Exploring How Conflict and Uncertainty Affect Repurchase Intention in Social Commerce---The Mediating Effect of Perceived Deceptiveness

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(Abstract Only)

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ABSTRACT

This paper aims to examine how factors influence perceived deceptiveness and repurchase intention in social commerce. A novel research model comprises five research hypotheses with four constructs, including conflict, uncertainty, perceived deceptiveness and repurchase intention. The structure is measured by good support in the literature. Structural equation modeling is used to analyze survey data collected from 351 usable responses. The results show that perceived deception is the key factor affecting the repurchase intention. The findings of the study provide useful insights into how online merchants should manage conflict behaviors and reduce uncertainty so as to mitigate perceived deceptiveness and in turn enhance the repurchase intention for the social commerce as a whole.

Keywords: Conflict, Uncertainty, Perceived Deceptiveness, Repurchase Intention

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