



**A STUDY ON THE FACTORS AFFECTING THAI CONSUMERS'  
PURCHASE DECISION IN SOCIAL COMMERCE**

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PURCHASE DECISION IN SOCIAL COMMERCE**

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#### ABSTRACT

Since China and Thailand established diplomatic relations, especially the signing of the Agreement on Free Trade Area between China and Thailand in recent years and the implementation of China's "The Belt and Road" strategy, the bilateral trade relations between China and Thailand have been continuously close and the volume of trade has been increasing. Currently, the investment of Chinese enterprises in Thailand has been growing rapidly, and the scale has also been expanding. At present, China has become Thailand's third largest exporter and the second largest source of imports. In the good situation of bilateral trade development, how to enter the Thai market and how to increase the trade volume of Chinese enterprises have become the urgent problems to be solved by small and medium-sized enterprises in China. The traditional way of entering the Thai market has become more and more difficult to adapt to Thailand's social and economic development. The rapid development of social media and e-commerce provides new possibilities for small and medium-sized enterprises to enter the Thai market. This article studied the social commerce in Thailand, explored its impact on consumers' purchasing decisions, in order to provide a reference for the Chinese small and medium-sized enterprises to enter the Thai market.

This research synthesized a large number of documents, defined the concept and connotation of social commerce, and analyzed that it had obvious social interaction attribute. Because the existing literature mainly uses the technology acceptance model

(TAM) to study the acceptable degree of the social commerce website, the socialization attribute is not taken into account. Therefore, this study analyzed the factors that affect the purchase decision of social commerce users and built the model with the Unified Theory of Acceptance and Use of Technology (UTAUT) model. The hypothesis of the significant relationship between social interaction, perceived risk, performance expectancy, effort expectancy, perceived trust, and purchase decision-making was proposed. The relationship between social interaction, perceived risk, performance expectation, effort expectation, perceived trust, and purchase decision-making was analyzed through empirical analysis.

According to the literature, a research model including social interaction, perceived risk, performance expectations, effort expectations, perceived trust, and purchase decision-making was constructed. Through the design of variables-related measurement scales, a questionnaire survey was carried out. A total of 237 valid samples were collected. The reliability and validity of the collected data were analyzed by SPSS software, and the fitting verification of the research model was carried out by using Amos software. The results showed that the constructed research model had a good fitting degree. The coefficient of path analysis shows that social interaction, perceived risk, performance expectation, effort expectation, and perceived trust have a significant impact on purchase decision-making, and perceived trust plays a mediating role.

Among all the variables that affect user purchase decision, perceived risk is the biggest, performance expectation is the second, social interaction is the third, effort expectation is the fourth, and perceived trust is the last. Finally, this study has the limitations of sample selection, in the future, we can expand the scope of samples to further improve the relevant research.

**Keywords:** Social commerce, Purchase decision, Social interaction, Perceived risk.

Approved by  
  
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标题：社交商务环境下影响泰国消费者购买决策因素的研究

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## 摘要

中泰建交以来，特别是近年来中泰自由贸易区协定的签署和中国“一带一路”战略的实施，中泰双边贸易关系不断发展，贸易额一直在增加。目前，中国企业在泰国的投资增长迅速，规模也在不断扩大。中国已成为泰国第三大出口国和第二大进口国。在双边贸易发展的良好形势下，如何进入泰国市场以及如何增加中国企业的贸易量已成为中国中小企业亟待解决的问题。进入泰国市场的传统方式越来越难以适应泰国的社会 and 经济发展。社交媒体和电子商务的快速发展为中小企业进入泰国市场提供了新的可能性。本文研究了泰国的社会商业，探讨了其对消费者购买决策的影响，为中国中小企业进入泰国市场提供参考。

本研究综合大量文献，对社会化电子商务的概念内涵进行界定，分析出其具有明显的社会交互属性，由于现有文献主要是采用技术接受模型（TAM）对社会化电子商务网站的接受度进行研究，没有考虑到社会化属性这一要素，因此本研究以分析影响社会化电子商务用户购买意愿的因素为主要内容，借助技术接受和使用统一模型（UTAUT）进行模型构建，提出社会交互、感知风险、绩效期望、努力期望、感知信任与购买意愿之间存在显著关系的假设，通过实证对社会交互、感知风险、绩效期望、努力期望、感知信任与购买决策之间的关系进行分析。

根据文献的梳理，构建出包括社会交互、感知风险、绩效期望、努力期望、感知信任与购买意愿的研究模型，通过设计与变量相关的测量量表，进行问卷调查，收回有效样本 237 份，对收回的数据利用 SPSS 软件进行信、效度分析，使用 Amos 软件进行研究模型的拟合验证，结果显示构建的研究模型具有较好的拟合度。路径分析的系数显示，均在  $P < 0.05$  水平上显著，表明社会交互、感知风险、绩效期望、努力期望、感知信任均对购买意愿具有显著影响，并且感知信任起到中介作用。

在影响用户购买决策的所有变量中，感知风险的总体效果值是最大的，绩效期望第二，社交互动排在第三名，努力期望第四，感知信任是最后一个。最后，本研究具有样本选择的局限性，在未来，我们可以扩大样本范围，进一步完善相关研究。

**关键词：**社会化电子商务；购买决策；社会交互；感知风险

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## CONTENTS

<b>ABSTRACT</b> .....	I
<b>ABSTRACT(CHINESE)</b> .....	III
<b>ACKNOWLEDGMENT</b> .....	V
<b>CONTENTS</b> .....	I
<b>1. INTRODUCTION</b> .....	1
1.1 Background .....	1
1.2 Research Significance .....	2
1.3 Purpose of the Research .....	3
1.4 Research Content and Structure .....	4
1.4.1 Research Content .....	4
1.4.2 Structure Arrangement .....	5
<b>2. LITERATURE REVIEW</b> .....	7
2.1 Research Review of Social Commerce .....	7
2.1.1 Social Media .....	7
2.1.2 The Concept of Social Commerce .....	8
2.1.3 Forms of Social Commerce .....	9
2.1.4 Features of Social Commerce .....	10
2.2 Consumers' Purchase Decisions .....	12
2.2.1 Theories Related to Consumers' Purchase Decisions .....	13
2.2.2 Consumer purchase decision-making process .....	15
2.3 Relevant Theories of UTAUT Model .....	16
2.3.1 Evolution and Development of the UTAUT Model .....	16
2.3.2 Application and Development of UTAUT Model in Relevant Fields .....	19
2.4 Research Review of Social Interaction and Perceived Risk .....	20
2.4.1 Research Review of Social Interaction .....	20
2.4.2 Research Review of Perceived Risk .....	22
2.5 Chapter Summary .....	25
<b>3. RESEARCH METHODOLOGY</b> .....	27
3.1 Research Methodology .....	27
3.1.1 Literature analysis .....	27
3.1.2 Questionnaire method: .....	27
3.1.3 Statistical analysis .....	28
3.2 Theoretical Model Construction .....	29
3.3 Variable Definition and Measurement Dimension .....	30
3.3.1 Performance Expectancy .....	30
3.3.2 Effort Expectancy .....	30
3.3.3 Social Interaction .....	31
3.3.4 Perceived Risk .....	32



3.3.5	Perceived Trust .....	32
3.3.6	Purchase Decision .....	33
3.4	Research Hypothesis .....	34
3.4.1	The Impact of Performance Expectancy on Perceived Trust and Purchasing Decision.....	34
3.4.2	The Impact of Effort Expectancy on Perceived Trust and Purchasing Decision.	34
3.4.3	The Impact of Social Interaction on Perceived Trust and Purchasing Decision..	35
3.4.4	The Impact of Perceived Risk on Perceived Trust and Purchasing Decision .....	36
3.4.5	The Impact of Perceived Trust on Purchasing Decision.....	36
3.5	Chapter Summary.....	37
<b>4.</b>	<b>DATA ANALYSIS</b> .....	<b>38</b>
4.1	Descriptive Statistics .....	38
4.1.1	Demographic Distribution .....	39
4.1.2	Thai Consumers' Awareness of Social Commerce .....	41
4.2	Reliability and Validity.....	44
4.2.1	Reliability .....	44
4.2.2	Validity .....	44
4.3	Structural Equation Model Analysis.....	47
4.3.1	Goodness of fit test.....	47
4.3.2	Path Analysis .....	47
4.3.3	Experimental Hypothesis Test Result.....	51
4.4	Chapter Summary.....	52
<b>5.</b>	<b>RESEARCH SUMMARY AND PROSPECT</b> .....	<b>53</b>
5.1	Research Conclusions.....	53
5.2	Research Limitations and Prospects.....	56
	<b>REFERENCES</b> .....	<b>57</b>
	<b>APPENDIX</b> .....	<b>62</b>

## Table Catalog

Table 2-1 Core Variables in the UTAUT Model .....	18
Table 2-2 Definition of Social Interaction .....	21
Table 2-3 Definition of Perceived Risk .....	23
Table 3-1 Measurement Questions about Performance Expectancy.....	30
Table 3-2 Measurement Questions about Effort Expectancy .....	31
Table 3-3 Measurement Questions about Social Interaction .....	31
Table 3-4 Measurement Questions about Perceived Risk .....	32
Table 3-5 Measurement Questions about Perceived Trust .....	33
Table 3-6 Measurement Questions about Purchase Decision .....	33
Table 4-1 Demographic Distribution.....	40
Table 4-2 Opinions on the Development Prospect and Expectation of Social Commerce .....	43
Table 4-3 Cronbach' Alpha Detail Table .....	44
Table 4-4 KMO and Bartlett Tests of Specific Variables .....	45
Table 4-5 Factor Load Matrix .....	46
Table 4-6 Model Fitting Index .....	47
Table 4-7 Model Path Test and Path Coefficient .....	47
Table 4-8 Overall Effect Values .....	49
Table 4-9 Summary of Hypothesis Test.....	51

## Figure Catalog

Figure 2.1 The Broad Consumer Purchase Decision Process .....	12
Figure 2.2 Consumer Purchase Decision Process Model .....	15
Figure 2.3 Unified Theory of Acceptance and Use of Technology (UTAUT) Model .....	18
Figure 3.1 Research Model .....	28
Figure 4.1 Social Commerce Consumers Prefer to Use .....	41
Figure 4.2 Product Types Consumers Purchase in Social Commerce .....	42
Figure 4.3 Path Coefficient Graph .....	48



# **A STUDY ON THE FACTORS AFFECTING THAI CONSUMERS' PURCHASE DECISION IN SOCIAL COMMERCE**

## **1. INTRODUCTION**

### **1.1 Background**

Since the establishment of diplomatic ties between China and Thailand, bilateral economic and trade relations have been continuously improved. Especially in recent years, with the signing of China-Thailand free trade area agreement and the implementation of China's "One Belt And One Road" strategy, China-Thailand trade volume has continued to increase. In recent years, the investment of Chinese enterprises in Thailand has been developing rapidly and the scale has been expanding. In the 21st century, China-Thailand economic and trade cooperation has been developing rapidly. China has become Thailand's third largest export market and the second largest source of imports, and bilateral trade links have been getting closer. In terms of trade, bilateral trade between China and Thailand was 7.23 billion US dollars in August 2018, an increase of 8.92 percent, according to the ministry of commerce of Thailand. Thailand's exports to China increased by 2.75 billion US dollars or 2.33 percent, and imports from China by 4.48 billion US dollars, or 13.42 percent. From January to August 2018, bilateral trade between China and Thailand was 52.94 billion US dollars, up 11.24 percent. Thailand's exports to China increased by 6.25 percent to 200.07 billion US dollars, and its imports from China increased by 14.52 percent to 32.87 billion US dollars. In terms of investment, from 2014 to 2017, China's direct investment in Thailand totaled \$937 million, surpassing the United States to become the second largest source of investment in Thailand. From January to March 2018, China became the second largest source of investment in Thailand, and the application for investment preference projects involves 2,836 million baht of investment, among which the top three industries involved are chemical industry (925 million baht), plastics recycling industry (540 million baht) and steel production (422 million baht). Therefore, how Chinese enterprises enter the Thai market and how to increase trade volume become an urgent problem for Chinese small and medium enterprises.

In terms of Thai consumers, ETDA<sup>1</sup> announced the results of Thailand Internet

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<sup>1</sup> Electronic Transactions Development Agency, Public Organization (ETDA):  
<https://www.etda.or.th/content/etda-reveals-thailand-internet-user-profile-2018.html>

User Profile 2018, which showed the internet usage in the country was continuing to increase, with Thai people using the internet for an average of 10 hours and 5 minutes per day, increasing from 3 hours and 41 minutes last year. Thai people use social media, such as Facebook, Instagram, Twitter, and Pantip, for as long as 3 hours and 30 minutes per day.

In January 2018, We Are Social<sup>2</sup>, a global agency, released the latest research report on Internet usage. It showed that Thailand's major social media platforms active rate rankings were Facebook(75%), YouTube(72%), Line(68%), FB Messenger(55%), Instagram(50%), Google+(45%), Twitter(38%), Skype(22%), Linked In(18%), Pinterest(17%), WhatsApp(17%), WeChat(17%).

As can be seen from the above data, Facebook, YouTube and Line are the most visited social media platforms. It also can be known that, in 2017, the total number of Thai people purchasing consumer goods via e-commerce was 11.92 million, an increase of 5% over the previous year, and the penetration rate of e-commerce purchases was 17 %. In addition, the total value of Thailand's consumer goods e-commerce market was 2.962 billion US dollars and the average annual revenue per user of consumer goods e-commerce (ARPU) was 248 US dollars during 2017.

## **1.2 Research Significance**

In the immature period of network technology, traditional media such as newspaper, periodical, radio, and TV are the main carriers of enterprise marketing. These traditional media marketing models help enterprises increase sales and expand their visibility. However, with the rapid development of Internet technology, the emergence of new media and new media marketing models has exposed the shortcomings of traditional media marketing models, such as high cost, long feedback period, and low user retention rate. The New Media includes network media, mobile media, digital TV in the Internet era and so on. Different from the traditional marketing method, which focuses on the traditional communication channels, the digital marketing method has a wider range and the information of it is more abundant. New media can not only promote and popularize new products but also serve a series of activities of communication and interaction with consumers.

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<sup>2</sup> We Are Social , a global agency: <https://wearesocial.com/global-digital-report-2019>

Social commerce is a product supported by Web2.0 technology. In recent years, it has developed rapidly and become a new shopping form. More and more people begin to pay more attention to their interactivity and experience. The development of social media broadens the channels for people to collect information. People can learn about the products or services they want through communication and interaction with others on the Internet. Therefore, it is a practical problem for shopping websites to understand users' needs and purchase intentions. Product or service providers want to truly understand the key factors of social commerce users' purchase intention and purchase behavior. This study adopts the method of combining qualitative research and quantitative research. On the one hand, through literature reading analysis, interviews and other qualitative research methods, the consumption decision and consumption behavior of Thai consumers were studied and analyzed. On the other hand, the questionnaire survey was adopted to collect data, and the survey data were sorted out and analyzed to explore the main influencing factors of social commerce on the purchasing decisions of Thai consumers.

