

Understanding the impact of national culture differences on customers' online social shopping behaviours

Abstract

The growth of social media (SM) has contributed to the retail industry. Academics and professionals are specifically intrigued by how the fusion of SM might address the issue of establishing a relationship between consumers and sellers. By integrating insights drawn from the Informational Social Influence Theory (ISIT) and the Heuristic-Systematic Model (HSM), our study developed a model to comprehend factors affecting customers' online social shopping behaviours across various cultural environments. Our study utilised SEM/PLS to analyse data collected from 2,305 respondents in four different countries. Findings revealed that the ISIT can be used to understand customers' online social shopping behaviours. Our study indicated that normative social influence (NSI), informational social influence (ISI), utilitarian value (UTV), perceived member familiarity (PMF), and perceived information quality (PIQ) are key drivers of customers social behaviours in the developed societies, while hedonic value (HDV), perceived member closeness (PMC), perceived member similarity (PMS), and perceived member expertise (PME) are key drivers of customers social behaviour in the developing societies. The results demonstrated that a "one-size fits-all" paradigm is inadequate to capture the heterogeneity of customers social behaviour through various cultures. The theoretical and managerial implications were demonstrated.

Keywords

Social shopping behaviours, The Heuristic-Systematic Model, Social media, Informational social influence theory, Cross-national differences.

1. Introduction

In recent years, the rise and use of SM has changed e-commerce from a product-orientation to a consumer-orientation and socially centred environment (Alzaidi and Agag, 2022; Dwivedi et al., 2021; Elshaer et al., 2024). SM, which involves engaging in various types of commercial initiatives in the SM in order to capitalise on online social capital (Cutshall et al., 2021; Dhar and Bose, 2022; Yuen et al., 2022), has created very many opportunities for advanced forms of business. The potential for social commerce in the business sector is highly promising, with a projected value of 84.2 billion USD by 2024, contributing 7.8% to the overall retail e-commerce sales (Leong et al., 2023). The projected market size for 2030 is expected to reach 6.2 trillion USD (Grand View Research, 2022). Additionally, Technavio (2021) forecasts a growth of 2051.49 billion USD between 2020 and 2024. As a natural extension of traditional e-commerce (EC) (Meilatinova, 2021), social commerce (SC) has developed into a thriving area of business with rapid user growth and major venture capital investment (Al-Kubaisi and Abu-Shanab, 2022; Han, 2023). Prior research has been particularly interested in the benefit that social commerce could offer to retail companies (Algharabat and Rana, 2021; Bataoui, 2021; Mikalef et al., 2021).

Despite academic and capital market enthusiasm for this business model, however, “social commerce” is not thriving in the retail context (Meilatinova, 2021; Szymkowiak et al., 2021; Tseng, 2022; Vazquez et al., 2023). This cannot be understood without a better grasp of the way in which the social components of internet shopping might obtain traction. Of the several social networking sites, Facebook (2.895 billion) has the most users, followed by Instagram (1.393 billion) and Twitter (436 million) (Statista, 2021). Not only does Facebook assist connection and information exchange; enterprises can use this to promote and complete sales transactions. Facebook commerce (FC) is the buying and selling of goods and services conducted entirely within the Facebook platform (Camacho and Barrios, 2021; Yoganathan et

al., 2021). Marketers have begun to leverage e-commerce to enhance the shopping experience by facilitating consumer acquisition, retention and advocacy (Ashraf et al., 2021; Dutot, 2020; Hyun et al., 2021; Xu et al., 2023; Zhao et al., 2022). A Facebook shop provides marketers with an additional promotional and sales channel, as well as a synergistic connection between consumers and retailers. SC is distinct from other forms of EC in that it emphasises member involvement (Chiu, 2021; Cha and Lee, 2022). SC can help buyers make more informed shopping decisions (Alzaidi and Agag, 2022). Interactivity, recommendations and feedback functions on social commerce sites help increase individuals' perceptions of value, engage consumers and influence their purchasing behaviours (Bazi et al., 2019; Chu and Kysely, 2021; Liu et al., 2021; Wang et al., 2023). SC sites such as Twitter, Facebook, Instagram and Twitter play a critical role in enabling customers to link to one another by exchanging product and service information, recommendations and opinions.

The volume of international online buying and social commerce varies widely from culture to culture, despite the fact that ubiquitous social media use allows clients from different cultural backgrounds to interact on the same online platform (Al-Omoush et al., 2022). As a result, a pattern of behaviour identified in one society might not be transferable to others, even though the consumers in all societies are exposed to the identical online content advertised by the vendors (Shavitt and Barnes, 2020). Even when we are able to overcome information asymmetry and share our knowledge online, Molinillo et al. (2021) emphasise that cultural values greatly impact social commerce. Customers, sellers and platforms operators all need to take account of the cultural influence of social commerce when utilising them or taking part in their initiatives (Molinillo et al., 2021; Wang et al., 2022).

Furthermore, not much is known about the significance of national culture in social commerce or its adoption in various societies with diverse cultures, despite the many previous investigations of concerns of trust and participation (Miao et al., 2022; Qin, and De-Juan-

Vigaray, 2021). Considering the impact of cultural values and social factors (i.e., ISI and NSI), and the perceived quality of information about firm services and products that is shared between customers, it remains uncertain how customers evaluate the worth of social commerce in the social commerce setting. How far cultural values affect consumers' social behaviour is an area of social commerce that has received surprisingly little academic attention. In this sense, Dabbous et al. (2020) argue that there is a need for more research on how national culture influences consumer social behaviour. In addition, social commerce has been the subject of scant research from the perspective of consumer behaviour (Molinillo et al., 2021). Drawing on ISIT and HSM, we bridge this research gap by testing and exploring the main variables affecting customers' online social shopping behaviours under different cultural contexts. Accordingly, our research seeks to investigate the following research questions:

RQ1: What are the main determinants of customers' online social shopping behaviours?

RQ2: Do factors affect customers' online social shopping behaviours vary between societies?

Our paper offers contributions both theory and practice in several ways. First, our examination seeks to plug the research gaps concerning social shopping behaviour in the retail industry. We employed ISIT to understand how information ("i.e., the posting of reviews, feedback comments, socially aggregated 'likes', emoticon, etc") on social media affect customers' online social shopping behaviours under the guidance of social influences and information quality. To the best of our knowledge, social shopping research, especially under different cultural contexts, has not yet explored the significant role of social influences under different cultural contexts, despite the fact that such influences have been implied in previous research conducted in the offline context and that previous studies have tended to regard social influence as a broad factor (e.g., Bazi et al., 2022; Wang and Huang, 2022). Few examinations have been devoted to deconstructing the concept of social influence into its component parts and providing nuanced

explanations for each. We offer further insights into the mechanism of social influence by dissecting its two aspects—informational and normative—in great depth. We also introduced social interaction characteristics (e.g., PMF, PMC, PMS, and PME) to explore the drivers of social influence and deepen our comprehension of the actual interaction of individuals in a group. Finally, this research answers calls for more examination on social shopping behaviour across different cultures (e.g., Jadil et al., 2023; Ng, 2013; Xu et al., 2023).

Our manuscript's structure is as follows. Section two identifies the research hypotheses and provides a theoretical foundation. Section three outlines the research method and section four demonstrate the analysis and results. Section five discusses these results and their implications. Section six discusses limitations of the present work and possible avenues for future investigations.

2. Background

2.1. Social commerce in the retail industry

According to Meilatinova (2021, P.57), “social commerce” can be defined as “a subset of e-commerce that involves using social media to assist in e-commerce transactions and activities”. It can be seen as a hybrid of electronic-commerce and social media (Tajvidi et al., 2021; Yang et al., 2016). There are two basic techniques in implementing social commerce (Cheng et al., 2021; Huang and Benyoucef, 2013; Namisango et al., 2022; Leong et al., 2022; Sun et al., 2019; Zhou et al., 2013). First, business functionalities are available on social media networks such as “Facebook and Instagram”. Second, established e-commerce platforms like Amazon and eBay have social elements that help them better understand and serve their consumers. Retailers can leverage Web 2.0 technologies to deliver e-commerce products and services via social media (Busalim, 2016; Fromm et al., 2021; Lin et al., 2017; Molinillo et al., 2021; Nadeem et al., 2020). Even though the notion of social commerce has been around for a long

time, it is only in the last twenty years that much interesting research had been done on it (Cheng et al., 2019; Cutshall et al., 2021; Hossain et al., 2021; Juju et al., 2023; Leong et al., 2021; Lu et al., 2016; Xu et al., 2020; Yusuf and Busalim, 2018; Zhang, and Benyoucef, 2016).

Managers as they formulate strategies need to pay greater attention to consumers' emotions because consumers often create the content of social commerce (Hossain et al., 2021; Yahia et al., 2018). Failure to have a plan in place before embarking on social commerce increases the chance of disappointment or even failure (Bazi et al., 2022). As a result, the growing number of conversations about social commerce shows participants looking to share insights and get a good vantage point for discovering how best to move forward. According to the findings of Baziet al. (2022), customers' engagement in a social commerce environment is impacted by elements like social support, social information sharing, and the perceived value of social commerce.

We have conducted an extensive review of previous studies of the factors affecting consumer behaviours in the social commerce context. On the basis of this extensive review, we identified three major research streams (see Table 1). From a relational perspective, one line of research focuses on a prior association among members. This stream of research shows that individuals are more willing to perform shopping via social media when they trust these platforms (Leong et al., 2020; Majid et al., 2019), trust the online community and trust the recommendations of services (Honora et al., 2022; Lin et al., 2019), trust the online services provider websites (Hajli, 2019; Qin, 2020), and trust the seller (Hajli, 2019; Wang et al., 2020). The trust transference idea, which argues that individuals' existing links with the online communities might be improved by inter-associations between the users of the communities, was heavily emphasised in most of these studies.

