Over the last decade, research on social commerce has grown exponentially, reflecting the widespread adoption of social commerce strategies and practices. Social commerce encompasses a broad range of distinct concepts. Recent reviews of the literature detail the numerous factors of social commerce adoption. This paper has an objective to investigate the important factor of social commerce adoption in developing countries. 149 articles from high quality repository collected to be review, in this study the systematic literature review conducted through Kitchenham methodology which consist of developing research question, determining the sources as well as research string, categorizing inclusion and exclusion criteria, choosing the primary studies, extracting the data then synthesizing the data. After careful quality assessment process, 49 articles selected to process in depth review. The result of this study found that there ae several important factors and lead by trust factor for social commerce adoption in developing countries. **Keywords:** Social Commerce, Adoption, Developing Countries, Factors, Review

1. Introduction

Social commerce is a type of business that is mediated by social media and involves the confluence of the online and offline worlds. Social commerce websites offer a variety of features, such as product recommendations to friends, customer reviews, a discussion board, and the ability to write and rate reviews. Social commerce is distinguished from e-commerce in two ways: first, it is built on a social technology platform, and second, it encourages commercial activities supported by social media, as opposed to e-commerce, which is dependent on online system characteristics such as the user interface, shopping cart, search engine, or preference-based recommender systems used to influence online purchasing decisions (A. Chen et al., 2017; Lal, 2017). Over the last decade, research on social commerce has grown tremendously, reflecting the broad adoption of social commerce ideas and practices. Social commerce encompasses a broad range of distinct concepts.

Recent studies of the literature detail the numerous dimensions of social commerce. One aspect on which this study focuses is the actions via which people shop or purposefully investigate purchasing opportunities through participation in and/or engagement in a collaborative online environment (Doha et al., 2019). Social Commerce on the developing countries become alternative for digital transaction besides E-Commerce, furthermore, in developing countries social media become one of the marketplaces for seller and buyer conduct transaction. Based on the phenomenon and the previous study, this study will investigate what the important factors for social commerce adoption in developing countries , and developed 1 research question, the research question are: What are the important factors of purchase intention in social commerce?

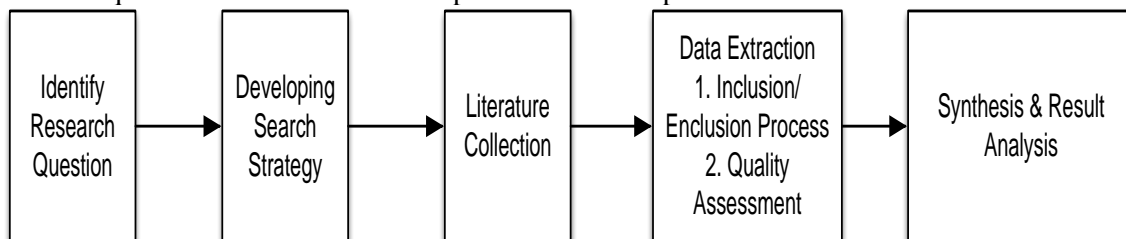


Fig. 1. SLR Process

2. Methodology

At the beginning the process of review is identifying the databased used. In this study, 6 databases of literature resources selected, the resources are Scopus, ACM, IEEE Xplore, Inderscience, Taylor & Francis, as well as Association of Information Systems (AIS) Journal. In order to find the suitable resources, the suitable keyword should applied when discover the literature, furthermore, the keyword in this study was **“(Social commerce or social media commerce or S Commerce or S-Commerce or Social Media E-Commerce or Social E Commerce or) and (Adoption or Intention or Purchase)”**

The next step after keyword defined, is implement the keyword search in the digital repository of literature, after careful review, 49 articles selected in this study from 149 articles collected. The summary of literature collection shown in table 1.

Table 1 - Literature Collection

Publisher	Found	Candidate	Selected
Elsevier	100	38	34
ACM	3	1	0
IEEE	27	12	8
Inderscience	5	5	4
Taylor & Francis	8	1	1
AIS Journal	3	1	1
Emerald	3	1	1
Total	149	59	49

After 149 articles collected, the next step is identifying which article is fit in with our research purpose, inclusion and exclusion criteria is developed to conduct the first assessment of articles selection, the criteria of inclusion and exclusion in this phase shown in table 2 below. Moreover, to ensure the quality of sources, the next assessment conducted through quality assessment, the quality assessment criteria present in table 3.

Table 2 - Inclusion and Exclusion Criteria

Inclusion	Exclusion
1. Conducted in developing countries	1. Literature review
2. Primary studies	2. Conducted in developed countries
3. Social commerce adoption factors clearly presents	3. Outside period time
4. Published between 2015 to 2021	
5. Full access paper	
6. Research Object is Social Commerce Customer	

Inclusion and exclusion are the process to select which paper is fit in with our research purpose as well as research question, the main inclusion criteria in this study are the previous research should conduct in developing countries, the factors of social commerce adoption should clearly present, followed by the research object should Social Commerce rather than E-Commerce/Social Media. The developing countries criteria in this research is based on United Nations list which able to access through https://www.un.org/en/development/desa/policy/wesp/wesp_current/2014wesp_country_classification.pdf

Table 3 – Quality Assessments Criteria

QA Number	QA Question
QA1.	Is the topic addressed in the paper related to s-commerce?
QA2.	Is the research methodology described in the paper?
QA3.	Is the data collection method described in the paper?
QA4.	Are the data analysis steps clearly described in the paper?