In summary, the relationship between social commerce and consumers can be explored through research. In particular, it can provide a reference for Chinese enterprises to enter the Thai market, and it can promote overseas enterprises to attach importance to the application of new media. This study also highlights the differences between the Thai market and the Chinese market from the perspective of consumer habits, so that Chinese investors can pay attention to differences and develop strategies that have regional characteristics and adapt to local conditions.

### **1.3 Purpose of the Research**

In the past, small and medium-sized Chinese enterprises entered the Thai market in the traditional way, such as finding suppliers, traders, logistics, and factories. However, with the rapid development of e-commerce, this way has been increasingly unable to adapt to the development of Thai society. A growing number of Thai consumers are purchasing and shopping by posting messages on social software, such as Facebook, line, Instagram, Twitter and others. Enterprises should look for and open up new trade models to better enter and adapt to the Thai market, and social commerce becomes a new opportunity.

The purpose of this study was to enrich the connotation of the research on social

commerce in Thailand and to provide a reference for Chinese small and medium enterprises to enter the Thai market through the research.

## **1.4 Research Content and Structure**

### **1.4.1 Research Content**

(1) This study made an in-depth study of the inherent and characteristics of social commerce. Defining the definition of social commerce was the basis for further research on social commerce. It was different from traditional e-commerce, and social commerce has obvious social interaction characteristics. Therefore, this study conducted a study on the concept and characteristics of social commerce, in order to explain more clearly what social commerce is and what characteristics it has, so as to ensure the smooth progress of follow-up research.

(2) This study expanded the use scope of the Unified Theory of Acceptance and Use of Technology (UTAUT) model. The Unified Theory of Acceptance and Use of Technology (UTAUT) model evolved from the Technical Acceptance Model (TAM). It used to be used in the research of technology acceptance and to study the user acceptance of technology from the perspective of platform technology. However, this study believed that social commerce was not only a technology but a business model with user participation. Therefore, it was necessary to consider the role of user interaction in social commerce.

(3) This research conducted an in-depth discussion and analysis of the relevant factors influencing the customer's purchase decision in socialized electronic commerce. This article found the difference between socialized electronic commerce and traditional electronic commerce after sorting out the literature related to social commerce, summarizing the key factors influencing the purchase decision of social commerce users, and classifying them one by one. It found that in addition to the same performance expectations and effort expectations as traditional e-commerce, the social interaction and perceived risk in the socialized electronic business were the key factors influencing the purchase decision of social commerce users. In addition, this study believed that social interaction and perceived risk would have a significant impact on user purchasing decisions. Therefore, I designed a questionnaire for social interaction and perceived risk, conducted an empirical study to determine whether social interaction and perceived risk would affect the user's decisions to purchase, and studied the effect size.

(4) In this study, the current situation of social commerce in Thailand and regional characteristics such as the consumption habits of Thai consumers were studied. According to relevant articles and collected Internet big data information, this paper analyzed the influence process and influence of social media on Thai users and further explored the influence of social commerce on purchasing decisions and behaviors of Thai consumers. It emphasized the regional characteristics of Thailand and provided a reference for small and medium-sized enterprises entering the Thai market.

To sum up, this study, on the one hand, defined the concept of social commerce, summarized its characteristics, sorted out factors that would affect the purchase decision of social commerce users, and studied how each factor affected the purchase decision of users. On the other hand, it analyzed whether the Unified Theory of Acceptance and Use of Technology (UTAUT) model was still applicable in the context of social commerce.

#### 1.4.2 Structure Arrangement

This article was divided into five chapters:

The first chapter was the introduction. This chapter mainly introduced the development of Sino-Thai trade and the development background of social commerce in Thailand, the research significance and purpose, research methods, research content, and research structure.

The second chapter was the literature review. This chapter mainly introduced the theories related to the study of social commerce, which laid a theoretical foundation for this study.

The third chapter was the research methods and the research hypothesis. This chapter mainly introduced research conception, model construction, and research hypothesis and research framework.

The fourth chapter was a model demonstration and correction. This chapter was a key part of the research, which mainly included the design of the questionnaire, data collection, description of data analysis method, and determination of research object and scope and empirical analysis.



The fifth chapter was the conclusion and prospect. This chapter summarized the research results of this paper, analyzed the innovation and limitations of this research, and finally looked forward to future research.



## 2. LITERATURE REVIEW

### 2.1 Research Review of Social Commerce

#### 2.1.1 Social Media

Social commerce is proposed in the context of social media, and with the continued maturity of social media, it is increasingly valued by all walks of life and becomes an important means of social media marketing. “Social media” has emerged with the increasing maturity of the Internet. Different scholars and experts have defined different perspectives. Although these definitions are different, one thing can be reached: social media has built communities with common meaning spaces and uses interactive two-way social networks to attract users to participate actively, providing users with a great space for participation.

Social media first appeared in the e-book, *What is Social media*, by Antony Mayfield, an American scholar, in which he explained the overall understanding of Social media. Mayfield (2008) believed that social media was the general term of a series of online media with the characteristics of participation, openness, communication, dialogue, communication, and connectivity. In his opinion, the biggest feature of social media was to give everyone the ability to create and spread content. The author divided the basic forms of social media into seven categories: social networking sites, blogs, wikis, podcasts, BBS, content communities and micro-blogs, and explained the operation mode of these forms. German scholar Kaplan and Haenlein (2010) concretized “people create content” and “personal communication”, and made the following definition for social media: “Social Media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content”(p.61).

Based on this, Toni Ahlqvist (Finland) et al. (2008) believed that the concept of social media contained three key elements. In addition to Web 2.0 and User Generated Content (UGC), it should also include social networks. This is an important and meaningful supplement. The interpersonal relationship points out that communication in social media is not the so-called “all to all” aimless communication but is attached to a certain interpersonal relationship, and users can build, expand and consolidate this network.

At this point, we can think of social media as a form of network social organization based on interaction, which allows the creation and exchange of production content by

individuals or organizations, and is able to build, expand and consolidate a network of relationships. The core of its thought and technology is interaction, the main body of content is User Generated Content (UGC), and the key structure is the relationship network, which is manifested as an organizational way.

Social media is characterized by timely communication and strong interaction. It has been widely infiltrated into people's lives. Such infiltration is universal and will not be significantly different due to the differences between countries and regions. Social media has evolved from the initial “content publishing” to an integrated platform for various social media. In the future, sharing based openness will enable a wider range of information flows and social media to have a greater impact on the Internet. In addition to the characteristics of “timely communication”, “strong interaction” and “multi-platform integration”, social media also has the following basic characteristics:

(1) Publicity: Except for protected and private content, social media encourages everyone to speak freely. Anyone can be the creator and disseminator of content. Compared with traditional media, social media content is more transparent and open.

(2) Communalization: Through social media, it is easy for people to form a community with common interests and themes and members can freely communicate and fully interact about their common interests and themes.

### 2.1.2 The Concept of Social Commerce

The label “social commerce” is first introduced by Yahoo! in 2005, with the earliest academic article entailing it in 2007 (Jascanu, Jascanu & Nicolau, 2007). The starting point for the concept is believed to be based on the book *The Wisdom of Crowds* by James Surowieck, where he outlines the key principles and benefits of collective actions for better decisions and for what he defines as collectively intelligent solutions that are based on the principles of opinion diversity, people's independence, decentralization and aggregation (Surowieck, 2004). Social commerce involves using Web 2.0 social media technologies and infrastructure to support online interactions and user contributions to assist in the acquisition of products and services. Social media technologies not only provide a new platform for entrepreneurs to innovate but also raise a variety of new issues for e-commerce researchers that require the development of new theories (Liang and Turban, 2011). Curty and Zhang (2011) believed that social commerce was a new form of e-commerce that realized the transaction of products or

services through the use of social tools and social networks, such as social network services, which allowed users to participate in the purchase and sales of products or services through the platform. Wang and Zhang (2012) believed that social commerce was a new business form that took social media as a medium to integrate online and offline environments. Social commerce uses social media to support social interaction and to receive contributions from consumers to facilitate the purchase and sale of online products or services. Ickler et al. (2011) believed that social commerce was a business model in which users could actively participate in product marketing and service through the medium of virtual communities on the Internet, which served as the medium between users and products or service providers.

Wang Xin (2013) defined social commerce as sales using Weibo, WeChat, forums, live broadcast platforms and other means of communication to achieve exchanges and interactions between users and community communities to assist products or services. Tian Yuqing (2013) proposed that social commerce was an e-commerce platform with social functions, and consumers could realize online communication and cooperation within this e-commerce platform. Wu Juhua et al. (2014) proposed in their research that social commerce can achieve social interaction between users and the generation of relevant content, that is, users can recommend products or services through online communication, sharing, and dissemination, in order to improve user experience and realize Internet consumption. Zong Qianjin (2013) believed that social commerce was a business model that promoted and sold products or services by integrating social interaction map and interest map into the social media environment.

On the basis of the definition of social commerce concepts by relevant scholars, this study believes that social commerce refers to the behavior using social media, social networks to realize e-commerce transaction. In the process of implementation, users can communicate and interact with each other in order to realize the understanding of the product or service and promote the product or service, that is, users can make online comments, exchange recommendations and so on. It has the characteristics of user-generated content, social interaction and so on.

### 2.1.3 Forms of Social Commerce

(1) The social commerce model based on common interests. The characteristics of this mode solve the user's demand for commodities shopping, at the same time, the profit model is also very direct, strong profitability.

(2) The form of pictures plus interests, represented by Pinterest, namely Pin + Interest. Users can pin the things they are interested in on the Pin Board. This mode is characterized by simplicity, strong interactivity, and high visual impact. It is easy to quickly gather a large number of users, but it needs a large number of user scale as support in terms of profitability.

(3) Based on traditional e-commerce, this mode realizes the social interaction between users with the help of various social media tools such as Weibo, WeChat and live broadcast, so as to promote the communication and interaction among users, thus improving their sense of experience, enhancing their stickiness and achieving the goal of improving their purchase intention. Its typical representatives are taboo live.

(4) Adding e-commerce functions to the community. On social platforms such as Facebook and Twitter, build a fan group with common interests and promote and sell products or services in this community.

#### 2.1.4 Features of Social Commerce

Compared with traditional e-commerce, the biggest characteristic of social commerce is the participation of social media, and the strong interaction between users, which is different from the socialization attribute of traditional e-commerce. The characteristics of social commerce are as follows:

(1) Openness: in social commerce, everyone can introduce products, share their feelings after use, and participate in others' discussions on products. This information is open to the public, and everyone can easily get other people's comments, share and so on.

(2) True and reliable: in the process of using social commerce sites, if users want to connect with other users and share product information, share their experiences in using, they can add other users as friends, and build their own friends network. The establishment of the friend relationship can guarantee that the information exchanged between users is real and reliable, and the increasingly perfect network real-name system also guarantees the authenticity of the communication between users. Even if the real-name system is not implemented to every user, since the relationship between users is based on the common interests or the demand for the same product, the

connection between users also has a strong relationship, so as to ensure the reliability of mutual communication and sharing of information between users.

(3) Interactivity: in traditional e-commerce websites, only merchants can publish information about products, and then users can view and make purchase decisions. To some extent, users' participation is very low. Social commerce is not only open to merchants, but also to users. Users can set up their own home page, share recommendations of some products they have used, or their own experience of using some products. In this way, users can have the opportunity to communicate with each other, which can also well promote the communication and interaction between users and merchants, users and users, so as to better discover potential users, better help users make correct purchase decisions, and improve user experience and sense of acquisition.

(4) Communality: social commerce is formed with the participation of social media tools, which have the function of supporting communication and interaction. Based on this, users can find people with common interests and hobbies in social commerce, thus forming virtual communities. Based on the virtual community formed by interests and hobbies, users can have in-depth communication and discussion on products or services of common interest, such as cosmetics, clothing accessories, shoes, furniture, and other good things. In addition, social commerce can help users shorten the time to obtain information about products or services and filter out redundant information. In addition, since the user relationship in social commerce is established by oneself, the authenticity of the information recommended by friends is also guaranteed, which is better than traditional e-commerce shopping and improves users' trust.

(5) Passive demand for member consumption: it means that members do not actively generate consumer demand, but passively generate consumption demand under the influence of shopping sharing by other members. The needs of members are strongly related to the active sharing of other members. In sharing goods with other members through word of mouth, members are stimulated by the interest of commodity information to generate consumer demand. Here, word of mouth plays a very important guiding role.

(6) User-guided consumption mode and members are easily affected by consumption behaviors: in the mode of social commerce, members' desire to buy a certain product is often stimulated by other members' sharing, comments, and pictures.

This is typical user-led behavior, which is not guided by merchants but triggered by word-of-mouth sharing among users with social attributes. Obviously, this is more influential than direct business guidance and publicity. From the perspective of social psychology, people tend to imitate the behaviors of people in the same situation as themselves. In the opinions of members, the praise of other members will often prompt them to imitate, thus generating the desire to consume.

## 2.2 Consumers' Purchase Decisions

The meaning of consumers' purchase decision is the process of analysis, evaluation, selection and implementation of a selected purchase plan and post-purchase evaluation by consumers in order to realize their needs. This decision-making process includes demand formulation, purchase motivation formation, purchase program selection, and post-purchase evaluation. This activation process is shown in figure 2.1.