Insert Table 1 about here

Another line of inquiry concentrates on the characteristics and methods of information systems that encourage consumers to make purchases. Affordances in information technology (IT) include website usability (Sharma et al., 2019), website quality (Yahia et al., 2018), user-perceived interaction (Leung et al., 2019) and customer-perceived social value (Utilitarian value) (Algharabat and Rana, 2021; Zhao et al., 2019). Finally, another line of inquiry seeks to comprehend consumers' social behaviours and consumer experiences. Consumers' social shopping intentions are affected by customer purchasing observations (Meilatinova, 2021), in addition to the flow experience (Mas-Tur, et al., 2016; Wu, 2021), forums and communities are a valuable source of information (Goraya et al., 2021; Khan, 2022). This exploration is consistent with the third category by exploring factors affecting consumers social behaviour in the hospitality industry.

2.2. Social commerce under different cultural contexts

As people learn about the norms, values and rules of a society, they start to think about their social environment in the same way. This makes it almost automatic to figure out what behaviours are good and what bad (Hofstede, 1984; Kanakaratne et al., 2020). We call this shared sense of the social environment 'culture'; it shapes how people interact, act and develop links with each other (Hallikainen and Laukkanen, 2018). The critical role of culture in communications has often been refracted through comparisons of two types of culture: individualism vs. collectivism (Moon and Franke, 2000; Naeem, 2021). Collectivistic cultures, which are marked by strong family ties, strong solidarity and in-group membership, place much emphasis on interdependence. In contrast, in individualistic cultures people think they are independent (Triandis, 2001). Collectivism is more common in Arab cultures, like Saudi Arabia and Egypt, while individualism is more common in Western cultures, like the UK (Hofstede, 1984; Zheng et al., 2020).

Individuals in these two prototypical cultures are very different from each other in their treatment of social links. Those who live in a collectivistic culture place great value on group identity and strongly desire to build long-term relationships with each other. Individuals who live in a more individualistic culture place great store by independence, which leads to short-term and fragmented relationships with each other (Hall, 1976). This cultural difference over social relationships also affects the way that individuals think about and utilise social media. An examination of internet users in the “US and Hong Kong” found that individuals from “Hong Kong”, a collectivistic culture, were more likely to use the internet for social interaction than individuals from the US, a more individualistic culture, and were more willing to utilise the internet to find and get information (Levy and Gvili, 2020). As a result, people in various cultural environments may use SNSs for various reasons, based on their own cultural values.

Individuals in a collectivist culture may be more hesitant to use social commerce sites they are unfamiliar with and view as risky (Ng et al., 2013). According to Al-Omoush et al. (2022), individuals in collectivist nations are cautious when it comes to making purchases online. However, Akram et al. (2021) have highlighted how individuality negatively impacts on customers’ ability to communicate and collaborate in social commerce. In addition, Yoon (2009) did not discover that collectivism affected people’s willingness to shop online. Noh et al. (2013) pointed out that the likelihood of SC implementation rises when a platform fosters trust and allows social collaboration amongst consumers. The favourable influence of collectivist beliefs on customers’ attitudes to social commerce was validated (Miao et al., 2022). Ng (2013) did concede, however, that social connection has a greater impact on the adoption of social commerce in collectivist cultures than in societies with a more individualistic culture.

Prior research on social shopping has emerged in “Egypt” (Abdelmoety et al., 2022), Saudi Arabia (Mohammed, 2020), the USA (Fu et al., 2019), and the United Kingdom (Jin et al., 2022). In these studies, models are developed to predict how likely it is that individuals will

use social shopping. However, as noted by Nayak et al. (2021), these studies have shown that the model proposed is only good for the country in question. This means that the models proposed should be tested in other societies by comparing them to each other. For example, Ng (2013) has compared what goes on in different parts of the world. Kim and Jin et al. (2022) tried to find what causes individuals to trust each other in a social shopping situation by asking individuals from different societies, such as China, Japan, the United States and Europe. However, as Wu et al. (2018) stated, cross-cultural research has not been given as much attention as it should have in the area of research on information systems. So, it would be interesting to explore if the same factors that motivate individuals to buy via social media can be developed for these countries, or if providers of social networks websites and app developers should use different strategies to persuade individuals from different societies.

2.3. Theory of informational social influence

The impact of the acts, views and words of others on an individual's behaviour or thinking is known as social influence. Individuals continuously compare their opinions to those of others to see whether their actions are suitable (Naeem, 2021). At the same time, understanding who the other users of the brand are influences the reaction to a brand (Tang et al., 2021). Deutsch and Gerard (1955) offer two kinds of SI: ISI and NSI.

ISI, also known as social proof, “is a psychological phenomenon in which people assume the activities of others to reflect appropriate behaviour in a specific setting” (Bao and Wang, 2021, p.38). It may come from a product review, opinion, or preference, as well as social notices such as a “Facebook” ‘like’ and interactions or observations of individuals’ actions. ISI is particularly strong in ambiguous social settings where it is hard to decide what course of actions to take. As a result, an individual can assume that those around them are more knowledgeable and that this gives these others a better grasp of the murky situation.

The other social influence, the normative, is seen when someone changes their answer to meet the expectations of others in order to achieve a favourable result. People accept normative social influence as a way of escaping social exclusion (alienation, exclusion, or isolation), or to gain social acceptance (social approval) from others. Several applications of Deutsch and Gerard's theory (1955) of ISI have been examined in recent years. These include the use of e-WOM in the setting of social networking sites (Pan et al., 2021), group purchasing behaviours (Saprikis et al., 2021) and the credibility of electronic reviews (Apuke and Omar, 2021). The paradigm has been utilised in prior customer behaviour studies to examine the causes of purchasing intentions (Vimalkumar et al., 2021). However, little attention in social shopping literature has been paid to the effect of these social effects on social shopping. As a result, it is not clear that the social effects would work in a social commerce setting.

2.3. "Heuristic-Systematic Model (HSM) of information processing".

According to Böhner et al. (1995), the HSM aims to explain the process of social information processing. It suggests that factors influencing thoughts and perceptions are contingent on the motivations pursued in a specific social context and the method of information processing employed to achieve those determinants (Böhner et al., 1995, p.3). Hence, individuals develop their social knowledge by employing two overarching strategies for processing information. These techniques can be seen as points on a spectrum that represents the level of cognitive effort used in making judgements, such as attitudes and impressions (Busalim and Ghabban, 2021). Heuristics are activated when there are relevant indicators that prompt their use. For example, one can assess the impact of an article more efficiently by relying on the volume of "likes" on the "Facebook wall", employing the straightforward heuristic of "more likes equal more influence," over reading the entire message. On the opposite side, we have the cognitive processes that require significant effort and intentionality (Böhner et al., 1995). The HSM suggests that both heuristic and systematic information processing can happen simultaneously

(Eagly and Chaiken, 1993) and can mutually enhance each other in different situations. Given that the HSM treats the routes and cues of information systems in distinct ways, it is advantageous for scholars to comprehend the discrete disparities in aspects that affect customers' evaluations. Thus, this study has employed the HSM as the theoretical framework to examine how ISI, NSI, and IQ affect consumers' intention to purchase. Previous examination has emphasized that customers' perception of the information they receive is shaped by the collective influence of HSM (Fu et al., 2020). An investigation of the efficacy of online information has been conducted by examining systematic cues (Ruiz-Mafe et al., 2018).

Research in the fields of SI has offered evidence to support this idea. It has demonstrated that attitude judgements can be influenced by both the thoughts connected to the content and the evaluations based on cues (Fu et al., 2020). Therefore, consumers assess both the inherent quality of information content (systematic cues) and the impact of social influence (heuristic cues) while making judgements in the setting of social commerce. Therefore, according to the HSM, we propose that social influence serves as heuristic cues and PIQ serves as a proper cues to evaluate their effects on influencing the customer's propensity to engage in social shopping. We have established a conceptual framework to comprehend the variables that impact a customer's intention to engage in social purchasing within the setting of social commerce. From the standpoint of information processing, the concept of information value is very important. It refers to the value that a user gains from comprehending what others believe (i.e., SI) and from the inherent quality of the information itself. Regarding the primary objective of the website, there are two distinct categories of social commerce that may be easily distinguished (Fu et al., 2020). (1) Company websites, such as “TripAdvisor, Mazda, and Gap”, utilise Facebook fan pages and applications to entice potential clients to visit their online store. (2) “Facebook brand fan pages”, such as “Hallmark and Pantene North America”, offer individuals the opportunity to make direct purchases from their Facebook. This research focuses on “brand

fan pages”, which possess characteristics similar to Facebook fan sites that enable informative, normative, and persuasive influence.

3. Conceptual framework and hypotheses development

The theory of informational social (TIS) (Deutsch and Gerard, 1955) highlights the idea that consumers can create their own understanding by actively observing and considering the thoughts and attitudes expressed by others. Furthermore, the social context might exhibit specific elements of knowledge, thereby impacting a consumer's understanding and perspective (Todorov et al., 2002). In the social commerce setting, the increasing popularity of social media necessitates a thorough comprehension of how the social influence of others enhances attitudes accessibilities and behaviours, which holds significant meaningful implications.

Drawing upon TIS, HSM model, and prior research on consumers social behaviour (e.g., Fu et al., 2020; Li, 2019; Wu et al., 2023; Yu et al., 2023), we developed an integrated model to better explain the main drivers of customer's social behaviour. Information value is an element that comes from comprehending what other people think and from the quality of the data itself, which is especially relevant from the perspective of information processing (persuasive influence). Figure 1 depicts our suggested conceptual framework.

Insert Figure 1 about here

3.1. Social influence and information quality

According to Kapoor et al. (2018), group norms may be the easiest to figure out or lay claim to in the online community. This may be useful in the field of SC because normative social influence helps users to agree on what behaviour is suitable and when and how to interact with other people. NSI made up of utilitarian value (UV) and SI. The term UV refers to a person's efforts to avoid punishment or get rewards by following what they think other people should

do (Deutsch and Gerard, 1955). If consumers reject a given product, regardless of their product preferences, they may be labelled ‘old fashioned’ by relevant individuals in the social media.