Quality assessment is a vital element in determining the superiority of the primary studies. Quality instruments define the specifics of quality assessment. The tools serve as a checklist of the critical criteria that must be applied in this investigation. (Busalim & Hussin, 2016). Four questions were devised in this study as a quality assessment criterion to assure the reliability of sources. Following the quality evaluation procedure, ten publications were deleted due to the lack of clarity in the research methodology and data gathering processes. The summary of selected articles shown table 4.

Table 4 – Selected Article Summary

Journal/Conference Name	Publication Type	Number Of Paper
International Journal of Information Management	Journal	8
Technological Forecasting and Social Change	Journal	3
Heliyon	Journal	1
Journal of Innovation and Knowledge	Journal	1
Electronic Commerce Research and Applications	Journal	2
Journal of Business Research	Journal	3
Information and Management	Journal	3
Journal of Retailing and Consumer Services	Journal	5
Future Business Journal	Journal	1
Alexandria Engineering Journal	Journal	1
Computers in Human Behavior	Journal	4
Telematics and Informatics	Journal	1
Technology in Society	Journal	2
IEEE Access	Conferences	8
Association for Information Systems AIS	Journal	1
Electronic Library		
International Journal of Enterprise Network Management	Journal	1
ACM International Conference Proceeding	Conferences	1
International Journal of Web Information Systems	Journal	1
International Journal of Applied Management Science	Journal	1
Behaviour and Information Technology	Journal	1
International Journal of Networking and Virtual Organisations	Journal	2

Based on table 4, International Journal of Information Management are the most sources for this study followed by Journal of Retailing and Customer Services. Both of that are the top journal in Information Systems area regarding scopus quartile. On the hand, in this study also involving top conferences which is IEEE Access conferences proceeding

3. Result

Once, article passed from quality assessment, important factors of social commerce adoption discover, the result of social commerce adoption factors discovery presents in table 5 below.

Table 5 – Social Commerce Adoption Factor Summary

Factor	Count	References
Trust	26	(Al-Dwairi et al., 2018)(Andriadi et al., 2019)(Shekhar & Jaidev, 2020)(Shin, 2013)(Zhou, 2020)(Fu et al., 2020)(Hairudin et al., 2019)(Pratama et al., 2018)(Razi et al., 2019)(Sensuse et al., 2017)(Bugshan & Attar, 2020)(Y. Chen et al., 2019)(Cheng et al., 2019; Dakduk et al., 2020; Gibreel et al., 2018; Hajli et al., 2017)(Huang & Benyoucef, 2017; Jiang et al., 2019; Lal, 2017; Leong et al., 2020; Li, 2019)(Luo et al., 2020; Meilatinova, 2021)(Sembada & Koay, 2021; Tuncer, 2021)(Yahia et al., 2018)
Relationship Maintenance	8	(Andriadi et al., 2019)(Dong & Wang, 2018)(Ghahtarani et al., 2020)(Lal, 2017)(Molinillo et al., 2020)(Sheikh et al., 2017)(Yahia et al., 2018)(Zheng et al., 2020)
Hedonic motivation	7	(Handarkho, 2020)(Marseto et al., 2019)(Lin et al., 2020)(Sheikh et al., 2017)(Tang & Zhang, 2020)(Wang et al., 2019)(Yahia et al., 2018)(Fu et al., 2020)
Satiation	6	(Handarkho, 2020)(Ko & Chang, 2017)(Razi et al., 2019)(Sohn & Kim, 2020)(Shin, 2013)(Al-Maatouk et al., 2020)
Quality & Reliability	6	(Aladwani, 2018; X. Chen et al., 2021)(Lal, 2017)(Sohn & Kim, 2020)(Al-Maatouk et al., 2020)(Gibreel et al., 2018)(Huang & Benyoucef, 2017)
Habit	5	(Marseto et al., 2019)(Sheikh et al., 2017)(Yahia et al., 2018)(Yeon et al., 2019)(Xue et al., 2020)
Social Presence	5	(Pratama et al., 2018; Razi et al., 2019)(Li, 2019)(Handarkho, 2020)(Zhou, 2020)

Factor	Count	References
Perceived of Ease of Use	4	(Al-Maatouk et al., 2020)(Yahia et al., 2018)(Huang & Benyoucef, 2017)(Lin et al., 2020)
Perceived of Usefulness	3	(Williams, 2021)(Xue et al., 2020)(Shin, 2013)
Privacy	3	(Zhou, 2020)(Bugshan & Attar, 2020)(Xue et al., 2020)
Communication	2	(Al-Dwairi et al., 2018)(Shin, 2013)
Transaction Safety	2	(Andriadi et al., 2019)(Zhou, 2020)
Economy	2	(Sheikh et al., 2017)(Sohn & Kim, 2020)
Value	2	(Molinillo et al., 2021)(Peng et al., 2019)
Others	2	(A. Chen et al., 2017)
Rating	1	(Andriadi et al., 2019)

Based on the data extraction process it clear that Trust is the most important factor for Social Commerce adoption in developing countries followed by relationship maintenance as well hedonic motivation.