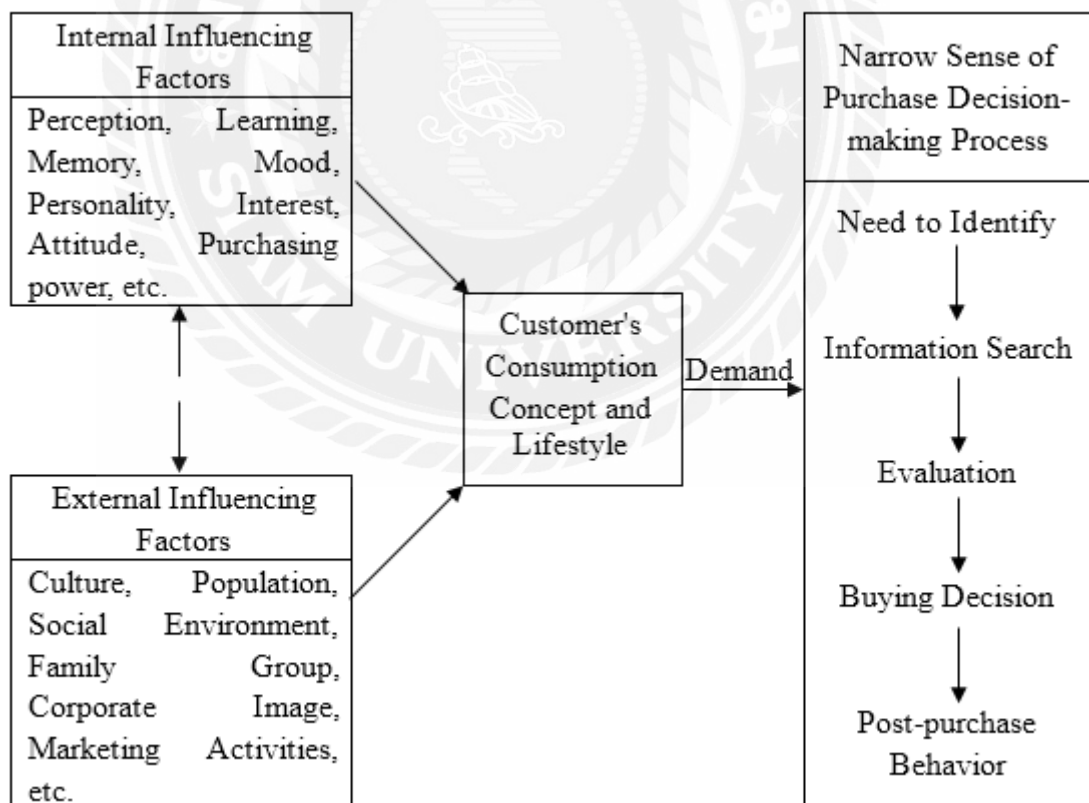


Figure 2. 1 the Broad Consumer Purchase Decision Process

### 2.2.1 Theories Related to Consumers' Purchase Decisions

According to consumers' different attitudes toward purchasing decision behaviors, the purchasing decision behaviors of consumers are divided into the following categories:

1. Rational purchasing behavior. After fully understanding the price, function and other features of all brand products and services, consumers can make the most suitable choice according to their own needs. However, complete rationality is not realistic. In real life, rational purchase behavior is to collect as much information as possible and make a comprehensive evaluation of the premise of not being affected by emotions.

2. Economic purchasing behavior. This kind of purchase behavior usually occurs when the price is reduced for promotion. Consumers with this behavior are very sensitive to the price and its changes, so they make a careful purchase to ensure that they can buy the products with the highest cost performance.

3. Emotional buying behavior. Xia's study (2007) showed that consumers were largely influenced by emotional factors when making purchase decisions. Consumers will be affected by their mood and impulsively purchase some products/services, ignoring the information search before purchase, so as to make an impulse purchase due to emotional factors on the premise of insufficient understanding and comparison of products.

4. Habitual buying behavior. Consumers who make this purchase behavior have formed a habit of buying products/services of certain brands with high satisfaction for a long time. This kind of habitual buying behavior is relatively stable and generally will not change because of the change in price, age, environment, and other factors.

The researcher studies the purchase decision behavior of consumers from different angles and forms several important theories of the purchase decision of consumers.

1. Theory of involvement: In the middle of the century, some psychologists who study consumers put forward important theories, which were first introduced into the field of marketing by Krugman (1965), Griffith et al. (2001) defined Involvement as the degree of personal Involvement of the product that consumers are aware of due to their own needs, values and interests.



The higher the degree of correlation between the product subjectively perceived by the individual and the individual, the higher the degree of involvement will be. Then, the product is the product with high involvement and vice versa. Zaichkowsky (1985) pointed out that product involvement is actually the psychological activity of consumers in the purchase decision-making process, which can cause the purchase motivation of customers and can be used to explain the decision-making process of consumers, including the scope of information search, attitude, time spent in decision-making, purchase intention and decision result. To some extent, the degree of involvement will affect consumers' collection of product information, judgment on product quality and performance, and ultimately affect consumers' purchase intention and decision-making results.

2. Information processing theory: Payne (1982) pointed out that information processing theory believes that human rationality is limited, so is the ability to recognize products and the brain's ability to process information. In the process of making purchase decisions, consumers cannot fully grasp and process all relevant information, so it is impossible for them to make a very satisfactory purchase decision. Information processing theory regards consumers as the problem solver and purchase decision as the problem-solving process. Consumers will try to find the products/services they need and make a satisfactory decision within a certain period of time based on the information they have collected.

3. Perception risk theory: Perceived risk was proposed by Bauer in 1960. He believed that consumers could not predict what would happen to their purchasing behavior before purchasing, and it might also lead to their own unhappiness, so it was risky behavior. The research on perceived risk is specifically discussed in subsequent literature reviews, and only its relationship with purchase decisions is discussed here.

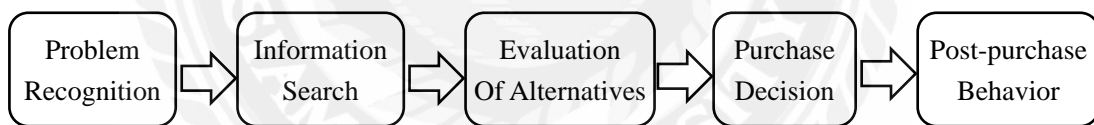
Consumers' perceived risk will influence their purchase decisions. Mitchell's study (1992) shows that consumers perceive different risks at different stages of the purchase decision process. In the stage of demand identification, consumers do not know how to solve the problems encountered, so the perceived risk increases. In the stage of information search and evaluation, consumers acquire enough product information to reduce perceived risks. When making the purchase decision, the perceived risk rises again due to the uncertainty of the decision result. After the purchase, the perceived risk is reduced again. Consumers will try their best to minimize risks when making purchase

decisions. At the same time, consumers will try their best to favor the side with low perceived risk when making decisions.

4. Trust theory: Jarvenpaa & Todd (1996) studied consumer trust under the influence of social networks and innovatively introduced recommendation trust, which equals credibility and reputation. They recommend consumers perceived trust and direct as antecedent of trust, trust and consumer perception scale, the perception of online reputation, similarity and similarity of the user transaction score users as the direct investigation of recommend trust variables, the research results show that the scale of customer perception and perception and similarity of reputation, trade similarity score users trust into positive correlation relationship with customers, customer trust affects the consumers' willingness to buy, and then to influence consumers' purchase decision.

#### 2.2.2 Consumer purchase decision-making process

Kotler & Keller (2006) pointed out that the five-stage model is the most common model in the process of consumer purchase decision making. The model is shown in figure 2.2.



**Figure 2. 2 Consumer Purchase Decision Process Model**

The purchase decision cycle has five stages (Keller & Kotler 2006):

1. Problem recognition: the buying process begins when the consumer recognizes a need and is motivated to move to a region and enjoy its attractions and available services (Guardani, 2006).

2. Information search. After demand identification, consumers need to satisfy their needs by purchasing products/services, which enters the second stage of the purchase decision-making process: collecting product/service information that can meet their needs. Kotler (2006) divided consumers' receiving product/service information into four categories: personal information source, commercial information source, public information source, and experimental information source. Dubois's (2000) research shows that although most information comes from commercial information sources, the

most useful information comes from personal information sources. Beatty & Smith (1987) also pointed out that the professional ability and perceived risks of consumers will have a certain impact on the information search process.

3. Assessment of alternatives: the consumer defines a set of criteria that will lead to the final decision. These criteria include loyalty to the brand, to the point of sale, offers and promotions, reputation of the place and opinion of the third parties, location, price or hygiene (Dubois, 1993; Keller & Kotler, 2006).

4. Purchase decision. After the evaluation stage, consumers will sort alternative products. Kotler & Armstrong (2005) showed that there are two factors that influence the evaluation and purchase decision: one is the attitude of others, and the pressure from friends or relatives forces consumers to buy other brands that they do not plan to buy; Second, environmental factors influencing purchase decisions, such as the sudden rise in prices or other more important purchase decisions. Besides, the occurrence of unanticipated situational factors may change the consumer intention depending on its origin. For example, job loss could delay the acquisition of a planned asset to be acquired (Keller & Kotler, 2006).

5. Post-purchase behavior: when the client returns from his trip, he evaluates the experience as a whole: travel agency service, destination, local staff of other services, attractive features, transport, etc. (Keller & Kotler, 2006; Costa & Sousa, 2011). Whatever has been the result of his experience there is a strong probability that the consumer will communicate his opinion, positive or negative, guided by the cognitive dissonance experienced. The growth in the number of Internet users and the development of opinion sharing platforms has resulted in customer empowerment in the way that they have more opportunity to share their experiences with other potential buyers (Pickett & Pritchard, 2015).

## **2.3 Relevant Theories of UTAUT Model**

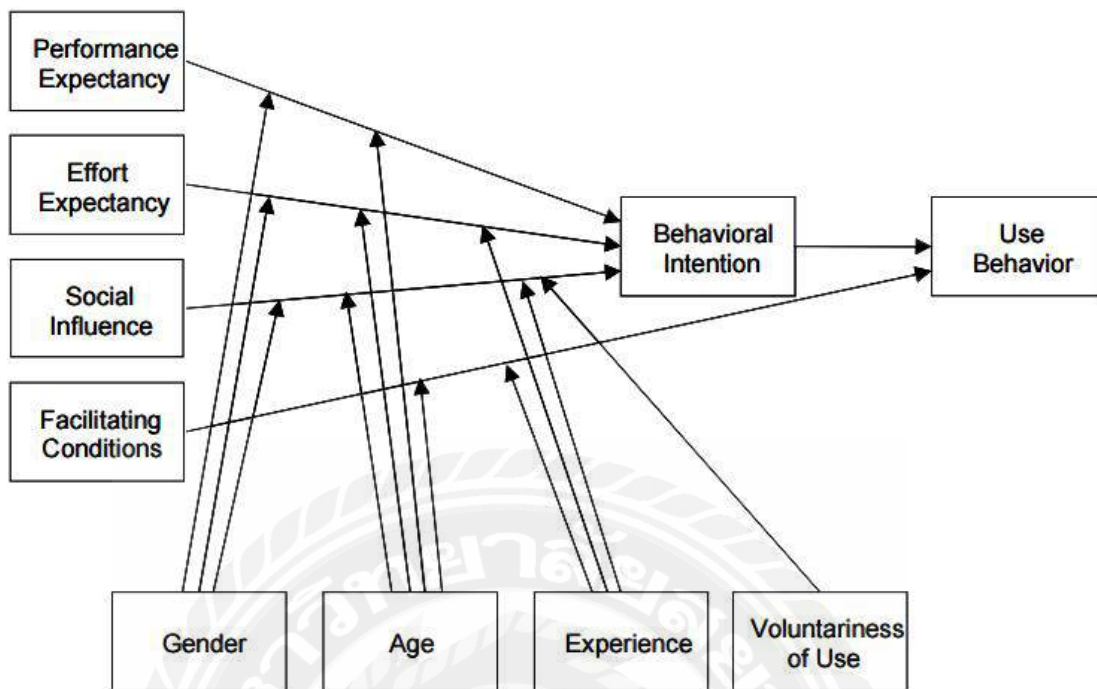
### **2.3.1 Evolution and Development of the UTAUT Model**

In 1986, foreign scholar Davis constructed the technology acceptance model (TAM) in theoretical research. The function of TAM is to study the acceptability of computer users, explore the relevant factors affecting the acceptability of computer users, and elaborate in detail. Relevant empirical studies show that many factors, such as perceived usefulness and perceived ease of use, will significantly affect the use intention, and the

user intention is no longer the only factor affecting the user behavior. In addition, the technology acceptance model (TAM) added some external variables that would have an impact on perceived usefulness during its development. TAM was used by many people in the later theoretical research to test a new technology or innovative product in the market and whether these can be accepted by relevant user groups.

The second-generation technology acceptance model, which expands and modifies the first-generation technology acceptance model, leaves most variables and only removes the variable of "use attitude" in the first-generation model. In addition, the second generation added some variables that were different from the original and some subjective and normative related factors, which expanded the perceived usefulness. Compared with the first-generation technology acceptance model, the most important progress of the second-generation technology acceptance model is that the second-generation model believes that subjective normative factors and other relevant factors are the key determinants of user intention and user behavior, which further improves the explanatory degree of user behavior and makes it more than 60%.

Unified Theory of Acceptance and Use of Technology (UTAUT) is based on the second-generation technology acceptance model. Scholars Venkatesh et al. built the Unified Theory of Acceptance and Use of Technology (UTAUT) based on reviewing and synthesizing eight theoretical models including Theory of Reasoned Action (TRA), Technology Acceptance Model (TAM), TMA2, Motivational Mode (MM), Theory of Planned Behavior (TPB), Combined Technology Acceptance Model and Theory of Planned Behavior (C-TAM-TPB), Model of PC Utilization (MPCU), Innovation Diffusion Theory (IDT) and Social Cognitive Theory (SCT). This research model believes that the four important variables in the model will have important effects on users of technology or products. In addition, there are several moderating variables in the model, such as the user's age, experience, frequency, gender and so on. The integrated Unified Theory of Acceptance and Use of Technology (UTAUT) model is shown in figure 2.3:



**Figure 2. 3 Unified Theory of Acceptance and Use of Technology (UTAUT) Model**

There are four important core variables in the Unified Theory of Acceptance and Use of Technology (UTAUT) model. The related concepts are sorted out as shown in table 2-1.

**Table 2-1 Core Variables in the UTAUT Model**

The Core Variables	Relevant Concepts
Performance Expectancy	Performance expectancy is defined as the degree to which an individual believes that using the system will help him or her to attain gains in job performance (Venkatesh, V., Morris, M.G., Davis, G.B. and Davis, F.D. 2003). The difference between performance expectancy and perceived usefulness in the TAM model is that performance expectancy is newly incorporated into external motivation, advantage, applicability, and other factors.
Effort Expectancy	Effort expectancy is defined as the degree of ease associated with the use of the system (Venkatesh, V., Morris, M.G., Davis, G.B. and Davis, F.D. 2003).
Social Influence	Social influence is defined as the degree to which an individual perceives that important others believe he or she should use the new

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	system (Venkatesh, V., Morris, M.G., Davis, G.B. and Davis, F.D. 2003).
Facilitating Conditions	Facilitating conditions are defined as the degree to which an individual believes that an organizational and technical infrastructure exists to support the use of the system (Venkatesh, V., Morris, M.G., Davis, G.B. and Davis, F.D. 2003). That is, users believe that the use of this information technology is supported by relevant organizations, or has infrastructure support. For example, information and communication technology needs the support of network infrastructure and relevant operators.

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Unified Theory of Acceptance and Use of Technology (UTAUT) model expands and improves the technology acceptance model (TAM), and after empirical tests by Venkatesh et al., UTAUT model has as much as 70% explanatory power, which is the most explanatory model at present. Therefore, this paper drew on the Unified Theory of Acceptance and Use of Technology (UTAUT) model to explore the relevant factors influencing consumers' purchase decisions in social commerce.