Filieri et al. (2018) demonstrated that normative social influence is common in social networks, where people often do things to emulate the people who are important to them (Gursoy et al., 2019). For instance, the ‘like’ button on Facebook tells a user which of their Facebook friends likes a deal. It can have a normative effect on people’s opinions and make them want to buy something because their friends like it (Filieri et al., 2018). Even if a product is disliked, a group of friends might buy it on social media, because each thinks the others like it (Gursoy et al., 2019). Being part of a social network shows everything that other people. It is easy for users to be affected by what their friends do because they are all in the same group. Normative social influence is exerted when people make decisions so that other group members will like them. Hence, consumers may buy a product to suit what other people in the group think. Influencers can make someone else want to buy whatever the influencers buy. Because the focal purchase is thought to be a standard object to consume, this can make prospective consumers want to buy the same thing (Chopdar et al., 2018). There are likely to be rewards for following the rules when people go shopping with friends (Armstrong et al., 2019). Thus, normative social influence should make people more likely to change their own commitments and preferences for those of others, which should make them happier and make them more likely to go shopping with friends. In this regard, we hypothesise that:

H1. NSI has a positive impact on customers’ online social shopping behaviours.

The term perceived information quality (PIQ) is defined as the usefulness, comprehensiveness, relevance and information accuracy offered by the social media platforms (Karahanna et al., 2018, p.739). It is a source of much value because it comes from the data that show what should be believed. Members can use the value of the information from online

interactions to achieve goals like producing new ideas, sorting out issues or concerns, buying products, or justifying decisions (Gavilan et al., 2018). PIQ has a positive impact on individuals' attitudes, satisfaction and loyalty to e-commerce (Johnson et al., 2018; Park et al., 2015). When confronted with vast amounts of unreliable internet information, customers set a premium on having dependable information about online products (Al-Adwan, 2019; Hassan and Wood, 2020). In this situation, a customer's willingness to accept influences is likely to be affected by the availability of trustworthy, unique, and current information that meets their expectations. An individual may regard it as beneficial in sorting out issues or as agreeable to their other wants. For this type of persuasion, individuals must process information independently to maximise their consequences. Thus, we argue that the perceived quality of information on social commerce sites has a direct effect on a customer's social behaviours.

H2. PIQ has a positive impact on customers' online social shopping behaviours.

Along with the effect of family/close friends, the social commerce environment features a plethora of on-line remarks expressed by strangers. This makes it hard to be sure whether if this message will still influence other users. Additionally, online product reviews are distinguished by their enormous potential for aggregating social data (Xu and Du, 2018). Thus, an individual can easily view all the online remarks from various users. With the growth of social commerce, it is worth finding out how these effects are created in this social network site and how they affect the customer's desire to shop under their influence. ISI is exerted when someone ignores their own private information and does the same thing as others do, or some similar thing, even though this action may conflict with the private information (Hansen et al., 2018; Liu et al., 2021). The cascade influence is particularly pronounced when the knowledge inherent in the action of the forerunners appears to be certain (Lhuillier, 2022; Shaw and Sergueeva, 2019). It cannot be assumed that the member is voluntarily giving up their own

information. More probably, someone makes their decisions on the basis of data from many previous generations, even if their own information points in a different direction.

It turns out that when people who are relevant to a review on Facebook talk about and support the review, customers become more inclined to trust the review and trust it more, even if the review comes from strangers. Consumers who do not know how to assess products or services via physical contact and direct observation are more likely to infer its unobservable characteristics from what other people do or say about it or its brand in the social commerce context. When people think there is a great deal of informational social pressure, they are more likely not to attempt to think about it carefully but accept pre-made recommendations or reviews as unquestionable proof of reality (Islam et al., 2018). In this situation buyers are more willing to buy things according to what other people on the social commerce networks do with the item. Thus,

H3. ISI has a positive influence on customers' online social shopping behaviours.

Utilitarian value expresses a customer's assessment of an SSW in terms of its social support and instrumental and functional capacity to complete a consumer's shopping tasks. It is related to the cognitive components of perception, such as assessing the efficiency, efficacy and consequences of shopping (Iannacci et al., 2021; Szymkowiak et al., 2021). A social shopping platform (SSP) enables users to explore, assess and recommend a product using their online social network (Tajvidi et al., 2021). These techniques make things cognitively easier to understand and assist customers in locating the appropriate product more quickly and conveniently, even specialised products that are otherwise difficult to locate (Alalwan et al., 2018; Friedrich et al., 2019). The sharing of information and opinions between consumers enables both sides to understand better how to make buying decisions. The numerous benefits of an SSW enable consumers to improve their purchasing performance in a variety of ways. Consequently, customers are willing to use this service in making their purchase. Prior research

has found utilitarian value to be a major factor effecting purchase decisions (Han et al., 2018; Yu and Huang, 2022).

A study conducted by Aydın (2019) involving 269 social media customers, posited that enhancing the amount of hedonic value on an s-commerce site results in a greater generation of behavioural intentions. Handarkho (2020) concluded that a strong inclination to switch is observed when there is a high level of hedonic incentive among 568 s-commerce consumers in Indonesia. Yahia et al. (2018) have proposed a comparable finding within the Asian environment. They contended that users are more inclined to make purchases on Instagram when they perceive the platform as pleasurable and entertaining. This finding is corroborated by research performed by Sharma and Crossler (2014) in the USA including a sample of 252 students. This experiment has verified that the more a social network site is considered as pleasurable, the stronger the behaviour towards the social networks.

With such a dizzying array of items and sellers available online, shoppers may have to exert considerable effort to discover a suitable vendor and locate the desired product (Shukla et al., 2022). Such an effort will have a significant impact on shoppers' purchasing behaviour and channel selection. Purchase intent is generated when buyers perceive that a social media website satisfies their desire for an effective way of completing the required tasks (Laroche et al., 2022). Whatever the task in hand, customers seek to increase their experience of consumption via hedonic variables (Sameeni et al., 2022; Zhao et al., 2021). Positive sentiments engendered by the hedonic experience of utilising the SSW may lead individuals to spend more time on the site and develop greater affection for it, implying a stronger intention to buy from it (Septianto et al., 2021). Consequently, we hypothesize that:

H4. Utilitarian value has a significant impact on customers' online social shopping behaviours.

H5. Hedonic value is related to customers' online social shopping behaviours.

3.2. Social interaction

PMF stands for the collective comprehension shared by individuals in a social platforms, often rooted in past interactions, expertise, and knowledge (Su et al., 2021). Users of these communities prefer to communicate more with those whom they know. Familiarity among the members of communities might help to lessen uncertainty, boost cognitive trust and encourage more social communication (Fu et al., 2020). According to previous studies, perceived member familiarity results in better interaction, positive attachment and interpersonal attraction, as well as endorsing the norms of the group (Dong and Yu, 2020). Normal contacts provide many chances for influencing and transferring information. Therefore, in ambiguous social contexts where it is hard to discern which product is most suitable, customers are more willing to observe and assess the behaviours of familiar members than those of unfamiliar members. Individuals' decisions, according to Su et al (2021), are affected by the perceptions or suggestions of the familiar users in social networks communities. They are more willing to be determined by informational social pressure because they have a good deal of contact with or access to people whom they know (Fu et al., 2020).

Previous research has discovered that familiarity with other members fosters greater commitment and group bonding relationships (Arslanagic-Kalajdzic et al., 2022; Mortimer et al., 2020; Yang, 2019). Li et al. (2022) argue that norms spread through a process of mutual inferences in a community as users search for approval by performing common behaviour between known users. Increased familiarity with group users may result in increased adherence to community-wide social standards, because individuals may deduce what is acceptable from what is prevalent between familiar users. Numerous research in the field of social commerce has posited that familiarity is a crucial predictor of consumer behaviour. Al-Adwan and Kokash (2019) performed a survey among Facebook members in Jordan and suggested that when people become more familiar with something, their propensity to make a purchase will grow.

In a previous study conducted by Hajli et al. (2017), it was observed that familiarity significantly influences consumers' propensity to make purchases on Facebook. In the context of Facebook, Lu et al. (2016) revealed that if Chinese students regard online group-buying platforms as highly familiar, it can increase their desire to make transactions. In line with this discovery, a study carried out in Athens by Saprikis and Markos (2018) argued that the inclination to social platforms is greatly influenced by the level of familiarity that individual has with these platforms. As a result, familiar members have more influence than unfamiliar ones on an individual's normal social behaviour. Thus, we propose that.

H6. PMF has a positive influence on normative social influence.

H7. PMF has a positive influence on perceived information quality.

Perceived closeness is a feeling of intimacy and emotional connection marked by strong affection and ethical backing from those in one's social circle (Loebnitz et al., 2022). It refers to the degree to which a participant feels “emotionally, psychologically, physically”, or otherwise connected to the information sources (Oyman et al., 2022). Consumers use how close they think they are to the source to judge things that are not altogether tangible. Strong relationships, like those with family and friends, help people to build stronger and more intimate relationships in their own personal networks, which can help them with both their physical and their emotional well-being (Li et al., 2022). Friendships with intimate associations facilitate the repeating of information and the transfer of social cues (Lv et al., 2022). When judgement is imprecise or ambiguous, individuals are more prone to reach a socially derived interpretation of events when they are surrounded by close relatives. Thus, the information gained from close associates can be more reliable or pertinent, more readily available or accessible and more persuasive (Zhang et al., 2021) than information from elsewhere. As a result, one's vulnerability to informational social pressures during the purchasing process may be proportionate to one's perceived proximity to the sources of information.

The proximity of perceived members on SSWs is related to customers' informational social impact. Social normative impact exerts social pressures on individuals to accept services or products, regardless of their personal preferences. According to social influence theory (Ma et al., 2021), those who share a social space with customers are deemed to be more immediate and influential on their decisions. It can make a source of influence seem closer to anyone who thinks they are closer to other people. This makes social influence more salient, intense, and/or powerful. This suggests that people with stronger connections (like close friends) are better at exerting normative social influence than people with weaker connections (like acquaintances who are seldom contacted) (Meng and Leary, 2021). According to Hsieh and Lee (2021), people are more influenced by people in their immediate vicinity than by people who are far away. Guan et al. (2021) discovered that sources of influence believed to be nearer and more intimate are more likely to be more influential on their colleagues in online interactions. Therefore, social influences from strangers are less important than pressures from close friends. Consequently, individuals are more likely to follow the advice of close and intimate family members. Therefore, we hypothesise that.

