Intention to Engage in Social Commerce: Uses and Gratifications Approach

Abstract

As businesses are seeking to leverage the benefits of social networks, social commerce has emerged to achieve greater economic value by combining the power of online social networks with online shopping. However, the current literature has failed to study transactional, informational and social behaviors in one combined research while explaining intention to engage in social shopping websites. Thus, this study uses Trust theory and Uses and Gratifications theory to develop a research model that covers all the aspects of online consumer behavior typology to explain intention to adopt social commerce. The study found that trust related factors such as privacy, security, word of mouth quality and competency of referees encourages individuals to engage in social commerce. Also, information quality, familiarity, cool and new trend of social commerce, and subjective norms positively influence intention to engage in social commerce.

Key Words: Social Commerce, Trust, Uses and Gratifications Theory, Subjective Norms, Enjoyment