### 2.3.2 Application and Development of UTAUT Model in Relevant Fields

Many industries and fields choose to adopt the Unified Theory of Acceptance and Use of Technology (UTAUT) model when conducting research on user acceptance, such as user acceptance of mobile banking, the degree of willingness of users of insurance e-commerce, etc. These findings all demonstrate that the UTAUT model explains the user's willingness to accept and behavior to a higher degree than other research models. At the same time, the study of theoretical models has matured. Many researchers are no longer limited to the variables that exist in the UTAUT model when they study the willingness and behavior of users of some new technologies or products. Researchers have gradually introduced some new variables and began to try to expand or modify the UTAUT model with new variables, hoping to build a research model that is consistent with actual needs. Steve Baron and Anthony Patterson (2006) replaced the three core variables in the UTAUT model during the study of the willingness and use behavior of SMS messages using the UTAUT model. They modified the variables into perceived pleasure, perceived usefulness, and perceived ease of use, leaving only the social influence. In their results, the newly introduced three variables significantly affected users' willingness and behavior to use SMS. In the study of consumer behavior of social

commerce group buying websites, Sui Xin (2012) adopted the UTAUT model with the variable of perceived risk. The results of the study showed that for users in social group buying websites, the perceived risks would have a negative impact on the willingness to use social group buying websites.

Social commerce is the use of social media and social networks to achieve e-commerce transactions. It has obvious social attributes. The interaction between members of society is particularly obvious in this form. The situation is complex and variable, and the uncertainty is strong. Therefore, it is not possible to apply any of the models completely. Through detailed reading and analysis of related literatures, taking full account of the characteristics and development of social commerce, this paper attempted to construct a research model that could effectively explain the purchasing decisions of social commerce users, in order to explore which factors had a significant impact on user purchasing decisions in the context of social commerce. In summary, this paper wanted to study the purchase decision of social commerce users based on the UTAUT model.

## **2.4 Research Review of Social Interaction and Perceived Risk**

### **2.4.1 Research Review of Social Interaction**

(1) Definition of social interaction. Social interaction refers to the exchange of information and emotional communication between social members in the communication process. Wiener (1948) defined it earlier. Wiener (1948) believed that social interaction is a process in which the information receiver gives feedback according to the information content sent by the information sender, and the two get the information they want through continuous feedback. Rafadi (1988) believed that social interaction is a process of communication, through which information is transmitted, during which information is correlated. From a control perspective, Williams (1988) believed that social interaction is the degree to which participants can lead conversations and exchange information during the communication process. In the Internet environment, social interaction is a form of information dissemination between users and users, using text, pictures, sounds, videos, etc., resulting in mutual communication and communication between users. Table 2-2 summarizes the understanding and definition of social interaction by domestic and foreign scholars.

**Table 2-2 Definition of Social Interaction**

<b>Social interaction</b>	<b>Definition</b>
Wiener (1948).	Social interaction is a process in which the information receiver gives feedback according to the information content sent by the information sender. Through continuous feedback, the two get the information they want.
Williams (1988).	From the perspective of control, social interaction is the degree to which participants can dominate the conversation and exchange information in the communication process.
Haecke (1998)	The exchange of information between people and between people and technological products changes the behavior of other groups in society through the exchange of such information.
Lu Bo (2014)	In the Internet environment, social interaction is mutual communication and communication between users caused by the use of text, pictures, sounds, video, and other information transmission forms between users.

Through the combing of the definition of social interaction, this paper used Guo Yan's (2011) definition of social interaction. The definition of social interaction is as follows: it is the exchange and interaction between members of society through individuals and individuals, individuals and groups, groups and groups, and it is a dynamic process of interdependence among members of society through the exchange and dissemination of information.

(2) Classification of social interaction. In the study of the interactive classification, many scholars have classified it in detail. For example, Szuprowicz (1995) proposed that interaction covers the following three categories: user to user interaction, the user to information content interaction, and user to computer interaction. Hoffman and Novak (1996) distinguished between two forms of interaction: direct communication and indirect communication. Direct communication refers to face-to-face communication between users, while indirect communication refers to communication through the use of communication tools, such as using mobile phones or SMS. Rafaeli and Sudweeks (1997) proposed that one-way communication between information sender and an information receiver, two-way communication between information sender and an information receiver, and the communication and interaction channel are



three manifestations of interaction. Social interaction is a form of interaction, which can be the interaction between users, one-way communication or two-way communication. Different from interaction, social interaction is the interaction between society members. Information can be exchanged and transmitted through the Internet and other media. As long as the information can be exchanged, it is the type of social interaction. To sum up, this study believed that social interaction was the information transmission between social members, through which useful information could be obtained and the purpose of information transmission can be achieved.

(3) Dimensions of social interaction. For example, Harrison (2004) divided the dimensions of social interaction into two categories: observation learning and communication and interaction on common topics. The first kind of observational learning refers to that potential buyers will learn relevant information from other users through social interaction, so as to improve their understanding of the product. The second is between buyers and potential buyers, because they have the same needs of goods or services, so there are conditions for information exchange, and then deepen the degree of mutual interaction and dependence in the exchange. Burgoon J.K. (2010) et al. divided the dimensions of social interaction into cognitive learning and oral communication on the basis of existing theories, and divided social interaction into online social interaction and offline social interaction according to different classification criteria. In Jiang Ting's (2012) research, she believed that users' participation in the discussion of the results through social media would have a great impact on the purchase behavior of users, thus forming a social group would have an impact on the sales of our products.

Based on the above research conclusions, this paper divided social interaction into three dimensions: online commentary, exchange sharing, and observational learning. In the process of social interaction, users can obtain relevant information about products or services in the context of social commerce from online comments of other users, communication and sharing between users and observation and learning of other users, thus influencing the purchase behavior of users. In terms of measurement, relevant questionnaire options can be designed from these three dimensions.

#### 2.4.2 Research Review of Perceived Risk

(1) Definition of perceived risk. The concept of perceived risk is studied by many scholars. Bauer (1960), a professor at Harvard University, believed that perceived risk

is the uncertainty of expectations that arise from consumer buying behavior. Because consumers are unpredictable when they don't see a product or service, it is very likely that the result is unpleasant. This was the initial interpretation of perceived risk. When the theory of perceived risk is applied to the study of consumer behavior, it is usually used to explain the purchase behavior of consumers, and at this time, consumers are risk bearers. Cox (1964) believed that the perceived risk of users refers to users' estimation and perception of adverse consequences before and after purchase. Before the purchase, it is estimated as the possibility of negative adverse consequences on the purchase behavior; after purchase, it is expressed as the size of the adverse consequences of the actual perceived purchase behavior. Cunningham (1967) then extended and revised the definition of perceived risk proposed by Cox and used empirical research methods to study his proposed definition. Cunningham (1967) defined perceived risk as the two key factors of uncertainty and the severity of the consequences. Uncertainty refers to the perceived possibility that consumers have about whether the risks arising from the purchase behavior will occur in the process of purchasing services or products. The severity of the consequence refers to the degree of danger of the result caused by the occurrence of risks in the purchase behavior. In addition to the above, many scholars have defined perceived risk, but most of them follow Cox (1964) and Cunningham's (1967) definition of two key factors of perceived risk. Table 2-3 is the definition of perceived risk by relevant scholars.

**Table 2-3 Definition of Perceived Risk**

<b>Perceived Risk</b>	<b>Definition</b>
Bauer (1960).	The purchase behavior of users may have unpleasant consequences
Cox (1967).	It is a function of two variables of the uncertainty of loss and negative consequence caused by the user's purchase behavior
Slovic (2000)	It's a judgment and an attitude toward risk
Ye Naiyi	Perceived risk refers to users' perception and estimation of the possible adverse consequences of their purchase decisions when conducting shopping on the Internet through the medium of the Internet

Through the combing of the definition of perceived risk, this study adopted the definition of Ye Naiyi and believed that perceived risk referred to the feeling and estimation of the negative consequences that users might have on their purchasing

decisions when conducting online shopping through the Internet.

(2) Perceived risk dimension. Many scholars have studied the dimensions of perceived risk. Cox (1964), a foreign scholar, believed that the dimensions of perceived risk include property risk and psychological risk. Cunningham (1967) believed that the measurement dimensions of perceived risk include capital loss, time loss, and product performance problems. Generally, scholars believe that perceived risk has the following measurement dimensions: financial risk, psychological risk, time risk, social risk, functional risk, and physical risk.

In the network environment, the dimensions of perceived risk are also different, mainly considering the characteristics of the network. Scholars Jarvenpaa and Todd first proposed a new dimension of perceived risk in the network environment in 1997, namely privacy risk, which stems from the virtuality of the network. Sandra (2003) believed that the risk from the store, the risk of a product brand, the risk of property security, the risk of consuming time and the risk of users' privacy were the five dimensions of perceived risk in the research on users' purchase behaviors in the network environment. Margy et al. (2004) argued that there were seven dimensions for perceived risk, specifically time risk, utility risk, product risk, property risk, psychological risk, social risk, and purchase decision risk.

Sun Xiang et al. (2005) believed that perceived risk had seven dimensions, including physical risk, time risk, performance risk, privacy risk, property risk, psychological risk, time risk, and social risk. Yu Dan, Dong Dahai et al. (2007) added privacy risk, delivery risk, information risk and service risk based on the perceived risk dimension of previous scholars, and formed a network shopping perception risk including ten dimensions. In addition, they believed that in the online shopping environment, "social risk" was almost non-existent for users, so there was no need to consider "social risk" in online shopping.

Based on the research results of domestic and foreign scholars, this study believes that the dimensions of perceived risk should include the following: business risk, privacy risk, commodity risk, money risk, and delivery risk. In the general online shopping process, there will be a sense of risk in these five dimensions. Therefore, the detailed division of the perceived risk dimension can accurately provide relevant recommendations, thereby helping the product or service provider to reduce the

perceived risk of the user.

## **2.5 Chapter Summary**

This chapter mainly sorted out relevant concepts of social commerce and summarizes the concepts of social commerce based on existing literature, specifically referring to the use of social media and social networks to realize e-commerce transactions. Its main forms of expression were "social tools + e-commerce", "community + e-commerce function", "community + e-commerce", which showed significant social interaction, information openness and community interaction characteristics.

This chapter also reviewed the research on consumer purchasing decisions. In addition, it also collated relevant research on social commerce, including research on users of social commerce websites, research on the willingness to purchase, and factors in purchasing decision-making.

In this chapter, the evolution of the Unified Theory of Acceptance and Use of Technology (UTAUT) model and its main applications were summarized. Through comparative analysis, it was found that the interpretation of the Unified Theory of Acceptance and Use of Technology (UTAUT) model is as high as 70%, which is significantly higher than the technology acceptance model (TAM). Therefore, this study decided to use the UTAUT model for research.

The concepts of social interaction and perceived risk to be studied in this study were sorted out. Social interaction is an important combining object, and its dimensions include online review, communication sharing, and observational learning. In the process of social interaction, users can obtain relevant information about products or services in the context of social commerce from online comments of other users, communication and sharing between users and observation and learning of other users, thus influencing our users' purchase behaviors. In terms of measurement, relevant questionnaire options can be designed from these three dimensions. Perceived risk refers to a feeling and expectation that users may have adverse consequences for their purchasing decisions when conducting online shopping through the Internet. This study suggested that perceived risk dimensions should include the following: merchant risk, privacy risk, commodity risk, money risk, and delivery risk. From January 2017 to

January 2018, Thailand's social media users increased by 5 million, about 11%. Among the 51million social media users, 46 million are mobile phone users, accounting for 67% of the total population of Thailand. In addition, Thai users are highly active on social media. In the past year, a total of 2.5 billion short messages were sent by Thai people through social media, and they used social media for about 3 hours and 10 minutes on average every day.



### **3. RESEARCH METHODOLOGY**

#### **3.1 Research Methodology**

In this paper, qualitative research and quantitative research methods were used to study. Qualitative research is a method for researchers to use historical review, literature analysis, interview, observation, participation experience, and other methods to obtain data in the natural situation, and use non-quantitative means to analyze it and obtain research conclusions. Quantitative research measures the characteristic value of the object by comparing the characteristics of the object according to a certain standard or finds out the quantitative change rule among some factors. Quantitative research is mainly expressed by data, patterns, and graphics and so on while the conclusion of qualitative research is mostly based on the description. Qualitative research is the basis of quantitative research and its guide, but only by using quantitative research at the same time can we be accurate and deterministic on the basis of accurate quantitative research. The combination of the two is helpful to give full play to the advantages of the two, but also promote the research and analysis more comprehensive and accurate. This study mainly adopts the following research methods:

##### **3.1.1 Literature analysis**

By referring to research reviews related to social commerce, empirical analysis, and master's thesis, I collected a number of theoretical studies and empirical analysis articles, conducted an in-depth analysis of these articles, and determined my research direction. This paper studied and analyzed the current situation of social commerce in Thailand and the consumption habits of Thai consumers, and emphasized regional characteristics and differences. In addition, the research related to the Unified Theory of Acceptance and Use of Technology (UTAUT) model and the Technical Acceptance Model (TAM) was reviewed to determine the construction direction of the model. Through reading and analyzing the research literature related to the purchase intention, purchase behavior and the influencing factors of the purchase decision, the research model and related research hypothesis of this study were determined.

##### **3.1.2 Questionnaire method**

The core part of the research work of this paper includes testing some of the research hypotheses proposed. In order to test whether these hypotheses are consistent with the facts, it is necessary to collect and analyze the data to carry out the analysis

and test. The purpose of the questionnaire survey is to collect data for the quantitative analysis needed in this study, and one of the tools to collect data is the questionnaire.

According to the needs of the study, this paper designed a related questionnaire. The survey questionnaire of this study firstly explained the survey purpose of the questionnaire and made an easy-to-understand explanation of what social commerce was. Next was the survey and information collection module, which was divided into the following four modules: the first part was mainly about the basic registration of the respondents' personal information, so as to help us better understand the views of people from different levels and backgrounds on issues, so as to ensure the comprehensiveness and representativeness of the survey. The second part was mainly about the relationship between respondents and social commerce and their cognition of social commerce. Based on various social commerce, types of purchased products and advantages of social commerce, the questionnaire was judged to be representative. The main purpose of the third part was to explore the relationship between various factors and verify the hypothesis proposed. The measurement questions have been listed in the previous chapter, so I won't go into details here. The fourth part was mainly about the prospect and suggestion analysis of Thai consumers on social commerce to judge the integration trend of social commerce. The third part of the questionnaire adopted Likert scale.