H8. PMC has a positive influence on normative social influence.

H9. PMC has a positive influence on perceived information quality.

Similarity refers to how individuals perceive the likeness of psychological traits among users of social shopping platforms (Argyris et al., 2021). A consumer can deduce common interests and tastes in reviews on a social commerce website based on written information and evidence of visual identity. People who have similar interests, personalities, norms and personal backgrounds are more likely to be attracted to each other, according to the theory of similarity attractions (Pillai and Nair, 2021). Prior exploration indicated that only those who share common interest serve as grounds for meaningful comparison. Similarity preferences are ubiquitous in social networks (Yang, 2021). Similarity in perception helps to establish

interpersonal relationships and attractions. People are predisposed to develop an affinity with others with whom they share characteristics (Zogaj et al., 2021). Prior examination has shown that customers' opinions and decisions regarding a brand can be significantly impacted by the exist of a small number of brand advocates who have similar attributes (Zogaj et al., 2021). This implies that people will demonstrate a higher affection for brands if similar others support them (Akar, 2021). Additionally, empirical examination reveals a positive association among perceived member resemblance and informational social influences (e.g., Nagar, 2021). Thus, if a user perceives himself to be similar to others, he is more willing to perceive and copy their observed behaviours as correct.

Todd and Melancon (2018) established that the commonalities between salespeople and consumers made suggestions particularly compelling. According to a study of online peer-recommendations, consumer similarity strengthens their affective relationships and generates a sense of rapport or tie strength (Septianto et al., 2021). Therefore, a sense of resemblance may help compensate for the fact that the features of the information source are hard to understand in a virtual setting (Zhu and Kanjanamekanant, 2021). This being the case, we suggest that:

H10. PMS is related to informational social influence.

H11. PMS is related to utilitarian value.

H12. PMS is related to hedonic value.

PME stands for the degree to which a customer is considered capable of making valid statements (Ma et al., 2022). Expertise is a critical factor in determining a person's influence and credibility in a social network. It is appropriate to place our faith in specialists who are more knowledgeable about their special fields than we are. Expert-generated data are trustworthy and may be used to confidently assess items (Ding et al., 2021). Information from informed people may be beneficial in guiding one's choice of brands, products and services of

retailers (Park et al., 2021). In line with Wang et al. (2021), people rely on as few clues as possible. A user may form an opinion entirely according to the source's perceived knowledge (Wang et al., 2021). Consequently, a user who is regarded as more intelligent and authoritative on a certain subject has influence over others (Sokolova and Perez, 2021). Therefore, we argue that social evidence is more persuasive when other members of the same social commerce website are seen to be exceptionally well-informed.

The information recipient frequently associates the accuracy and use of the information with the competences of the source (Selvarajah and Ali, 2021). This means that being an expert makes your advice trustworthy and reputable (Mostaghel and Chirumalla, 2021). Such advice has the potential to wield significant effect on the decision of a customer (Molinillo et al., 2021). For members of social websites, expert-generated information can significantly lessen the effort associated with product searching, appraisal and selection. So, the presence of an expert's peers would promote the belief among consumers that they might receive notable support and thus achieve superior purchasing performance by using this platform. Thus, we suggest that.

H13. PME has a positive effect on informational social influence.

H14. PME has a positive effect on utilitarian value.

H15. PME has a positive effect on hedonic value.

4. Methods

4.1. Sampling and data collection

We utilised an online survey methodology to evaluate the hypotheses obtained from the study model. Prior to responding to the questionnaire, each person was obligated to specify a shopping encounter that occurred within the past six months, during which they sought or obtained guidance or information from other individuals on Facebook fan pages. Initially, participants were instructed to record the name of the goods they bought and were obligated to

respond to all questions while considering that particular shopping encounter. Facebook fan page is brand community that is not limited by geographical boundaries. They are formed by an organised network of social connections among individuals who admire a particular brand (Fu et al., 2020). We selected Facebook due of its status as the dominant platform, boasting 93% of all social networking service (SNS) members worldwide. Additionally, in the first quarter of 2019, Facebook accounted for 80.4% of all social networks to retail platforms (Lipsman, 2019). Firms globally leverage the potential of “Facebook fan pages” in promoting and advertising their campaigns or brands (Statista, 2022). The Facebook fan page possesses characteristics such as the ability to write reviews, get feedback comments, and display socially aggregated 'likes', which enable it to exert “informational, normative, and persuasive influences”.

We chose the four countries for our investigation for a number of reasons. To satisfy our goals, we first needed to get data from societies that were at various levels of social commerce adoption. Second, the four societies exhibit a wide range of “developed and developing societies”, with a wide range of cultural characteristics (e.g., “individualism–collectivism and uncertainty avoidance”). Third, these societies have a great deal of room in which social retailers could grow and expand. There are 105 million people in Egypt and 37 million people in Saudi Arabia, two of the fastest-growing economies, and about half of them are between the ages of 15 and 29 (Radcliffe and Abuhmaid, 2021). They regularly use social commerce and are quickly catching up with their Western counterparts. In contrast, the social-commerce markets in developed countries, like the “United Kingdom and the United States”, are already much more practised than they used to be. With this in mind, we can examine how factors like social-commerce readiness, cultural differences and the potential for social-retailers could affect social-commerce use in different ways and compete with each other. Survey questions written in two languages were asked in each country to find what influences customers’ online

social behaviour. Customers in the US and the UK used an English version of a questionnaire. The translation from English to Arabic and back was conducted to ensure consistency in meaning.

Before the start of the data collecting, we implemented many of the usual precautions to increase the survey data's comparability from one national economy to another when measurements were taken (e.g., Smith and Reynolds 2001). At first, we tried to make the questionnaire as standardised as feasible for all the national markets, with the obvious exception of language. Before we used the survey in our main investigation, we held the pre-testing and pilot tests suggested by Hult et al. (2004). Individuals who work in the fields of "marketing and Information Systems" were the first experts to judge the items' accuracy. They looked at how well they matched the variables being examined ("face validity and construct validity"). We gave these consumers detailed descriptions of the main variables, as well as some examples of what they looked like, to clarify what was meant. Customers who took the pre-test then took part in a pilot test with 150 consumers, which confirmed the validity and reliability of the measures. The analysis of the pre-test showed a high level of validity and reliability.

We utilised a survey questionnaire in March 2023 to gather the required data. Our study population included individuals from four countries (i.e., U.K., USA, Saudi Arabia and Egypt). Our study employed a well-known online survey company in each society. The survey was sent to a random sample of individuals from a marketing company in these four countries. We sent 4,000 questionnaires (i.e., 1,000 questionnaire each country) to collect the required data. Out of the 2,387 responses collected, 82 were found to be incomplete and were excluded from further examination. This resulted in a viable sample size of 2,305, which is a valid response rate of 57.6%. The demographic information of the study sample is demonstrated in Table 2.

We obtained 2,305 valid responses, Saudi Arabia (684), Egypt (611), the “United States” (581) and the “United Kingdom” (429).

4.2. Sample representative

Table 3 shows the demographics of the respondents, which are similar to the demographics of people who use social shopping (Statista, 2022). Also, the profile of the group fits with what other examination has found in social commerce contexts (e.g., George et al., 2023; Fu et al., 2020). In addition, the size of sample (2,305) is bigger than the suggested minimum of 10 times the highest number of connections that point to any latent variable in the conceptual framework, whether they are inside or outside model links (Bentler and Chou, 1987; Hair et al., 2010). The "Kaiser-Meyer-Olkin" test for sampling adequacy came back with a score of 0.81, which is higher than the 0.60 threshold that is suggested. An important finding from "Bartlett's test of sphericity" was found ($\chi^2 = 1903.61, p < 0.01$), showing that using a data compression method like SEM can lead to good results.

4.3. Measurement development

Our paper adopted an established measures from prior examinations to assess the research factors (i.e., Bearden et al., 1989; Chu and Kim, 2011; Fu et al., 2020; Jones et al., 2004; Lee and Kwon., 2011; Ng., 2013; Shen et al., 2010; Kim and Park., 2013; Ou and Sia, 2010; Zhang et al., 2014) (see appendix 1). Specifically, perceived member closeness was assessed using four items (e.g., “I feel a sense of closeness with members in this fan page”). Four items were adopted to assess perceived member familiarity (e.g., “I have a shared language with members of this fan page”). We adopted four items to measure perceived member expertise (e.g., “Members of this fan page are very knowledgeable about many brands and products”). Five items were adopted to assess perceived member similarity (e.g., “Don’t think like me-Think like me”). “Informational social influence” was measured utilising four items (e.g., “I

frequently consult other fan page members to help choose the best alternatives available from a product class”). Normative social influence was evaluated employing four items (e.g., “I achieved a sense of belonging by purchasing the same products and brands that other member in the fan page purchased”). We measured perceived information quality using four items (e.g., “Information in this fan page was accurate on the item that I wanted to purchase”). Utilitarian value was evaluated employing four items (e.g., “By using the fan page, I can improve my shopping performance in searching for and buying products”). Four questions were employed to assess hedonic value (e.g., “Using the fan page is a pleasant way to use my leisure time”). Finally, social shopping intention was evaluated utilising four items (e.g., “I have a strong intention to purchase the product if the product is recommended by members in this fan page?”). All items were rated on a “Likert scale” where a score of 1 demonstrated “strongly disagree” and a score of 5 indicated “strongly agree,”

Insert Table 2 about here

4.4. Data analysis technique

The model was evaluated using “Partial Least Square Structural Equation Modelling” (PLS SEM), employing Smart PLS (Ringle et al., 2015). The rationale for selecting this methodology, as opposed to “covariance-based structural equation modelling” (SEM), was its capacity to investigate intricate associations and, ultimately, evaluate the extent to which “informational social influence, normative social influence, and perceived information quality on the consumer’s social shopping intention under different cultural contexts” serve as predictors of customers' social shopping intentions. Given the circumstances, PLS SEM appears to be the most suitable option (Lowry and Gaskin 2014; Hair et al., 2016). The PLS SEM approach begins by evaluating “the measurement model”, which establishes the links among latent factors and their items. It then proceeds to analyse “the structural model”, which establishes

the links among latent constructs. The evaluation of the two models will be conducted in the subsequent section.