4. Analysis and Discussions

Based on the data extraction result the most important factors of social commerce adoption in developing countries is Trust. In social commerce buyers, and sellers able to conduct direct transaction without medium such as marketplace, based on that, no doubt that trust is the most important factor. Consumers rely on comments and guidance from social networks in the social commerce environment, therefore trust is critical. (Al-Dwairi et al., 2018).

Trust is crucial in online buying environments, but it is even more critical in social commerce platforms, where the lack of face-to-face communication and the abundance of user-generated material contribute to heightened uncertainty. Trust is crucial for the development of a good connection between participants in online buying platforms. In a variety of online scenarios, trust is crucial for lowering individuals' uncertainties and risks. There are two methods to express trust: trust in one's fellow members and trust in one's community. Trust is defined as an individual's readiness to rely on the thoughts, views, and proposals of other community members. Additionally, trust has been suggested to be the universal social lubricant that enables society to work smoothly; trust is the belief in the predictability of others' behavior. Traditionally, trust has been defined in the context of business as a collection of beliefs about the transaction partner's honesty, capacity, and beneficence in delivering the promised benefit. Customers' impressions of an online vendor's credibility, as well as their buy intents, can be influenced by trust. (Yahia et al., 2018)(Tuncer, 2021) (Shekhar & Jaidev, 2020)(Sembada & Koay, 2021) (Pratama et al., 2018). As a result of the uncertainty and risk inherent in online environments, trust can be considered a critical component of economic relations. Additionally, trust in social commerce is divided into two categories: specific trust in social commerce members and systemic trust in social commerce apps. (Dakduk et al., 2020)(Cheng et al., 2019). On the previous study also said that trust is the important factor for customer in social commerce repurchase (Meilatinova, 2021).

Additionally, connection maintenance or social support is a significant role in social commerce adoption. Consumers like the social commerce platform for relationship maintenance because it is aware of their desires and demands. Cross-selling and up-selling on goods purchased by consumers are possible via the social commerce platform. Additionally, the signs examined indicate that consumers like special discounts, limited-time deals, and loyalty products for those who frequently purchase online (Andriadi et al., 2019)(Sheikh et al., 2017). Members of the social commerce community transfer information and advice that enables them to solve problems and make wise choices; they also exchange messages about emotional issues such as empathy and compassion. Long-term relationships require community trust. Trust is defined as an impression of reliability and integrity in the behavior of the ex-change partner (Molinillo et al., 2020).

The last of top 3 important factor for social commerce adoption in developing countries is hedonic motivation. Hedonic was have significant impact on the social commerce platform intention to use (Yahia et al., 2018). Hedonic value can be defined as the degree of playfulness and pleasure experienced by a participant when he or she receives a marketing message via social media. Utilitarian and hedonic values are incorporated into the cognitive and affective evaluation

of present participants in this online marketing context (Wang et al. 2019). According to a previous study conducted in 2020 by Lin, J., Guo, J., Turel, O., and Liu, S., the attributes of organic foods influenced consumers' hedonic attitudes, which in turn influenced their purchase intentions (Lin et al. 2020).

Based on the analysis phase, it can be shown that trust is the most important factor for social commerce adoption in developing countries, once trust is developed well by the social commerce platform as well as social commerce sellers, the others factor will follow such as relationship maintained as well as hedonic value. The result of this research in-line with latest research in 2021, According to this study, trust is also critical for improving individuals' well-being, which has a direct impact on their productivity and, subsequently, economic growth. (Miniesy & AbdelKarim, 2021).

Trust can be defined as a person's assumption that another person, institution, or online shopping platform would have a favorable attitude toward a long-term relationship. In this study the research object is limited on the important factors only, there still an opportunity to conduct further research. The big opportunity is investigating the important factors of social commerce adoption based on the type of industry, moreover another interesting opportunity is comparing the social commerce adoption in developing countries and developed countries. Furthermore, other opportunity in this area is how to find the related factor in social commerce adoption, for example find the correlation between trust and others factor.

5. Conclusion

Trust is the most important factor for social commerce adoption in developing countries, when some social commerce platform and the seller is trusted, other factors will follow. Furthermore, trust is also important to construct social commerce model, almost of the social commerce platform in this research considering trust as first factor to conduct the social commerce research. The important things for future research in this domain is discovering the possibility of social media transformation to marketplace, in another term is it possible social media become social marketplace?

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