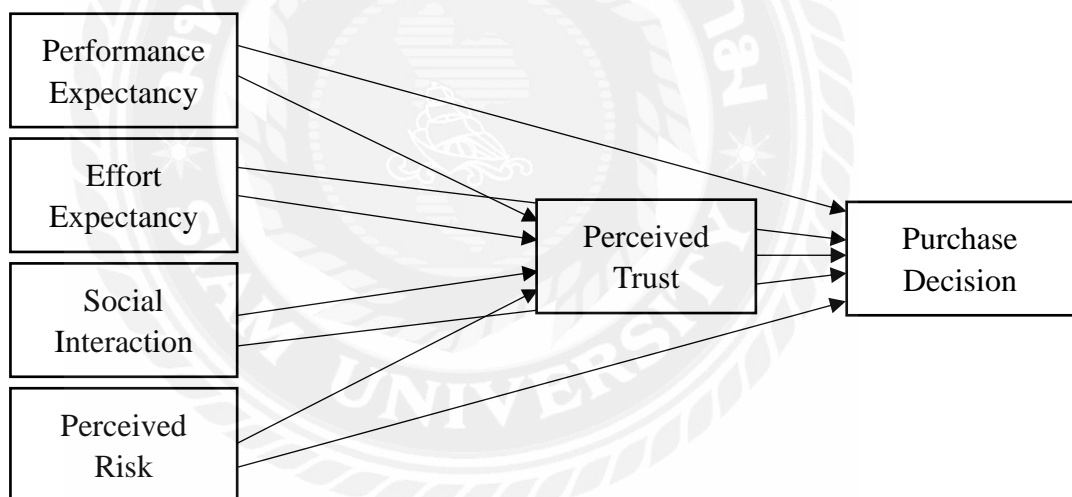
After the questionnaire design had been completed, the questionnaire was preliminarily tested. The purpose of the preliminary test was to check and timely correct the errors in the questionnaire. In this research, 30 questionnaires were randomly distributed, and the collected questionnaires were checked to see whether there were problems of unclear topic semantics, ambiguous options, and misleading options. After the initial questionnaire was issued, the text was modified and the inappropriate expressions were deleted according to the collected questionnaire. After completing these steps, the final version of the questionnaire was formed and a large-scale questionnaire survey was carried out.

### 3.1.3 Statistical analysis

After sorting out the returned questionnaires, this study mainly adopted SPSS 21.0 for data analysis. After the reliability and validity test, the structural equation model (SEM) was analyzed by AMOS software, and the goodness of fit of the research model and the path coefficient between related variables were obtained.

### 3.2 Theoretical Model Construction

Through literature review in the second chapter, this study believed that the existing literature on the purchase intention, purchase decision and behavior of users of social commerce was mostly confined to the technology acceptance model (TAM). TAM is a technology-oriented research model, which can explain the usefulness and ease of use of social commerce to a certain extent, but we should also take into account the characteristics of social commerce itself, such as interactivity, hedonism, pleasure, etc., which are characteristics of socialization. Social interaction is the communication and interaction between users, which will have a great impact on users' access to information. Therefore, when discussing the influence of users' purchase decisions in social interaction, we should not only start from the perspective of technology and platform, but also from the perspective of user communication and interaction. Therefore, this study believed that it was necessary to construct a research theory model that was more in line with social commerce.



**Figure 3. 1 Research Model**

The Unified Theory of Acceptance and Use of Technology (UTAUT) model expands and improves the technology acceptance model (TAM), and after empirical tests by Venkatesh et al., the Unified Theory of Acceptance and Use of Technology (UTAUT) model has as much as 70% explanatory power, making it the most explanatory model at present. Since the four core variables of the UTAUT model were from a technical point of view and had been studied by scholars, this paper attempted to replace "social impact" and "convenience", the two core variables of the UTAUT model, with "social interaction" and "perceived risk" to explore and study the relevant factors influencing the purchase decision of Thai social commerce users after fully



considering the social interaction and other characteristics of social commerce. The research model is shown in Figure 3.1.

### 3.3 Variable Definition and Measurement Dimension

#### 3.3.1 Performance Expectancy

Performance expectation specifically is whether users can save time to buy goods, reduce the energy spent on shopping, buy goods or services consistent with their expectations, and make their study and life better in the process of using social commerce. This study initially identified 5 questions to measure variable performance expectation. The details are shown in table 3-1:

**Table 3-1 Measurement Questions about Performance Expectancy**

Measurement Questions	
Performance Expectancy (PE)	PE1. I think social commerce can help me fully understand the information of the goods.
	PE2. I think social commerce can help me make better purchase decisions.
	PE3. I think social commerce can help me save shopping time and improve efficiency.
	PE4. I think the recommendation of social commerce can reduce the time for me to find products.
	PE5. I think through social commerce, I can buy better products based on other user's recommendations, reviews, and so on.
Scale	Davis(1989), Venkatesh, Morris, Davis, G.B. and Davis, F.D. (2003),
Source	Anderson(2006)

#### 3.3.2 Effort Expectancy

Efforts expectation specifically is whether it is easy for users to use social commerce, whether the interface of the platform is simple and clear, and whether it is easy to learn how to use it. This study initially identified 5 questions to measure the variable effort expectation. The details are shown in table 3-2:

**Table 3-2 Measurement Questions about Effort Expectancy**

Measurement Questions	
Effort Expectancy (EE)	EE1. I think the operation and transaction process of social commerce is easy to understand. EE2. I think it's easy for me to learn and master how to use the social electronic business. EE3. I think social commerce makes it easier for me to get information about products. EE4. I think it is easy to search, select and trade social commerce products. EE5. I think it is easy to express personal opinions and comments on social commerce.
Scale Source	Davis, F. D.(1991), Venkatesh, Morris, Davis, G.B. and Davis, F.D. (2003)

**Table 3-3 Measurement Questions about Social Interaction**

Measurement Questions	
Social Interaction (SI)	SI 1. I think it is helpful for shopping to communicate with others in social commerce. SI 2. I think it makes sense to share goods in social commerce. SI 3. I believe that engaging in interaction in social commerce can help with shopping. SI 4. I think it is a pleasure to exchange product information with others through social commerce. SI 5. I think online commenting, sharing, and sharing through social commerce can help consumers buy satisfactory products.
Scale Source	Designed by myself after consulting kinds of literature.

### 3.3.3 Social Interaction

Specifically, social interaction is whether consumers can obtain information about commodities, know more about commodities and trust others' online comments and recommendations by communicating with others and checking online comments and

other forms of social interaction. This study initially identified 5 questions to measure the variable social interaction. The details are shown in table 3-3.

#### 3.3.4 Perceived Risk

Perceived risk refers to the uncertainty of property loss, information leakage and product quality caused by the use of social commerce, which can be divided into five measurement dimensions: merchant risk, privacy risk, commodity risk, money risk, and delivery risk. This study initially identified 5 questions to measure the variable perceived risk. The details are shown in table 3-4:

**Table 3-4 Measurement Questions about Perceived Risk**

Measurement Questions	
Perceived Risk (PR)	PR1. I worry that the credibility of merchants in social commerce is very low.
	PR2. I am concerned that using social commerce will cause my property loss.
	PR3. I am concerned that goods in social commerce are inferior.
	PR4. I am concerned that the use of social commerce will result in the disclosure of my personal information.
	PR5. I am concerned that the goods of social commerce will be damaged in the delivery process.
Scale Source	Forsythe(2003), Lu Xiyun, Wu Xianfeng(2010)

#### 3.3.5 Perceived Trust

Perceived trust refers to the degree to which users have trust in social commerce platforms after information collection and acquisition. Users believe that the information of the platform is real and that other users' sharing and comments are real, which is the specific manifestation of perceived trust. This study initially identified 5 questions to measure the variable perceived trust. The details are shown in table 3-5:

**Table 3-5 Measurement Questions about Perceived Trust**

Measurement Questions	
Perceived Trust (PT)	PT1. I believe that comments on social commerce are real.
	PT2. I believe that providers of products or services for social commerce can be trusted.
	PT3. I believe that the payment environment, network environment, and personal privacy protection of social commerce are trustworthy.
	PT4. I believe that product recommendation, online commentary, and product use experience on social commerce are real and trustworthy.
	PT5. I believe that interactive communication in social commerce is worthy of trust.
Scale Source	Gefen (2000), Pavlou (2003)

**Table 3-6 Measurement Questions about Purchase Decision**

Measurement Questions	
Purchase Decision (PD)	PD1. When I need to buy a product or service, I will give priority to the use of social commerce.
	PD2. I think that I am more likely to use social commerce to buy goods or services.
	PD3. I would recommend other friends and family to use social commerce for shopping.
	PD4. I am willing to buy products or services on a social commerce platform at a higher price.
	PD5. I think I will continue to use social commerce shopping.
Scale Source	Chaudhuri (2002), Zaltman(1995)

### 3.3.6 Purchase Decision

The purchase decision specifically refers to the extent to which Thai consumers tend to complete shopping through social commerce after generating demand. This

article mainly referred to Chaudhuri (2002) of the scale, combined with Zaltman (1995) and Kenneth a. Coney's (2000) measurement of purchase intention, integrated and modified them, and finally used priority purchase, the possibility of purchase, word of mouth recommendation and premium purchase to measure purchase decision. This study initially identified 5 questions to measure the variable purchase decision. The details are shown in table 3-6:

### **3.4 Research Hypothesis**

In this section, based on the established research model, this research institute studies the relationship between effort expectation (EE), performance expectation (PE), social interaction (SI), perceived risk (PR) and consumers' purchase decisions and perceived trust.

#### **3.4.1 The Impact of Performance Expectancy on Perceived Trust and Purchasing Decision**

The performance expectancy specifically is whether users can save time to buy goods, reduce the energy spent on shopping, buy goods or services consistent with their expectations, and make their study and life better in the process of using social commerce. Therefore, if the user thinks that social commerce is useful to him, then the user's trust in social commerce will increase, and the purchase decision will be strengthened. Scholars An Shifang and Wan Jiangping (2007) have proved that performance expectation has a significant impact on purchase intention and perceived trust when they study shopping intention. Chen Lei and Wang Ruimei (2016) believe that perceived usefulness has a significantly positive impact on users' purchase intention and perceived trust. Therefore, this study proposed the following assumptions:

H1: Performance expectancy has a positive impact on the purchase decision of social commerce users.

H2: Performance expectancy has a positive impact on the perceived trust of social commerce users.

#### **3.4.2 The Impact of Effort Expectancy on Perceived Trust and Purchasing Decision**

Generally speaking, in the social commerce platform, the simpler and clearer the

process is, the more it can enhance the trust of users, and then prompt consumers to make purchasing decisions. Scholars Zhang Xiaowen, Chen Yan (2015) and so on use empirical evidence to prove that efforts to expect a significant positive impact on user purchasing decisions in the study of the influencing factors of social commerce. Based on the above analysis, the following assumptions were made:

H3: Effort expectancy has a positive impact on the purchase decision of social commerce users.

H4: Effort expectancy has a positive impact on the perceived trust of social commerce users.

### 3.4.3 The Impact of Social Interaction on Perceived Trust and Purchasing Decision

From related research, it can be found that users' online comments, communication between users and recommendation interactions will affect users' perceived trust in social commerce. Scholar Lu Bo (2014) studied the influencing factors of online sales of Amazon products in China from the perspective of social interaction. The results show that the specific forms of social interaction, such as users' online comments, users' observation and learning of other users, and the communication between users and users, will significantly influence users' purchase decisions. Moreover, through empirical study, it is concluded that online comments and observational learning in social interaction will have an impact on product sales. Zhang Xin, Ma Liang, and Wang Gaoshan have empirically analyzed the influence of friend recommendation on consumers' purchase intention and purchase decision and found that friend recommendation positively influences purchase decision and consumer trust plays an intermediary role. Feng Jiao and Yao Zhong (2015) find through experimental research that information such as merchants' commodity recommendation, communication and sharing among friends, and strangers' online evaluation will have an indirect and significant impact on users' purchase intention and purchase decision. By communicating with others and viewing online reviews and other forms of social interaction, consumers can obtain information about products. The more they know about products, the more likely they are to make purchase decisions and believe that online reviews and recommendations of others will also enhance the degree of trust of consumers. Therefore, this study proposed the following assumptions:

H5: Social interaction has a positive impact on the purchase decision of social

commerce users.

H6: Social interaction has a positive impact on the perceived trust of social commerce users.

#### 3.4.4 The Impact of Perceived Risk on Perceived Trust and Purchasing Decision

Perceived risk is the loss expectation that consumers feel when using social commerce. The greater the risk users feel, the less likely they will make a purchase decision. The perceived risk will also reduce users' trust in social commerce and have an impact on users' purchase decision. Hong and Cha (2013) found that perceived risk in network shopping would reduce users' trust in the website and have a negative impact on perceived trust. Because the network shopping has the characteristics of unable to see physical goods, unable to feel and so on, there will be problems such as goods and description mismatch. These problems will enhance consumers' sense of uncertainty about commodities and their perceived risks of shopping on the social commerce network. And the more risk consumers feel, the less likely they are to make a purchase decision. Therefore, this study proposed the following assumptions:

H7: Perceived risk has a negative impact on the purchase decision of social commerce users.

H8: Perceived risk has a negative impact on the perceived trust of social commerce users.

#### 3.4.5 The Impact of Perceived Trust on Purchasing Decision

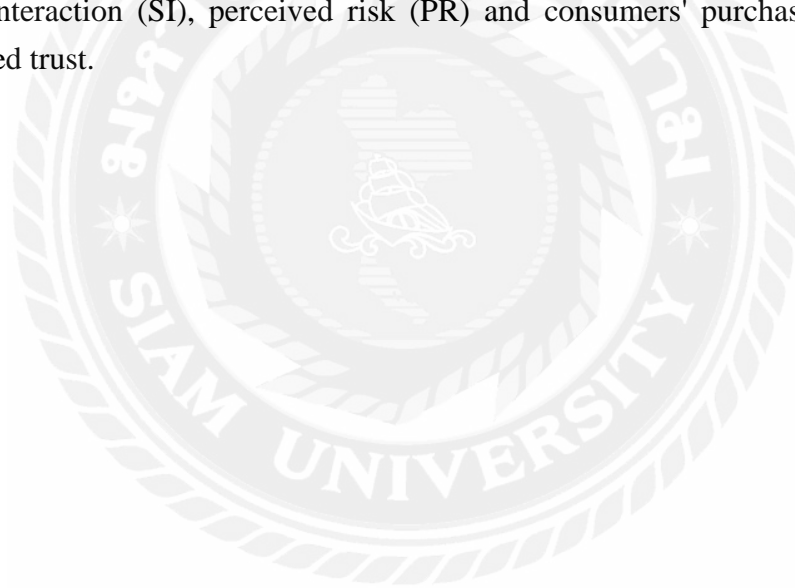
In the research model constructed in this paper, perceptual trust refers to the degree to which users have a sense of trust in the social commerce platform after the information is collected. The specific performance of perceived trust is that users believe that the information on the platform is true, and the sharing and comments of other users are real. Perceived trust covers two modules, one is the trust of the social commerce platform or the way, and the other module is the trust of other users in the platform or mode of information exchange, such information trust and interpersonal trust. In general, users will have a willingness to purchase and make purchasing decisions after they have generated trust in social commerce, which has been confirmed in numerous trust studies. For example, research by Yu Kunzhang and Song Ze (2005) shows that the higher the user's trust in sellers in social commerce, the more willing

they are to use social commerce to purchase goods or services. Therefore, this study proposed the following assumptions:

H9: Perceived trust has a positive impact on the purchase decision of social commerce users.