4.5. Common method bias

Due to our reliance on data from a single informant, it is possible that common method bias (CMB) may have been a concern and hence required attention. Hence, we utilised various pre- and post-measures to evaluate the probability of CMB (Hulland et al., 2018). In order to establish our “ex-ante measures”, we implemented various procedures during the questionnaire design process, as outlined by Podsakoff et al. (2003). The approaches involved: (1) randomising the question order; (2) utilising several rating scales; (3) incorporating reverse coded items; (4) informing respondents that there were no correct or incorrect responses; and (5) ensuring full participant anonymity and confidentiality. Regarding “the ex-post” evaluation, we performed various checks to eliminate concern over omitted variable bias (Rutz and Watson, 2019). First, a time-trend analysis was used to assess the chance of nonresponse bias (Armstrong and Overton, 1977). Two subsamples from early and late responders were selected. The analysis demonstrated no significant variances among the two groups. Therefore, the possibility of nonresponse bias was excluded. Second, SmartPLS was employed to adjust for measurement errors. Inaccurate estimates of construct connections may come from the incomplete measurement of any focal construct (Rutz and Watson, 2019). SEM allows us to model the error component and compensate for any distortion produced by measurement errors. PLS-SEM has advantages over covariance-based SEM in terms of possibility of using the non-normative data, formative measurement of latent variables (Hair et al., 2021). Third, a marker variable approach was used to check common method bias (Lindell and Whitney, 2001). We used a question to gauge economic confidence (e.g., “How much confidence do you have in your national economy today?”) which were not related to our study factors. Our analysis showed that the links between the marker variable and the study constructs went from -0.23 to

0.05. Finally, we performed Harman's single factor test (Podsakoff et al., 2003). The findings indicate that the variance of the single variable model explains 29.8% of all items, indicating that common method bias was not a concern in this research.

4.6. Endogeneity assessment

Our examination performed a comprehensive examination of endogeneity biases to ensure the dependability and accuracy of the results. Hult et al. (2018) noted that many scholars who utilised PLS-SEM have overlooked this issue because of PLS's predictive capabilities, which make endogeneity seem unimportant. The problem of endogeneity is a significant concern and presents a big risk to the accuracy of the results. Scholars must clearly reveal any bias caused by endogeneity in the data produced by PLS-SEM (Latan, 2018; Singh et al., 2022). This study carried out Heckman test employing the Stata software, and the findings suggest that there is no endogeneity bias in this exploration (Hult et al., 2018).

5. Results

5.1. Outer model

The outer model was assessed according to the suggestions by Anderson and Gerbing (1988). The internal consistency reliability of all variables, as measured by “Cronbach's alpha, composite reliability rhoC, and reliability coefficient rhoA”, exceeded the desirable level of >0.7 (Hair et al., 2021). This indicates that all indicators were strongly correlated in assessing a single underlying variable. In addition, all values were lower than 0.9, which is the point at which there may be duplication between items (Diamantopoulos et al., 2012), and significantly lower than 0.95, which would result in overstated correlations among the error terms of the items (Hair et al., 2021). Overall, the measurement model was deemed reliable and valid. Table 3 indicates the findings of the tests for item validity and reliability. Furthermore, AVE in this investigation above the prescribed cut-off value of 0.50 as suggested by Fornell and Larcker

(1981), thus offering compelling evidence of convergent validity. Furthermore, as demonstrated in Table 4, the discriminant validity was found acceptable because the square root of AVE for a specific latent factor is higher than the correlations of this specific latent variable with other factors. Additionally, HTMT was utilised to evaluate the examination's discriminant validity (Henseler et al., 2016). All HTMT values were found to be less than 0.85, indicating the variables had good discriminatory power. We also checked for multicollinearity because of the substantial relationships between several of the factors. VIFs for all factors were below the threshold of 3.0.

Insert Tables 3 & 4 about here

5.2. Inner model

We evaluated the “structural model” after the “measurement model” evaluation. Consistent with the proposed hypotheses, our results revealed that social influence ($\beta = 0.629$, $p < 0.000$), perceived information quality ($\beta = 0.530$, $p < 0.000$), information social influence ($\beta = 0.608$, $p < 0.000$), utilitarian value ($\beta = 0.529$, $p < 0.000$) and hedonic value ($\beta = 0.399$, $p < 0.000$) were positively related to social shopping intentions, supporting H1-H5. The results revealed that perceived member familiarity had a positive influence on normative social influence ($\beta = 0.261$, $p < 0.000$) and perceived information quality ($\beta = 0.370$, $p < 0.000$), supporting H6 and H7. The analysis pointed out that perceived member closeness had no significant influence on NSI and PIQ, demonstrating no support to H8 and H9. Furthermore, the results indicated that perceived member similarity has a significant positive impact on perceived information quality ($\beta = 0.493$, $p < 0.000$), utilitarian value ($\beta = 0.507$, $p < 0.000$) and hedonic value ($\beta = 0.418$, $p < 0.000$), confirming H10, H11 and H12. Finally, the results show that perceived member expertise had a significant impact on informational social influence ($\beta = 0.107$, $p < 0.05$), utilitarian value (β

= 0.581, $p < 0.000$) and hedonic value ($\beta = 0.296$, $p < 0.000$). Thus, H13, H14 and H15 were supported (see Table 5).

Insert Table 5 about here

5.3. “Across-country analysis”

Due to the variances among the four societies that we chose, we explored whether the relationships among the examination factors would vary across the four countries. In line with previous studies (e.g., Alyahya et al., 2023; Shehawy et al., 2024), we performed a multi-group analysis (MGA) to explore the significant variances through the four samples. We used PLS-MGA in line with the recommendations by Henseler et al. (2009). Measurement difference is a major concern that can be raised when using PLS-MGA to explore the differences between different countries. We needed to confirm that the measurements of the study constructs were the same across all of the countries where we studied them. According to Henseler et al. (2016), a “PLS-MGA” can be done if “compositional and configural invariance” can be proven. The treatment of the data, the measurement and the structural model were found to be the same in all four of the samples. If one group of people has path coefficients that differ from those of another, with p values of the differences below 0.05 or above 0.95, then there are significant variances among specific path coefficients through the two groups at the 5% level (Henseler et al., 2009). We used a permutation approach with at least a thousand iterations and a significance level of 5% for every possible combination of countries.

The range of permuted score correlations (ρ) was then compared to the original score correlations to see if they were higher. As can be seen in Table 6, we were able to employ PLS-MGA (Richter et al., 2016) because “compositional and configural invariance” had been demonstrated. We also verified that the factor loadings for all four samples were over the 0.70 threshold, indicating that the measures were stable and applicable across all four samples.

Tables 5, 6 and 7 demonstrate the differences between the four societies. Concerning the effect of normative social influence on social behaviour, this link was stronger in the developing nations than in the developed ones. Nevertheless, the differences between the four samples were not significant. Our analysis also indicated that all the relationships between the study variables were found to be greater in the developed societies (i.e., the USA and the UK) than in the developing societies (i.e., “Saudi Arabia and Egypt”). The differences among these relationships were insignificant except for the link between utilitarian value and social behaviour in the Saudi Arabia-USA and Egypt-USA comparisons.

Insert Tables 6 & 7 about here

6. Discussion and implications

6.1.Key findings

Our study offers a helpful insight into the variances between consumers in four countries as regards the main motivations of social shopping behaviour. Our research findings are in consistent with prior findings from informational social influence theory, which found that NSI, PIQ, and ISI were important determinants of social shopping behaviour (e.g., Fu et al., 2020; Perfumi et al., 2019; Trenz et al., 2018). Our results showed that social shopping behaviour are most influenced by NSI followed by ISI and PIQ. These results suggested that social implications are more important than “intrinsic information” content in the context of social commerce.

Members in the SC environment valued NSI more than ISI, according to our investigation into the relative weights of these two social influences. In the SC setting, this kind of study is in line with the work of Fu et al. (2020). Even though informational influence is related to perceived decision quality, as Zhao et al. (2018) state, value expressive influence does not

matter in an anonymous review context. We hypothesise that social cues in the environment and established associations between users trigger this kind of inconsistent behaviour. Because most of the members are anonymous, the power of social influence is diminished. Brand fan sites with several unfamiliar individuals are more willing to possess minimal social impact. Strangers, however, are more likely to use social cues such as profile picture, gender and other self-declared information on social media to exert their social influence.

Concerning normative social influence, our results are compatible with those of Fu et al (2020), who determined that perceived familiarity and similarity among members are major motivators. No matter how dissimilar two members are, familiarity with one another leads to improved compliance. Ads on social sites can be more effective when they become familiar to their target audience, even in situations where they appear to be very different from each other. Perceived member closeness is often cited as a key driver of social influence on a social website, but the findings show that it does not significantly predict either informational or normative social influence. But NSI is heavily influenced by the perceived familiarity of members. Such findings are at odds with those of Ng (2013), who argued that in the online context members' behaviour is more strongly determined by a sense of closeness than a sense of familiarity. These results revealed that when it comes to social commerce, members were more likely to conform to the expectations of others when they saw other users as familiar rather than intimate.

Our study revealed that individuals in high collectivist cultural value countries (i.e., Egypt, Saudi Arabia) had stronger intentions to use social websites than individuals in countries with individualistic cultural values. This result is inconsistent with the result of previous examinations (e.g., Hallikainen and Laukkanen, 2018; Sheikh et al., 2019), which indicated that individuals in collectivistic economies are hesitant and very careful in utilising social websites for online shopping. However, our research finding is compatible with the finding of previous examinations (e.g., Al-Omouh et al., 2022; Ng, 2013), which revealed that social

commerce adoption in collectivistic cultural values is higher than in societies with highly individualistic cultures.