### **3.5 Chapter Summary**

This chapter mainly introduces the research methodology and the research hypothesis. In this paper, qualitative research and quantitative research methods were used to study. The main methods are literature analysis, questionnaire method and statistical analysis. Based on the established research model, this research institute studies the relationship between effort expectation (EE), performance expectation (PE), social interaction (SI), perceived risk (PR) and consumers' purchase decisions and perceived trust.





## 4. DATA ANALYSIS

The main purpose of this paper is to explore the influence of social commerce on the purchase decision of Thai consumers. By studying the factors that influence the purchase decisions of social commerce users, we can accurately grasp their consumption psychology and behavior. Merchants or service providers can conduct a detailed analysis of users' behaviors based on the factors studied, so as to come up with methods and measures to encourage consumers to choose social commerce when making purchase decisions. Social commerce is a brand new thing for the public, and young people have a better acceptance of it. Therefore, this study mainly selected groups that were frequently exposed to social commerce for research. This paper used empirical analysis to verify the proposed research hypothesis and theoretical model. After reading the literature and conducting the small-scale initial survey, the questionnaire was designed and the data was obtained through online and offline questionnaires. This chapter will detail the specific process of questionnaire design, and process and analyze the empirical data to test whether the proposed hypothesis and model are established.

After the questionnaire survey was carried out in a large range, in order to avoid the situation of low reliability and poor effectiveness of the questionnaire, reliability analysis, and validity analysis were carried out when 100 questionnaires were collected. Inappropriate questions and options were removed and the distribution method of the questionnaire was adjusted. Questionnaires were distributed offline and online, such as Line group and Facebook, and random sampling survey was conducted. The questionnaire covered groups such as students and office workers. After a one-month questionnaire collection, 256 questionnaires were collected, and 237 valid questionnaires were collected after excluding invalid questionnaires, with the effective sample rate of 92.6%.

### 4.1 Descriptive Statistics

Firstly, this paper conducts a descriptive statistical analysis of the data collected through the questionnaire, and respectively describes the distribution of information such as gender, age, education background, occupation, incomes, and cognition of social commerce, expectation, and advice of the samples. Descriptive statistical analysis of effective data is as follows (Table 4-1):

#### 4.1.1 Demographic Distribution

1. Gender: according to the survey sample, the proportion of male and female respondents was not balanced enough, among which 82 were males, accounting for 34.6%; 155 were females, accounting for 65.4%.

2. Age: the number of people under 20 years old was 12, accounting for 5.06%; the number of people between 20 and 30 years old was 189, accounting for 79.75%; the number of people between 31 and 40 years old was 28, accounting for 11.81%; the number of people between 41 and 50 years old was 6, accounting for 2.53%; and the number of people over 50 years old was 2, accounting for 0.85%. The results of the questionnaire show that the majority of Internet users are young people, aged 20-30.

3. Educational background distribution: according to the survey sample, most respondents had received a high level of education, which was mainly distributed in colleges and technical secondary schools and above. Among them, the proportion with a bachelor's degree was the highest, accounting for 50.6%; the proportion with a master's degree or above was also higher, accounting for 26.2%; the proportion with a junior college degree was 14.1%; and the proportion with a high school degree or below was 9.3%. It can be found that users of social commerce are mostly young and have higher education.

4. Income: there were 5 people with monthly disposable income of about 9,000 baht or less, accounting for about 2.11%; 11 people with 9,001-10,000 baht, accounting for 4.64%; 117 people with 10,001-20,000 baht, accounting for 49.37%; 84 people with 20,001-30,000 baht, accounting for 35.44%; 12 people with 30,001-40,000 baht, accounting for 5.06%; 8 people with 40,001-49,999 baht, accounting for 3.38%; and 0 people with 50,000 baht and above.

5. Usage time of social commerce: the number of people who had used social commerce less than one year was 39, accounting for 16.45%. There were 75 people whose usage time were between one and three years, accounting for 31.65%, 96 people whose usage time were between three and five years, accounting for 40.51%, and 27 people whose usage time were more than five years, accounting for 11.39%. It is related to the younger age of the respondents in the recovered sample, as young people are exposed to new things faster.

**Table 4-1 Demographic Distribution**

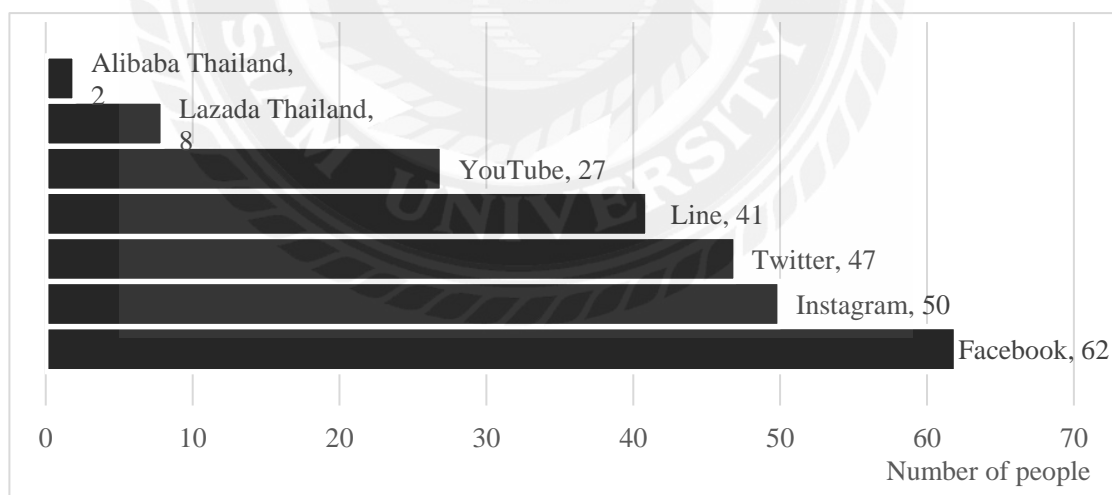
Characteristic Variables	Description	Frequency	Percentage (%)	Cumulative Percentage (%)
Gender	Male	82	34.6	34.6
	Female	155	65.4	100
Age	<20	12	5.06	5.06
	20-30	189	79.75	84.81
	31-40	28	11.81	96.62
	41-50	6	2.53	99.15
	>50	2	0.85	100
Education	High School Educations or Less	22	9.28	9.28
	College	32	13.50	22.78
	Bachelor	121	51.05	73.83
	Master or Above	62	26.17	100
Income (Monthly)	≤9,000 baht	5	2.11	2.11
	9,001-10,000 baht	11	4.64	6.75
	10,001-20,000 baht	117	49.37	56.12
	20,001-30,000 baht	84	35.44	91.56
	30,001-40,000 baht	12	5.06	96.62
	40,001-49,999 baht	8	3.38	100
	≥50,000 baht	0	0	100
Time (Using Social commerce )	< 1 year	39	16.45	16.45
	1-3 years	75	31.65	48.1
	3-5 years	96	40.51	88.61
	> 5 years	27	11.39	100
Daily online time (Average)	< 1 hour	11	4.64	4.64
	1-2 hours	55	23.21	27.85
	2-4 hours	113	47.68	75.53
	4-6 hours	42	17.72	93.25
	6-8 hours	16	6.75	100
	> 8 hours	0	0	100

6. The average time spent on the Internet every day: there were 11 people spending on the internet daily less than 1 hour among the respondents, accounting for 4.64%, 55 people spending on the internet daily for 1 hour to 2 hours, accounting for 23.21%, 113 people spending on the internet daily for 2 hours to 4 hours, accounting for 47.68%, 42 people spending on the internet daily for 4 hours to 6 hours, accounting for 17.72%, 16 people spending on the internet daily for 6 hours to 8 hours, accounting for 6.75%. And none of the respondents spent on the internet for more than 8 hours.

From the statistics in Table 4-1, the number of female groups in social commerce is higher than that in the male group. In addition, the user groups are mostly younger and higher-educated people, which may be related to the development trend of the Internet. Because young people accept new things faster and have the ability to accept, learn, and master new things quickly, they can use social commerce quickly and easily.

#### 4.1.2 Thai Consumers' Awareness of Social Commerce

1. According to the questionnaire, 216 people participated in social commerce, accounting for 91.14%: 21 people did not participate, accounting for 8.86%.

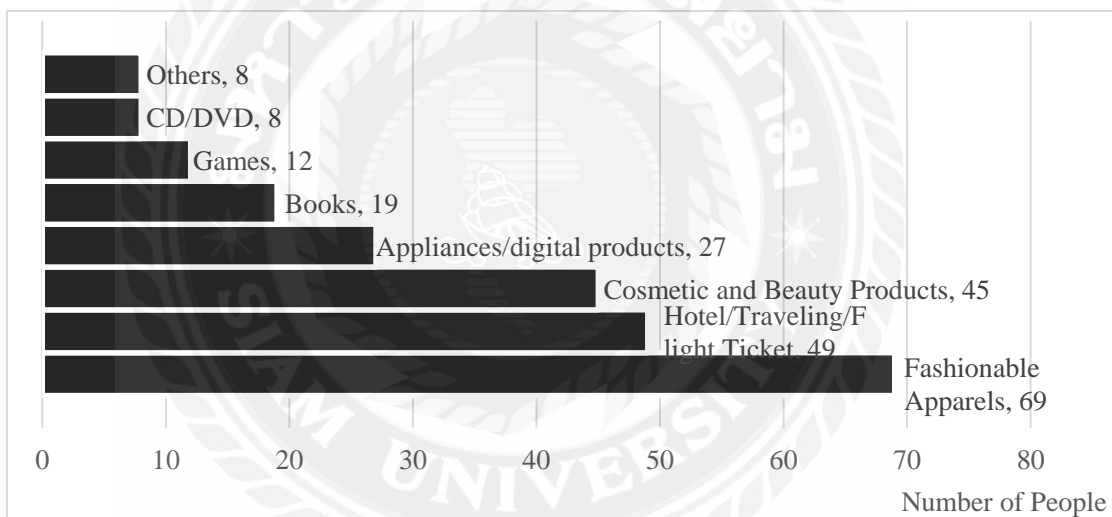


**Figure 4.1 Social Commerce Consumers Prefer to Use**

2. Which social commerce they preferred to use, in other words, which social commerce influenced their purchasing decisions (including E-commerce and S-commerce): among the respondents, 62 people said they preferred to use Facebook, accounting for 26.16%, 50 people said they preferred Instagram, accounting for 21.10%, 41 people said they preferred Line, accounting for 17.30%, 27 people said they

preferred YouTube, accounting for 11.39%, 47 people said they preferred Twitter, accounting for 19.83%, 8 people said they preferred Lazada Thailand, accounting for 3.38%, and only 2 people said they preferred Alibaba Thailand, accounting for 0.84%.

3. In social commerce, they mainly purchased product types: among the respondents, 69 people chose the fashionable apparels, accounting for 29.11%, 45 people mainly purchased cosmetic and beauty products, accounting for 18.99%, 27 people mainly purchased appliances/digital products, accounting for 11.39%, 8 people chose CD and DVD products, accounting for 3.37%, 12 people preferred to buy games, accounting for 5.07%, 19 people chose books, accounting for 8.02%, 49 people chose hotel/traveling/flight tickets, accounting for 20.68%, and 8 people said they liked to buy some other products, accounting for 3.37%.



**Figure 4.2 Product Types Consumers Purchase in Social Commerce**

4. Reasons for choosing social commerce consumption rather than physical store consumption: among the respondents, about 19.42% of the respondents said the reason was that the service quality of the website was good, 20.25% said it was favorable price, 7.59% people chose the various types of the products in social commerce, 15.19% people thought it was easy and convenient to purchase products online, 12.24% respondents said the quality of the products was guaranteed, 18.14% said they chose social commerce because they thought it was fashion to purchase online, and 7.17% people chose some other reasons.

#### 4.1.3 Opinions on the Development Prospect and Expectation of Social Commerce

According to the questionnaire, the detailed statistics of the opinions of Thai consumers on the development prospect of social commerce and their Suggestions and expectations for social commerce are shown in table 4-2:

**Table 4-2 Opinions on the Development Prospect and Expectation of Social Commerce**

Characteristic Variables	Description	Frequency	Percentage (%)
Opinions of Thai Consumers on the Development Prospects of Social Commerce	The potential of social commerce is very big, and the level of all aspects will be more perfect.	62	26.16%
	It's hard to say because there are still many problems.	116	48.95%
	Social commerce will not have a big development in the short term.	55	23.21%
	Social commerce has no future.	4	1.69%
Recommendations and Expectations for Social commerce	Users can protect their rights and interests by evaluating merchants.	32	13.50%
	The quality of the goods is guaranteed.	40	16.88%
	More favorable price.	36	15.19%
	The kinds of products are more and more various.	39	16.46%
	More comprehensive after-sales service.	43	18.14%
	More ways of payment	47	19.83%

According to the statistics in the above table, the majority of Thai consumers hold a wait-see attitude towards the future development prospect of social commerce, accounting for 48.95%, followed by consumers with a positive attitude, accounting for 26.16%, which provides opportunities and challenges for the development and improvement of social commerce in Thailand. In terms of suggestions on social commerce, the five aspects account for a relatively balanced number of people, which provides the main direction for the development of social commerce in the future.

## 4.2 Reliability and Validity

### 4.2.1 Reliability

Reliability is mainly manifested in the identity of a questionnaire filled out by different people. This means that the experimental results will not be very different and can maintain a certain stability. The reliability of the questions in the questionnaire and the reliability of the entire questionnaire are actually the degree of relationship between the variables in the model. The larger the value of the measured results, the higher the reliability of the designed questionnaire. Based on this, the study decided to use the decision value used by most scholars, 0.7 proposed by Peterson (1994), to determine whether the reliability of the questionnaire is acceptable.

**Table 4-3 Cronbach' Alpha Detail Table**

<b>Influencing factor</b>	<b>Number of Variables</b>	<b>Reliability</b>
Performance Expectancy (PE)	5	0.837
Effort Expectancy (EE)	5	0.874
Social Interaction (SI)	5	0.871
Perceived Risk (PR)	5	0.913
Perceived Trust (PT)	5	0.919
Purchase Decision (PD)	5	0.904
<b>Overall Reliability</b>	<b>30</b>	<b>0.856</b>

From table 4-3, we can see that the reliability value of the survey questionnaire designed in this study is 0.856, which is significantly higher than the standard test data of 0.7. Therefore, the survey questionnaire in this study can be used for research and further validity analysis. At the same time, every subscale problem designed also meets the requirement greater than 0.7. It shows that the designed questionnaire is highly reliable and can be used for relevant hypothesis research.

### 4.2.2 Validity

Validity generally refers to the degree to which our questionnaire is effective. The validity we obtained, with a size value, is able to actively present whether the measurement results of our study are good or not, which is also the basis of whether we can carry out the next study. For the validity analysis, scholars believe that it can be divided into two modules: one is the content validity analysis of the questionnaire, the other is the structure validity analysis of the questionnaire. When we conducted the pre-

survey of the questionnaire, we aimed to make our sample groups clear about what we were doing. We modified and improved the relevant questions in order to make the designed questionnaire had better content validity.

There is much software for structural validity analysis. Since data collection was implemented in SPSS, this study decided to use SPSS for accurate and detailed analysis of questionnaire structural validity. In the analysis, we needed to do the calculation of KMO measure value and Bartlett test in the first step. After obtaining the data results, we needed to determine whether the collected sample data can be used for factor analysis. Next, we needed to do the factor load matrix between the scales. The results were compared with the factor load determination value of 0.5. If the values in the matrix are all greater than 0.5, then it indicates that each question in the questionnaire converges very well. The results show that the questionnaire has good structural validity.

**Table 4-4 KMO and Bartlett Tests of Specific Variables**

Influencing Factor	KMO Measure of Sampling Adequacy	Bartlett's Test		
		Approx. Chi-Square	D.f	Sig
Performance Expectancy (PE)	0.760	540.403	10	0.000
Effort Expectancy (EE)	0.807	828.166	10	0.000
Social Interaction (SI)	0.765	1039.162	10	0.000
Perceived Risk (PR)	0.821	931.631	10	0.000
Perceived Trust (PT)	0.818	1328.583	10	0.000
Purchase Decision (PD)	0.845	904.294	10	0.000
Overall Validity	0.919	12482.483	435	0.000

As can be seen from Table 4-4, the overall KMO test value of the questionnaire is 0.919, indicating that factor analysis is appropriate. It can be seen from Table 4-5 that the load values of each factor are greater than 0.5, and all are greater than 0.7, which indicates that the scale data has good convergence validity and discriminant validity, indicating that the structural validity of the questionnaire is effective. The specific verification results are shown in Table 4-5.



**Table 4-5 Factor Load Matrix**

	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
PD4	<b>0.932</b>	-0.080	0.102	0.126	0.092	0.151
PD5	<b>0.889</b>	-0.099	0.184	0.124	0.147	0.158
PD2	<b>0.867</b>	-0.122	0.153	0.143	0.193	0.114
PD1	<b>0.781</b>	-0.188	0.164	0.119	0.150	0.124
PD3	<b>0.700</b>	-0.161	0.107	0.217	0.165	0.129
PR4	-0.208	<b>0.911</b>	-0.132	-0.134	-0.122	-0.126
PR2	-0.204	<b>0.879</b>	-0.048	-0.165	-0.097	-0.150
PR5	-0.157	<b>0.808</b>	-0.165	-0.130	-0.148	-0.164
PR1	-0.125	<b>0.793</b>	-0.181	-0.108	-0.196	-0.124
PR3	-0.138	<b>0.772</b>	-0.161	-0.114	-0.150	-0.105
TR3	0.148	-0.119	<b>0.828</b>	0.134	0.151	0.106
TR4	0.161	-0.167	<b>0.810</b>	0.109	0.203	0.202
TR1	0.159	-0.120	<b>0.793</b>	0.109	0.084	0.216
TR2	0.154	-0.138	<b>0.786</b>	0.214	0.127	0.128
TR5	0.188	-0.161	<b>0.773</b>	0.174	0.173	0.100
EE3	0.143	-0.072	0.184	<b>0.808</b>	0.129	0.128
EE1	0.133	-0.215	0.158	<b>0.806</b>	0.143	0.165
EE2	0.189	-0.183	0.124	<b>0.789</b>	0.153	0.171
EE4	0.160	-0.143	0.130	<b>0.785</b>	0.157	0.092
EE5	0.156	-0.060	0.118	<b>0.777</b>	0.116	0.141
SC5	0.090	-0.177	0.123	0.133	<b>0.802</b>	0.201
SC1	0.190	-0.123	0.103	0.152	<b>0.783</b>	0.088
SC3	0.206	-0.071	0.181	0.137	<b>0.759</b>	0.163
SC2	0.146	-0.220	0.150	0.093	<b>0.741</b>	0.115
SC4	0.156	-0.113	0.143	0.171	<b>0.718</b>	0.096
PE3	0.169	-0.149	0.173	0.138	0.125	<b>0.819</b>
PE5	0.085	-0.192	0.139	0.063	0.184	<b>0.780</b>
PE2	0.124	-0.165	0.190	0.153	0.097	<b>0.779</b>
PE1	0.205	-0.074	0.093	0.172	0.084	<b>0.756</b>
PE4	0.202	-0.080	0.120	0.156	0.164	<b>0.721</b>

Based on the above tests, from the data results, the questionnaire designed in this study is above the judgment level both in terms of content and structure of the questionnaire. It shows that the overall validity of the designed questionnaire is very good and can be used for research analysis.

### 4.3 Structural Equation Model Analysis

#### 4.3.1 Goodness of fit test

This study used the following measures to measure whether the constructed model had a good fit. The indicators for these judgments are chi-square/d.f ratio, fit-goodness index (GFI), modified fit-goodness index (AGFI), model suitability (CFI), Approximate Error Root Mean Square (RMESA) and Norm Fit Index (NFI). From the results obtained in Table 4-6, it can be known that the research model constructed in this study is within the good range of the judgment indicators. Explain that the theoretical model of this study can be used to study the decision-making of social commerce users.

**Table 4-6 Model Fitting Index**

Index	Evaluation Standard		Model Data
	Acceptable	Good	
Chi-square/d.f	< 3.0	<2. 0	1.236
GFI	0.7-0.9	>0. 9	0.921
AGFI	0.7-0.9	>0. 9	0.905
CFI	0.7-0.9	>0. 9	0.978
RMESA	< 0.1	<0. 08	0.027
NFI	> 0.8	>0. 9	0.936

#### 4.3.2 Path Analysis

The path analysis method was used to study the variables and analyze how each factor influencing the purchase of social commerce users came into play. AMOS was used in this study to analyze the collected sample data in the theoretical model and obtain the path coefficient. It is shown in table 4-7.

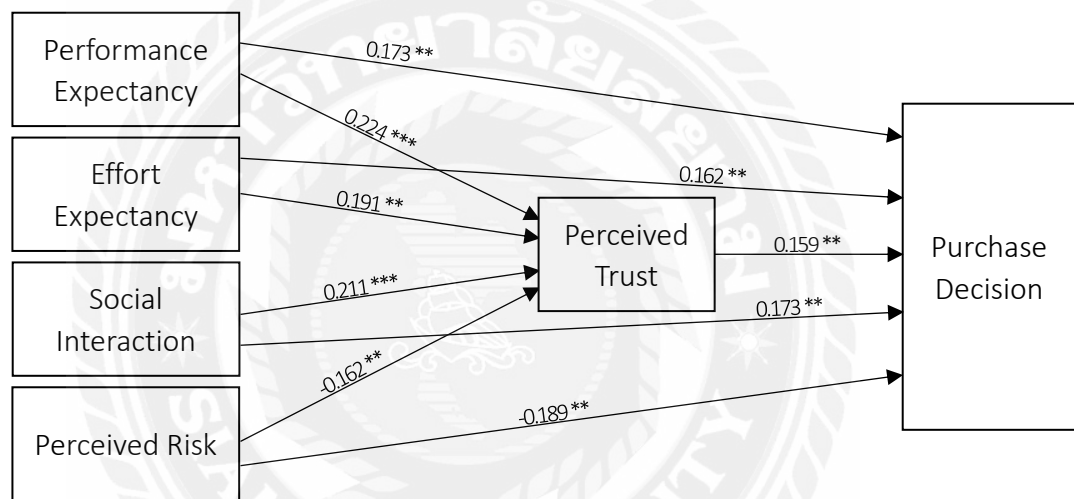
**Table 4-7 Model Path Test and Path Coefficient**

Hypotheses	Estimate	S.E.	C.R.	P
H1:Purchase Decision <-- Performance Expectancy	0.173	0.061	2.786	0.005
H2: Perceived Trust <----- Performance Expectancy	0.224	0.061	3.621	***
H3: Purchase Decision <----- Effort Expectancy	0.162	0.064	2.727	0.006
H4: Perceived Trust <----- Effort Expectancy	0.191	0.063	3.147	0.002
H5: Purchase Decision <----- Social Interaction	0.173	0.067	2.754	0.006
H6: Perceived Trust <----- Social Interaction	0.211	0.067	3.365	***
H7: Purchase Decision <----- Perceived Risk	-0.189	0.50	-3.197	0.001

H8: Perceived Trust <----- Perceived Risk	-0.162	0.050	-2.758	0.006
H9: Purchase Decision <----- Perceived Trust	0.159	0.062	2.631	0.009

As can be seen from table 5-6, the absolute values of CR of test statistics are all greater than 1.96, indicating that they reach the significant level of 0.05 and P values are all less than 0.05. This indicates that there is a significant influence relationship between variables.

Thus, the path analysis diagram of the research model is obtained, as shown in figure 4.3:



\*: P<0.05, \*\*: P<0.01, \*\*\*: P<0.001

**Figure 4.3 Path Coefficient Graph**

In the path analysis structure model, the path coefficients are divided into non-standardized regression coefficients and standardized regression coefficients. It is generally believed that the standardized regression coefficient represents the direct effect value of each variable, and the product of the path coefficient between variables is the indirect effect value. The path analysis model based on the normalized regression coefficient values between variables is shown in Figure 4.3. The direct effect value of performance expectation on perceived trust and purchase decision was 0.226 and 0.171 respectively. The direct effect value of effort expectation on perceived trust and purchase decision was 0.19 and 0.162 respectively, and the direct effect value of perceived risk on perceived trust and purchase decision was -0.165 and -0.189, the direct effect value of social interaction on perceived trust and purchase decisions was 0.211 and 0.17, respectively.

In this study, perceived trust was the intermediary variable. The purpose of this paper was to analyze which factors will influence the purchase decision of users in the use of social commerce. Therefore, the influence degree of each self-variable on the purchase decision is given in table 4-8:

**Table 4-8 Overall Effect Values**

Variable Name	Direct Effect Value	Direct Effect Value	Total Effect Value	Total Effect Ranking
Performance Expectancy (PE)	0.173	0.036	0.209	2
Effort Expectancy (EE)	0.162	0.030	0.192	4
Social Interaction (SI)	0.173	0.034	0.207	3
Perceived Risk (PR)	-0.189	-0.026	-0.215	1
Perceived Trust (PT)	0.159	-	0.159	5

From the overall effect value ranking, the following conclusions can be drawn:

(1) Perceived risk has the greatest impact on the purchase intention in terms of overall effect value, and is a factor that needs special attention in online shopping. Due to the virtual nature of online shopping and the uncertainty of physical objects, perceived risk is in any part of online shopping. For example, the risk of goods before purchase, mainly from the risk that the user cannot see the physical, it will enhance the user's uncertainty, which in turn affects the purchase decision. Therefore, it is necessary to control the perceived risk before purchase, and the risk that the user feels on the commodity can be reduced through detailed product introduction and real user experience. For example, the risk of delivery after purchase, this is the consumer's perception of the risk of distribution, mainly because of fear of product damage, you can reduce the perceived risk of the user through the service and warranty. In the online shopping process, the risks of each link are worthy of attention. Studies have shown that perceived risk negative effects on users' purchasing decisions are significant. Therefore, controlling perceived risk is an effective means to encourage users to purchase decisions that tend to socialize e-commerce.

(2) The effect of performance expectancy on the overall effect value of purchase decision is second only to perceived risk and higher than effort expectancy. This is

consistent with the Wang Mengran's results that users in the use of e-commerce in the process of socialization, the usefulness and efficiency of information retrieval is very seriously, users hope can through the way of social commerce faster access to information about the goods or services, it can improve their efficiency of shopping. This research result is similar to scholars' research, which is shown in the usefulness of social commerce. Because usefulness can attract consumers to use it, the usefulness of social commerce can be further improved to urge users to make purchase decisions in favor of social commerce.

(3) Social interaction has a positive impact on perceived trust and purchase decision, which is consistent with the hypothesis of this study, and its overall effect value is inferior to performance expectancy. Because social commerce has obvious social attribute, the user can be formed between the virtual community or can share goods, such as online review form by strengthen the interactivity between each other, the user through the communication with other users, can access and the information of the goods and services, thus to commodity purchase decisions, so social interaction has a significant influence on purchase decisions. It is consistent with the research by Zhang Xin et al. Communications and recommendations between users can significantly affect a user's purchasing decision. Therefore, social commerce merchants or groups using this method need to pay attention to the communication between our users. Merchants can enhance user communication by promptly responding to user questions, establishing user communication groups, and constructing user communities, so as to better understand user needs, improve their service levels, and promote user purchasing decisions toward social commerce.

(4) Effort expectancy is based on the operation of social commerce. If social commerce is convenient to use, interfaces, processes, etc. do not consume the user's time and effort, it will prompt users to choose to use social commerce consumption. Consumers prefer to use a simple, easy-to-operate shopping platform, so businesses can start by optimizing the interface and streamlining operational processes.

(5) Perceived trust is a variable that many scholars pay more attention to in the study of online shopping. From the comparison of indirect effect value and direct effect value, it can be found that perceptual trust plays a mediating role between each variable and purchase decision. Each variable affects the purchasing decision by affecting the perceived trust. Therefore, it can be explained that perceived trust is an important factor

that affects the user's purchasing decision, and perceived risk, performance expectation, social interaction, and hard work expectation will obviously act on perceived trust. It is necessary to pay attention to the influence of each variable on perceived trust, and further, subdivide the dimensions in each variable to study the impact on perceived trust.