6.2. Theoretical implications

Our research adds to and extends the body of knowledge on social commerce in a number of important ways. **First**, multinational companies need to understand country-specific variances at the readiness stage of social commerce because they rely mainly on sales and profits from developing economies (Ashraf et al., 2021), where there is an increasing in the middle-class market with more money (Algharabat and Rana, 2021). Therefore, our examination addresses concerns and calls for more cross-cultural social commerce explorations (e.g., Bazi et al., 2022; Busalim et al., 2019; Han et al., 2018; Meilatinova, 2021). This examination revealed that factors affecting consumer, social behaviour were not consistent for all the four countries. These findings add to the current studies by demonstrating the crucial role of national culture variances in exploring and comprehending social shopping behaviour.

Second, among the most important contributions of this study is that it builds and tests an integrative model which takes into account the interplay between the many critical antecedents of social shopping behaviour in different cultural contexts in the current literature. In line with ISIT and HSM, we have developed a conceptual model to better understand social shopping behaviours which adds to this theory in the context of social customers behaviour.

Third, we adapted the utilitarian and hedonic shopping values that users of social network websites attribute to interactions with the system, and these values captured the most important facets of social commerce shopping values. As a result, we could offer fruitful insights into the business rationale behind the development of a social commerce businesses model (Jadil et al., 2023). In using a social shopping system, consumers emphasise both hedonic and utilitarian value, which adds to what we already know about online shopping values.

Fourth, by introducing the novel social shopping situation, we illuminate the field of human-computer interactions. At the same time, social commerce has made it possible for individuals to have greater impact on the shopping processes. Member-member interaction is a key component of the social model because it allows members to influence one another's experience with the systems (Lin and Wang, 2023). New light is thus shed on existing theories about the association between members and systems. As a result, this paper raises the possibility that the personalities of other members influence human-computer interaction, laying the groundwork for further investigation in this area.

Finally, research on shopping behaviour through social media has largely ignored a critical theoretical lens. Social influences in social commerce sites are examined empirically in this paper, rather than from a relational perspective, in order to better understand their role in influencing individuals' social behaviours. A good place to start is to look at social shopping behaviours from the perspective of information processing in order to explore this topic further.

6.3. Managerial implications

This examination has valuable implications for marketers and managers who develop strategic plans and employ methods to enhance the performance of online social websites. **First**, we show how managers can tailor their social commerce offerings effectively. Social commerce retailers have to find the right balance between standardising and customising their social-retail strategies as they expand their businesses to new and emerging economies (Ashraf et al., 2021). If they want to standardise or adapt, they might think about the cultural background. We suggest that countries' different levels of technology readiness, like social-commerce readiness, can aid social-commerce practitioners to figure out which strategy is best for them.

Second, this research shows that information placed on social websites is a crucial source that effects members' purchasing decisions. Furthermore, members value the social implications of each other's opinions as much as the actual content when it comes to postings on social websites. Consequently, it is clear that the managers of social networks websites must provide users with accurate, up-to-date and effective information and knowledge. Managers should also encourage users, particularly knowledgeable ones, to contribute to social websites with their insights and experiences. The frequent interactions between users would make the social media communities more responsive and familiar to each other, as well as establishing social norms that the rest of the users could adhere to. It is possible for firms to form partnerships with product-related influencers and ask them to feature the product on their pages, touting its advantages and encouraging their followers to make purchases. The influencers can help the firms make contact with a wide audience by using hashtags and encouraging user-generated photos.

Third, members should be able to find others who are like them on social networking websites because of the strong link between their hedonic and utilitarian values. For example, users could be given the opportunity to describe and label themselves using appropriate tools. Thus, a more flexible and effective search filtering system could help members find others who shared their interests. It is also possible to improve the programming algorithm in order to make it easier for the systems to recommend purchases by individuals who resemble them. Expertise has been found to significantly affect utilitarian value and purchasing intentions, so managers of social network websites should give more attention to recognising and strategically dispersing skilled users among their members.

Finally, an incentive programme that rewards users for making available the most product use experiences could be devised by managers because of the significance of informational social influence. For the sake of influencing other members, they should recognise the most

skilled users of their staff and make them both accessible and visible. The proactive referral of expert users could be offered by the social website to users with similar inquiries. Users with similar interests would benefit more from suggestions and recommendations from experts in the field. In addition, the social media platform may reach out to specialists to remark on user-posted product information or address pressing problems. A study by Kuan et al. (2014) suggested that users who are experts in a particular field might use specific hashtags and tags to show their expertise. This mechanism could also be used to match, link, or refer users based on similarities in their psychographic profiles, way of life, or behaviour rather than demographics alone. Managing the presence of other users can improve users' shopping experiences overall. Organizing events on the social commerce websites to draw users from various demographics at various times of the day or on particular days could help them to improve their overall similarity to their members.

7. Conclusion

This research examined factors affecting individuals' social behaviours under different cultural contexts. We used ISI and HSM perspectives to develop our proposed model and then used it to explain how information on social media affects customers' social behaviours through SI and PIQ. We used SEM/PLS to analyse the collected data from four different societies (i.e., the U.K., the USA, Saudi Arabia and Egypt). Our findings revealed that individuals in cultures with highly collectivistic cultural values had a stronger intention to use the social media for online shopping than individuals in cultures with individualistic cultural values. Our examination contributes to the literature by offering empirical support for the influence of national culture on individuals' intentions to use social media for online shopping, which to our knowledge has not been explored empirically in detail. While our study offers significant implications for theory and practice, however, there is still some work to be done in this area.

8. Limitations and suggestions for future studies

Like any other examination, ours has its own caveats. First, due to the nature and scope of its method, the cross-sectional data and changes in consumers' behaviours over time in this study played a crucial role in the technology-related behaviours. Further examination that could use the experimental method could enrich and enhance our understanding of this phenomenon. Second, this paper examined the predictors of customers social behaviours from the consumer's perspective. Thus, further investigation from the firm's perspective that would offer more in-depth insights would be interesting and worthwhile. Third, our study focused on social websites across different countries. Future research could advance our study by exploring whether the links suggested in our proposed model held through different social commerce websites. Fourth, our study used the quantitative approach to examine the factors affecting consumers social shopping behaviours. Further research could use mixed methods to gain more insights about the research phenomenon. Finally, this paper focused on the predictors of shopping behaviours in the setting of social behaviour. It would be worthwhile to test our proposed model in a different context (e.g., mobile commerce) to reach more insightful conclusions.

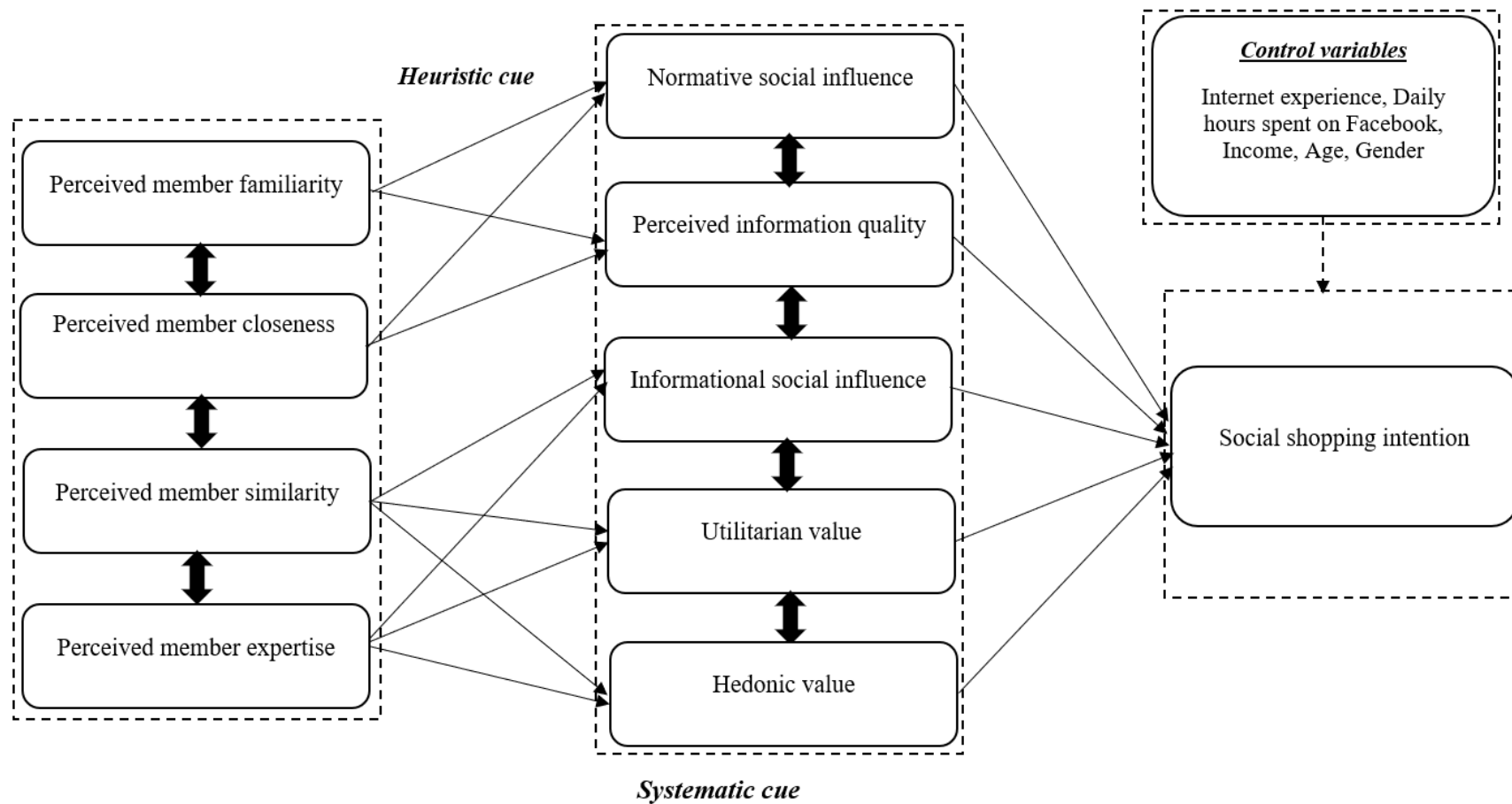


Fig.1. Research model

Table 1. Prior research on social commerce

Authors	Theoretical Bases	Antecedents	Key findings
Tseng (2022)	Social support theory	Ethical consideration of information credibility, perceived privacy risk	The findings discuss individuals' reaction to privacy issues and to understand the motives to disclose or reveal personal information within a marketing or consumption context. The research also explores the theoretical implications by integrating theories from information systems and social psychology to investigate ethical issues in social commerce
Bazi et al (2022)	Situational influences' theory and social support theory	Situational influences during the COVID-19 pandemic, big five personality traits	The results showed the different cohorts of buying intention on social commerce websites. Social support does not impact online purchase intention, while other situational factors do. Moreover, the model varied across the big five personality traits.
Wang et al (2022)	The theory of planned behaviour (TPB)	Control beliefs and perceived behaviour control, Perceived behavioural control	Results reveal that the two motivations mediate the relationship between subjective norm/perceived behavioural control and shoppers' behavioural intention
Lin et al (2020)	Theory of consumption values	Functional value and emotional value, organic food characteristics, social commerce characteristics	Social commerce and organic food characteristics interact and serve as inputs for functional value and emotional value assessments, which in turn, drive purchase intentions
Fu et al (2019)	Theories of similarity extrapolation, trust transfer	Parasocial interaction, trust toward social commerce platform, trust towards members	External similarity and internal similarity significantly affected consumers' PSI relationship forming and trust transfer, which in turn impact on consumers' social shopping intention
Wang and Herrando (2019)	Privacy-trust-behavioral intention (PTB) model	WOM communication, observation learning, institutional privacy assurance, institutional-based trust	Institutional privacy assurance positively influences institutional-based trust, which, in turn, affects online social interactions, and consequently increases the likelihood of product purchases on s-commerce sites
Sun et al (2019)	Affordance theory	Immersion, presence, and IT affordance (visibility, metavoicing, guidance shopping)	visibility affordance, metavoicing affordance, and guidance shopping affordance can influence customer purchase intention through live streaming engagement
Yang (2019)	-	Guanxi elements and Sense of belonging	Guanxi elements are positively related to social shopping intention, and this effect is mediated by a sense of belonging.
Ko (2018)	Model of goal-directed behaviour	Social desire, commercial desire	Commercial desire has greater influence on shopping intentions than social desire

Table 2. Participant demographics

Demographics	All sample (n=2,305)	Saudi Arabia (n=684)	Egypt (n=611)	USA (n=581)	UK (n=429)
<u>Age groups</u>					
18-24	710	208	193	175	134
25-34	509	162	140	123	84
35-44	560	161	139	152	108
45-54	310	79	82	58	91
55+	216	52	67	61	36
<u>Gender</u>					
Male	1,240	361	314	308	235
Female	1,065	323	297	273	194
<u>Education</u>					
High school diploma	419	123	116	129	101
Some college	398	128	108	102	88
Bachelor's Degree	461	147	126	111	121
Master's Degree	501	152	129	118	74
PhD degree	526	134	132	121	45
<u>Income</u>					
<£25,000	519	126	114	126	78
£25,001–50,000	427	138	109	123	91
£50,001–100,000	406	132	129	111	82
£100,001–150,000	510	109	131	105	102
>£150,000	443	179	128	116	76
<u>Duration of Daily Usage</u>					
0.5 hour or below	401	141	106	109	74
0.5-1 hour	479	128	111	102	81
1-1.5 hours	388	104	102	86	69
1.5-2 hours	410	89	89	104	48
2-2.5 hours	375	46	71	95	60
2.5-3 hours	310	81	82	63	51
3 hours or above	330	95	50	22	46

Table 3. Measurement statistics of construct scales (All sample).

Construct/Indicators	Standard Loading	ρ_C	VIF	ρ_A	AVE	Mean	SD	t-statistic	Skewness	Kurtosis
Social Shopping Intention (INT)		0.95	1.320	0.93	0.610					
INT1	0.94					3.32	0.77	23.30	-1.47	3.08
INT2	0.93					3.29	0.81	21.09	-2.12	3.17
INT3	0.90					4.01	0.80	26.18	-0.90	2.54
INT4	0.96					2.94	0.84	29.30	-1.25	1.95
Normative social influence (NSI)		0.96	1.258	0.94	0.549					
NSI1	0.91					3.41	0.84	22.19	-2.10	1.74
NSI2	0.93					3.20	0.79	24.80	-4.35	2.08
NSI3	0.97					2.89	0.88	21.20	-2.78	1.63
NSI4	0.92					3.17		18.48	-1.28	2.03
Perceived information quality (PIQ)		0.97	1.89	0.96	0.510					
PIQ1	0.97					3.29	0.89	26.10	-2.38	2.19
PIQ2	0.94					4.10	0.81	22.19	-0.74	1.94
PIQ3	0.92					3.67	0.88	19.47	-1.03	1.61
PIQ4	0.91					3.31	0.82	23.10	-2.19	2.10
Informational social influence (ISI)		0.94	2.108	0.92	0.627					
ISI1	0.94					3.20	0.83	21.20	-2.30	1.73
ISI2	0.92					3.19	0.86	24.32	-2.17	2.03
ISI3	0.95					2.38	0.82	21.89	-1.83	1.67
ISI4	0.90					3.10	0.79	14.39	-2.10	2.01

Construct/Indicators	Standard Loading	ρ_C	VIF	ρ_A	AVE	Mean	SD	t-statistic	Skewness	Kurtosis
Utilitarian value (UTV)		0.93	1.405	0.91	0.648					
UTV1	0.93					3.04	0.80	24.30	-1.78	1.82
UTV2	0.92					3.30	0.81	21.28	-1.34	2.43
UTV3	0.90					3.74	0.87	21.99	-1.89	1.29
UTV4	0.94					2.98	0.84	18.45	-2.10	2.06
Hedonic value (HDV)		0.96	1.039	0.94	0.569					
HDV1	0.96					3.18	0.88	29.40	-2.48	1.03
HDV2	0.93					3.04	0.89	20.18	-1.39	2.30
HDV3	0.92					2.86	0.84	17.29	-1.67	1.83
HDV4	0.89					3.15	0.79	13.20	-2.10	1.36
Perceived member familiarity (PMF)		0.92	1.928	0.89	0.637					
PMF1	0.93					2.83	0.89	21.20	-1.74	1.38
PMF2	0.92					3.39	0.84	18.38	-1.03	1.27
PMF3	0.87					3.72	0.82	21.47	-2.73	2.10
PMF4	0.95					3.81	0.81	21.28	-2.28	1.93
Perceived member closeness (PMC)		0.93	1.873	0.91	0.631					
PMC1	0.92					3.63	0.81	23.29	-1.94	1.73
PMC2	0.96					3.02	0.81	19.78	-1.39	1.18
PMC3	0.90					2.97	0.86	20.70	-1.21	1.53
PMC4	0.89					2.95	0.79	16.43	-1.90	2.08

Construct/Indicators	Standard Loading	ρ_C	VIF	ρ_A	AVE	Mean	SD	t-statistic	Skewness	Kurtosis
Perceived member similarity (PMS)		0.95	1.209	0.92	0.680					
PMS1	0.93					3.17	0.81	21.28	-1.98	1.73
PMS2	0.92					3.37	0.87	18.37	-1.46	1.63
PMS3	0.97					3.89	0.83	26.10	-2.10	1.18
PMS4	0.91					2.36	0.88	22.98	-1.78	2.01
PMS5	0.89					2.89	0.79	16.36	-2.07	1.02
Perceived member expertise (PME)		0.93	1.935	0.91	0.710					
PME1	0.97					2.84	0.89	24.30	-1.84	1.89
PME2	0.90					3.10	0.81	31.48	-2.03	1.16
PME3	0.87					3.38	0.84	19.89	-1.87	2.36
PME4	0.93					4.10	0.79	17.40	-2.10	1.06

Table 4. Discriminant validity (All sample).

	INT	NSI	PIQ	ISI	UTV	HDV	PMF	PMC	PMS	PME	DIS
INT	0.781	0.327	0.387	0.419	0.329	0.431	0.418	0.510	0.420	0.559	0.209
NSI	0.298	0.741	0.235	0.341	0.430	0.538	0.337	0.356	0.617	0.277	0.451
PIQ	0.367	0.303	0.714	0.239	0.552	0.239	0.601	0.410	0.266	0.403	0.417
ISI	0.287	0.376	0.418	0.791	0.399	0.265	0.458	0.377	0.209	0.399	0.610
UTV	0.430	0.327	0.250	0.289	0.805	0.477	0.610	0.308	0.467	0.310	0.329
HDV	0.376	0.370	0.419	0.490	0.256	0.754	0.346	0.238	0.306	0.581	0.501
PMF	0.408	0.264	0.341	0.244	0.509	0.311	0.798	0.469	0.369	0.218	0.299
PMC	0.265	0.408	0.278	0.419	0.313	0.590	0.312	0.794	0.299	0.609	0.369
PMS	0.363	0.327	0.348	0.210	0.258	0.368	0.488	0.287	0.825	0.285	0.385
PME	0.398	0.428	0.219	0.376	0.327	0.284	0.377	0.209	0.465	0.843	0.390
DIS	0.317	0.527	0.344	0.288	0.288	0.490	0.290	0.519	0.509	0.337	0.779

* The diagonal is the square root of the AVE of the latent variables and indicates the highest in any column or row.

* Elements above the diagonal represent the constructs' HTMT ratios.