#### 4.3.3 Experimental Hypothesis Test Result.

From the specific test values obtained, performance expectancy has a significant positive impact on perceived trust and purchase decision, accepting hypotheses H1 and H2. Effort expectancy has a significant positive impact on perceived trust and purchase decision, accepting hypotheses H3 and H4. Social interaction has a significant positive impact on perceived trust and purchase decision, accepting hypotheses H5 and H6. The path coefficient and CR value show that the perceived risk to perceived trust and purchase decision are both negative, thus the perceived risk has a significant negative impact on perceived trust and purchase decision, accepting hypotheses H7 and H8. Perceived trust significantly positively influences the purchase decision, accepting the hypothesis H9. The summary of hypothesis verification is shown in table 4-9:

**Table 4-9 Summary of Hypothesis Test**

No.	Hypothesis	Texting Result
H1	Performance expectancy has a positive impact on the purchase decision of social commerce users.	Acceptable
H2	Performance expectancy has a positive impact on the perceived trust of social commerce users.	Acceptable
H3	Effort expectancy has a positive impact on the purchase decision of social commerce users.	Acceptable
H4	Effort expectancy has a positive impact on the perceived trust of social commerce users.	Acceptable
H5	Social interaction has a positive impact on the purchase decision of social commerce users.	Acceptable
H6	Social interaction has a positive impact on the perceived trust of social commerce users.	Acceptable
H7	Perceived risk has a negative impact on the purchase decision of social commerce users.	Acceptable
H8	Perceived risk has a negative impact on the perceived trust of social commerce users.	Acceptable

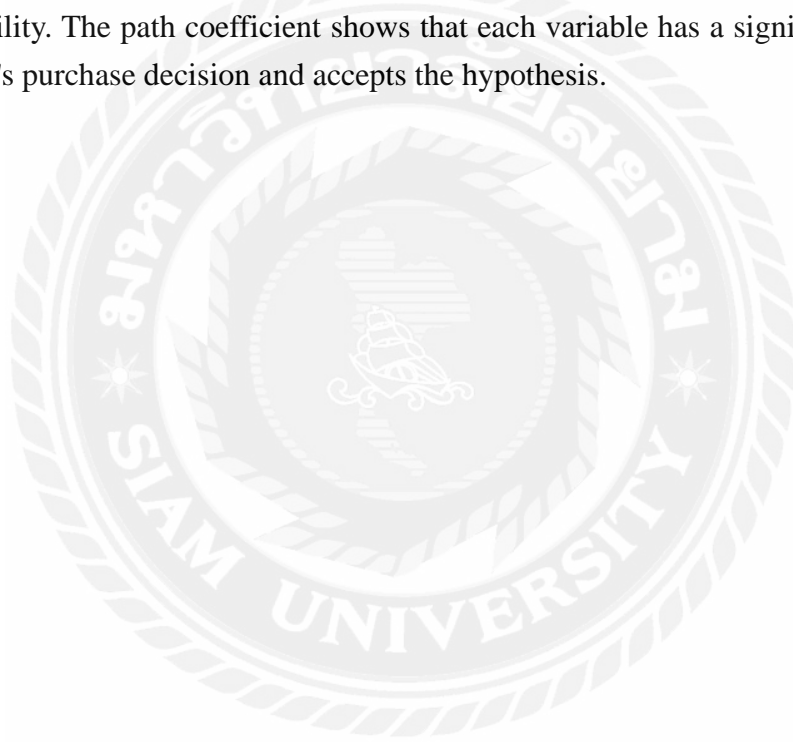
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H9	Perceived trust has a positive impact on the purchase decision of social commerce users.	Acceptable
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#### 4.4 Chapter Summary

This chapter conducts descriptive statistical analysis of the samples and concludes that the users of social commerce are young and highly educated. The reliability analysis and validity analysis results show that the measurement scale and questionnaire have good reliability and good effect, and the research questionnaire is feasible. By analyzing the data of the theoretical model, it is found that the model has good adaptability. The path coefficient shows that each variable has a significant impact on the user's purchase decision and accepts the hypothesis.



## 5. RESEARCH SUMMARY AND PROSPECT

### 5.1 Research Conclusions

There are 9 hypotheses in this study, all of which are supported and verified, and most of the paths are within the significant range of  $P < 0.05$ , indicating that the five variables in the model construction have a significant impact on the purchase decision. Through the fitting verification of the model and the analysis of the correlation path coefficient, the following basic conclusions are drawn:

(1) The research theoretical model constructed has good adaptability and expands the theoretical boundary of Unified Theory of Acceptance and Use of Technology (UTAUT). Based on the analysis of the characteristics of social commerce, this study constructs a theoretical model that introduces social interaction and perceived risk from the perspective of the emergence of social commerce attributes. Through empirical analysis, the verification results show that the adoption and use of Unified Theory of Acceptance and Use of Technology (UTAUT) with the introduction of social interaction, perceived risk, and perceived trust have good adaptability, which can well explain how the core variables in the model affect the purchase decision of users. It also indicates that the Unified Theory of Acceptance and Use of Technology (UTAUT) research model constructed can be used to study social commerce, which is consistent with Wang Mengran's research results. It verifies the importance of social interaction to social commerce, which further enriches the research content of social commerce.

(2) The core variable of social interaction introduced is very suitable for the study of social commerce. The empirical results of this study show that social interaction significantly affects users' perceived trust and purchase decisions. Because the network shopping has the characteristics of commodity virtuality, users will have a strong sense of uncertainty and risk. Therefore, through communication and interaction with other users, more commodity information can be obtained, which to some extent reduces the sense of uncertainty of users and enhances their purchase decisions. On the other hand, the recommendation, online comments and other forms of social interaction can also enhance users' trust in shopping. According to the empirical results, social interaction has a significant positive impact on users' perceived trust. From the survey results, users still believe in evaluations and product recommendations from others, but user trust is a dynamic process that changes constantly, and it changes with the changes in the environment. Therefore, how to ensure the interaction between users is positive and



positive, and is an important issue that needs to be considered.

(3) The core variable of perceived risk introduced has become the biggest factor influencing the purchase decision of social commerce users. From the comparison of the overall effect value, it can be seen that perceived risk has the largest impact on the purchase decision of users, which is obviously consistent with the influence of perceived risk on the network shopping influencing factors studied by scholars. Since shopping cannot see the characteristics of real objects, it can be speculated that perceived risk is the most influential factor for users to make purchase decisions, which has also been verified in the empirical process of this study. Perceived risk negatively affects users' perceived trust and purchase decision. In this study, five measurement dimensions of merchant risk, privacy risk, commodity risk, money risk, and delivery risk were designed on the questionnaire item of perceived risk. According to the data analysis results, perceived risk will reduce users' perceived trust and purchase decision. Therefore, how to reduce users' perceived risk is an important issue that needs to be considered. Solutions can be found from the above five dimensions of risk perception.

(4) Perceived trust is an intermediary variable between performance expectation, effort expectation, social interaction, perceived risk, and purchase decision. In this study, users' perceived trust is affected by performance expectation, effort expectation, social interaction, and perceived risk. If social commerce makes users feel useful and easy to use, it will enhance consumers' trust in this business model and thus improve users' purchase decisions. Perceived risk has a negative effect on perceived trust, which is consistent with the research results of other scholars. In this study, the effect value of perceived trust on the purchase decision is not the largest, which is inconsistent with scholars' analysis of influencing factors of social commerce. The research results of scholar Chen Yang show that perceived trust is the biggest factor that influences the effect value of purchase decision, but this study is not. This may be related to the selection of samples and the limitations of questionnaire item design. Therefore, this study believes that the factors affecting perceived trust should be more comprehensively subdivided, such as the classification of information and the classification of information communicators. In this way, the influencing factors of perceived trust can be further studied and the purchase decision of users can be further improved.

(5) The overall effect value of various factors influencing the purchase decision of social commerce users is different. The path coefficient of each variable is significant

when  $P < 0.05$ . Through the calculation of the overall effect value, it can be found that perceived risk ranks first, performance expectation ranks second, social interaction ranks third, effort expectation ranks fourth, and perceived trust ranks last. The ranking results show that perceived risk is the most important factor influencing users' purchase decisions, no matter in the traditional e-commerce mode or in the social commerce model, which is related to the characteristics of the shopping network. The characteristics of online shopping itself, such as not seeing the products, not knowing the quality of the products, and not knowing whether the distribution is safe or not, determine the risk of online shopping. The overall effect value of social interaction is lower than the performance expectation, which is inconsistent with the prediction. Relevant explanations can be drawn from the analysis. It may be that users first consider whether social commerce is useful and efficient, and then consider the information brought by social interaction, so this result is accepted. For the result that the overall effect value of perceived trust ranks last, this study believes that it may be due to the limitation of the measurement items of perceived trust. The measurement questions are not comprehensive enough, resulting in a lower effect value on the purchase decision than other factors. Therefore, we can further study the perceptual trust in future research.

(6) Through the integration analysis of the status quo of social commerce in Thailand and consumers' perceptions, attitudes and opinions on social commerce in Thailand, the following conclusions can also be drawn: It is necessary for small and medium enterprises to pay more attention to social commerce in Thailand. Thai people attach great importance to the use of social commerce. From January 2007 to January 2008, the number of social media users in Thailand increased by nearly 10.9%, and the activity of Thai users in social media has also increased. Nowadays, most Thai consumers, not only young people but also adults and the elder, have used the Internet or checked information online, especially social media. Social media and social commerce become the things that people pay attention to and are most interested in. At present, small and medium-sized enterprises in Thailand start to do more transactions on the Internet, and the trend is good. This provides a favorable opportunity and development space for small and medium-sized enterprises entering the Thai market. Chinese small and medium-sized enterprises can seize the opportunity to enter the Thai market through social commerce.

It's important to find good entry modes, such as online marketing and social media marketing. For other countries' small and medium-sized enterprises, especially Chinese

small and medium-sized enterprises, the traditional way of entering the Thai market has become increasingly unable to adapt to the development of Thai society. According to the fact that Thai consumers are increasingly inclined to socialize e-commerce and the results of this paper, small and medium-sized enterprises can build marketing strategies through performance expectancy, effort expectancy, social interaction, perceived risk, and perceived trust to enhance the willingness to purchase and purchase decisions of social commerce consumers.

## **5.2 Research Limitations and Prospects**

This paper constructed a Unified Theory of Acceptance and Use of Technology (UTAUT) model that introduced social interaction, perceived risk, and perceived trust. Through empirical analysis, the model passes the test. However, this study has deficiencies in the following aspects:

(1) Limitations of the sample selection range. In the sample recovered, the majority of consumers were between the ages of 20 and 30, and the sample was slightly underrepresented, which limited the generality of the study. Future research can increase the survey of a wider range of people and improve the test results of hypothesis testing.

(2) Limitations of the choice of perceived risk dimension. The measurement dimension of perceived risk needs to be further expanded. The measurement dimension of perceived risk has always been a problem studied by academic circles, so this study may not cover enough scope for the measurement dimension of perceived risk. In the future, the measurement dimension of perceived risk can be expanded for further research.

(3) The study on the interaction between variables needs to be further deepened. In the process of introducing the variable of social interaction, its impact on perceived risk has not been studied in detail. Since the communication and interaction between consumers will also produce information that makes consumers feel risks, whether social interaction will affect perceived trust through perceived risks needs to be further studied. If we can find out the possible risks in social interaction, study the perceived risks in the context of social interaction and provide long-term support for maintaining consumers' perception and trust, it is worth further research.

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## APPENDIX

### Appendix: Social commerce User Purchase Decision Research Questionnaire

#### Social commerce User Purchase Decision Research Questionnaire

Dear lady/sir,

Hello! Thank you very much for taking the time to participate in this survey. Please fill in according to your real feelings and predictions using social commerce websites. Thank you!

#### **PART I: Basic Information (Single choice question).**

1. What is your gender?  Male  Female
2. How old are you?  
 <20 years old  20-30 years old  31-40 years old  
 41-50 years old  >50 years old
3. What is your educational background?  
 High School Educations or Less  College  Bachelor  Master or Above
4. What is the monthly disposable income?  
 ≤9,000 Baht  9,001-10,000 Baht  10,001-20,000 Baht  
 20,001-30,000 Baht  30,001-40,000 Baht  40,001-49,999 Baht  
 ≥50,000 Baht
5. How long have you been using a social commerce website?  
 < 1 year  1-3 years  3-5 years  > 5 years
6. How long do you spend on the Internet every day?  
 < 1 hour  1-2 hours  2-4 hours  4-6 hours  6-8 hours  > 8 hours

#### **PART II: Cognition of Social Commerce (Single choice question).**

7. Have you participated in social commerce?  
 Yes, I have.  No, I haven't.
8. Which social commerce do you prefer to use?  
 Facebook  Instagram  Line  YouTube  Twitter  Lazada Thailand  
 Alibaba Thailand
9. In social commerce, what type of product do you purchase the most?  
 The fashionable apparels  Cosmetic and beauty products  CD & DVD  
 Appliances/digital products  Game  Books  Hotel/traveling/flight tickets  
 Some other products
10. Which is the most important reason for choosing social commerce rather than

physical store consumption?

- The service quality of the website is good       Favorable price
- The various types of products in social commerce
- It is easy and convenient to purchase products online
- The quality of the products is guaranteed
- It is a fashion to purchase online       Some other reasons

**PART III: Consumers' Purchasing Decisions and Attitudes.**

No.		Totally Disagree	Disagree	Neutral	Agree	Totally Agree
11.	I think social commerce can help me fully understand the information of the goods.					
12.	I think social commerce can help me make better purchase decisions.					
13.	I think social commerce can help me save shopping time and improve efficiency.					
14.	I think the recommendation of social commerce can reduce the time for me to find products.					
15.	I think through social commerce, I can buy better products based on other user's recommendations, reviews, and so on.					
16.	I think the operation and transaction process of social commerce is easy to understand.					
17.	I think it's easy for me to learn and master how to use the social electronic business.					
18.	I think social commerce makes it easier for me to get information about products.					
19.	I think it is easy to search, select and trade social commerce products.					
20.	I think it is easy to express personal opinions and comments on social commerce.					
21.	I think it is helpful for shopping to communicate with others in social commerce.					
22.	I think it makes sense to share goods in social commerce.					
23.	I believe that engaging in interaction in social commerce can help with shopping.					
24.	I think it is a pleasure to exchange product information with others through social commerce.					
25.	I think online commenting, sharing, and sharing through social commerce can help consumers buy satisfactory products.					
26.	I worry that the credibility of merchants in social commerce is very low.					
27.	I am concerned that using social commerce will cause my property loss.					
28.	I am concerned that goods in social commerce are inferior.					

29.	I am concerned that the use of social commerce will result in the disclosure of my personal information.					
30.	I am concerned that the goods of social commerce will be damaged in the delivery process.					
31.	I believe that comments on social commerce are real.					
32.	I believe that providers of products or services for social commerce can be trusted.					
33.	I believe that the payment environment, network environment, and personal privacy protection of social commerce are trustworthy.					
34.	I believe that product recommendation, online commentary, and product use experience on social commerce are real and trustworthy.					
35.	I believe that interactive communication in social commerce is worthy of trust.					
36.	When I need to buy a product or service, I will give priority to the use of social commerce.					
37.	I think that I am more likely to use social commerce to buy goods or services.					
38.	I would recommend other friends and family to use social commerce for shopping.					
39.	I am willing to buy products or services on a social commerce platform at a higher price.					
40.	I think I will continue to use social commerce shopping.					

**PART IV: Opinions on the Development Prospect and Expectation of Social Commerce (Single choice question).**

41. What do you think of the development prospects of social commerce?

- The potential of social commerce is very big, and the level of all aspects will be more perfect.
- It's hard to say because there are still many problems.
- Social commerce will not have a big development in the short term.
- Social commerce has no future.

42. What are your suggestions and expectations for social commerce?

- Users can protect their rights and interests by evaluating merchants.
- The quality of the goods is guaranteed.
- More favorable price.
- The kinds of products are more and more various.
- More comprehensive after-sales service.
- More ways of payment

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