Table 5. Results of the country-specific structural model

Paths	All sample (n=2,305)	Saudi Arabia (N= 684)	EGYPT (N=611)	USA (N=581)	UK (N=429)
NSI —→ INT	0.629***	0.590***	0.428***	0.420***	0.396***
PIQ —→ INT	0.530***	0.420***	0.418***	0.519***	0.497***
ISI —→ INT	0.608***	0.487***	0.381***	0.507***	0.619***
UTV —→ INT	0.529***	0.290***	0.348***	0.512***	0.458***
HDV —→ INT	0.399***	0.207***	0.311***	0.408***	0.361***
PMF —→ NSI	0.496***	0.314***	0.195**	0.459***	0.514***
PMF —→ PIQ	0.261***	0.190**	0.257***	0.219***	0.310***
PMC —→ NSI	0.087	0.091	0.067	0.026*	0.093
PMC —→ PIQ	0.062	0.051	0.080	0.091	0.058
PMS —→ PIQ	0.493***	0.307***	0.194***	0.399***	0.410***
PMS —→ UTV	0.507***	0.325***	0.265***	0.417***	0.446***
PMS —→ HDV	0.418***	0.217***	0.206***	0.374***	0.408***
PME —→ ISI	0.107**	0.083	0.021*	0.126**	0.039*
PME —→ UTV	0.581***	0.306***	0.418***	0.397***	0.488***
PME —→ HDV	0.296***	0.195***	0.284***	0.294***	0.281***
R2					
Online social shopping intention	692	601	513	419	407

Table 6. Compositional invariance between countries

Paths	Saudi Arabia vs. EGYPT		Saudi Arabia vs. USA		Saudi Arabia vs. UK		EGYPT vs. USA		EGYPT vs. UK		USA vs. UK	
	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u
INT	0.998	0.997	0.999	0.999	0.997	0.996	0.999	0.999	0.999	0.998	0.999	0.998
NSI	0.999	0.998	0.999	0.997	0.999	0.999	0.999	0.999	0.998	0.996	0.999	0.999
PIQ	1.00	0.999	0.999	0.998	0.998	0.997	0.997	0.996	0.996	0.996	0.998	0.996
ISI	1.00	0.999	0.999	0.999	0.999	0.998	0.999	0.999	0.999	0.996	0.999	0.999
UTV	0.998	0.995	0.996	0.995	0.998	0.996	0.999	0.999	0.999	0.998	0.998	0.997
ATT	0.997	0.996	0.997	0.996	0.996	0.995	0.997	0.996	0.996	0.995	0.999	0.998
HDV	0.998	0.997	0.999	0.998	0.999	0.999	0.998	0.997	0.999	0.999	0.999	0.998
PMF	0.999	0.999	0.999	0.999	0.998	0.996	0.998	0.996	1.00	0.997	0.998	0.997
PMC	0.998	0.997	0.999	0.999	0.997	0.995	0.999	0.999	0.998	0.997	0.999	0.999
PMS	0.996	0.995	0.999	0.999	0.999	0.998	1.00	0.999	0.999	0.999	0.999	0.999
PME	0.999	0.999	0.998	0.997	0.999	0.998	1.00	0.999	0.998	0.997	0.996	0.994
DIS	0.998	0.997	0.999	0.998	0.999	0.999	0.999	0.999	0.999	0.999	0.998	0.996

Table 7. PLS-MGA across the four countries

Paths	Saudi Arabia vs. EGYPT		Saudi Arabia vs. USA		Saudi Arabia vs. UK		EGYPT vs. USA		EGYPT vs. UK		USA vs. UK	
	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff
NSI → INT	0.040	0.361	0.144	0.038	0.402	0.072	0.317	0.051	0.094	0.549	0.084	0.588
PIQ → INT	0.301	0.553	0.190	0.081	0.045	0.589	0.341	0.083	0.154	0.627	0.241	0.096
ISI → INT	0.032	0.329	0.091	0.034	0.154	0.617	0.230	0.054	0.239	0.614	0.239	0.067
UTV → INT	0.190	0.437	0.287	0.089	0.316	0.075	0.259	0.710	0.2788	0.062	0.090	0.590
HDV → INT	0.077	0.492	0.319	0.063	0.218	0.081	0.210	0.061	0.172	0.063	0.075	0.319
PMF → NSI	0.139	0.417	0.233	0.098	0.133	0.078	0.234	0.054	0.237	0.081	0.210	0.092
PMF → PIQ	0.081	0.526	0.167	0.678	0.287	0.099	0.420	0.092	0.367	0.602	0.061	0.791
PMC → NSI	0.087	0.438	0.219	0.062	0.288	0.064	0.167	0.099	0.287	0.076	0.199	0.064
PMC → PIQ	0.309	0.062	0.037	0.528	0.077	0.651	0.059	0.403	0.566	0.077	0.329	0.071
PMS → PIQ	0.144	0.078	0.073	0.382	0.210	0.090	0.317	0.062	0.420	0.071	0.449	0.090
PMS → UTV	0.277	0.412	0.209	0.063	0.411	0.083	0.190	0.278	0.199	0.516	0.083	0.327
PMS → HDV	0.116	0.093	0.428	0.091	0.432	0.278	0.063	0.512	0.098	0.437	0.419	0.073
PME → ISI	0.063	0.332	0.090	0.438	0.109	0.673	0.472	0.070	0.784	0.089	0.063	0.332
PME → UTV	0.310	0.098	0.437	0.087	0.053	0.219	0.388	0.078	0.093	0.370	0.125	0.088
PME → HDV	0.071	0.437	0.108	0.328	0.062	0.488	0.090	0.564	0.082	0.247	0.432	0.057
	0.273	0.109	0.077	0.362	0.520	0.329	0.078	0.098	0.192	0.078	0.189	0.414

Appendix 1.

Perceived Member Familiarity (PMF) (Strongly Disagree (1) / Strongly Agree (5))		Source
PMF1	I have a shared language with members of this fan page.	(Fu et al., 2020; Ng, 2013).
PMF2	I am familiar with members of this fan page.	
PMF3	I have frequent interactions with members of this fan page by writing or replying to articles.	
PMF4	The members of this fan page feel familiar to me.	
Perceived Member Expertise (PME) (Strongly Disagree (1) / Strongly Agree (5))		Source
PME1	Members of this fan page are very knowledgeable about many brands and products.	(Fu et al., 2020 ; Shen et al., 2010).
PME2	Many members of this fan page are experts on products/services.	
PME3	Many members of this fan page are highly experienced in consuming the product.	
PME4	Compared with other similar sites, this fan page contains lots of information and knowledge in the form of comments or user opinions regarding the products/services.	
Perceived Member Closeness (PMC) (Strongly Disagree (1) / Strongly Agree (5))		Source
PMC1	I feel a sense of closeness with members in this fan page.	(Lee and Kwon, 2011; Ng, 2013).
PMC2	I feel a sense of intimacy with members in this fan page.	
PMC3	I think of members in this fan page as close friends of mine.	
PMC4	I feel my friend's product recommendations or product reviews are a very important part of my consumption life.	
Perceived Member Similarity (PMS) (Strongly Disagree (1) / Strongly Agree (5))		Source
PMS1	Don't think like me-Think like me.	(Chu and Kim, 2011; Shen et al., 2010).
PMS2	Don't behave like me-Behave like me.	

PMS3	Unlike me-Like me.	
PMS4	Don't have similar interest-Have similar interests.	
PMS5	Don't have similar preferences-Have similar preferences.	
Normative Social Influence (NSI) (Strongly Disagree (1) / Strongly Agree (5))		Source
NSI1	I achieved a sense of belonging by purchasing the same products and brands that other member in the fan page purchased.	(Bearden et al., 1989; Shen et al., 2010).
NSI2	If I want to be like someone, I often try to buy the same product or brand the buy.	
NSI3	What other members in the fan page consider important matters are also important to me.	
NSI4	When buying products, I generally purchase brands that I think other members in the fan page would approve of.	
Perceived Information Quality (PIQ) (Strongly Disagree (1) / Strongly Agree (5))		
PIQ1	Information in this fan page was accurate on the item that I wanted to purchase.	(Kim and Park, 2013).
PIQ2	Overall, I think this fan page provided useful information.	
PIQ3	Information in this fan page was reliable.	
PIQ4	Information in this fan page was up to date.	
Informational Social Influence (ISI) (Strongly Disagree (1) / Strongly Agree (5))		Source
ISI1	I frequently consult other fan page members to help choose the best alternatives available from a product class.	(Bearden et al., 1989 ; Shen et al., 2010).
ISI2	I gathered information from fan page members about the product before I buy.	
ISI3	To make sure I buy the right product or brand, I often observed what other fan page members are buying and using.	
ISI4	If I have little experience with a product, I often ask fan page members about the product. For the product I purchased.	

Perceived Utilitarian Value (UTV) (Strongly Disagree (1) / Strongly Agree (5))		Source
UTV1	Using this fan page can improve my shopping performance (e.g., save shopping time or buying cost) in search and buying products.	(Gefen et al., 2003 ; Hu et al., 2016).
UTV2	Using this fan page can improve my shopping productivity (e.g., get good deals and products) in search and buying products.	
UTV3	Using this fan page can improve my shopping efficiency in searching and buying products.	
UTV	Using this fan page enables me to better accomplish searching and purchasing products.	
Hedonic value (HDV) (Strongly Disagree (1) / Strongly Agree (5))		
HDV1	...is truly a joy for me.	(Jones et al., 2006 ; Rintamäki et al., 2006).
HDV2	...is a pleasant way to use my leisure time.	
HDV3	...is truly enjoyable, compared with other things I could have done.	
HDV4	...not only helps me shop for products, but also entertains me.	
Online social behaviour intentions (INT) (Strongly Disagree (1) / Strongly Agree (5))		
INT1	I have a strong intention to purchase the product if the product is recommended by members in this fan page.	(Ming-Sung Cheng et al., 2009 ; Zhang et al., 2014).
INT2	I choose to accept product recommendations or product reviews offered by member in this fan page without any hesitation when purchasing good.	
INT3	I will consider the shopping experiences of members in the fan page when I want to buy.	
INT4	I will ask members in the fan page to provide me with their suggestions before I go shopping.	

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