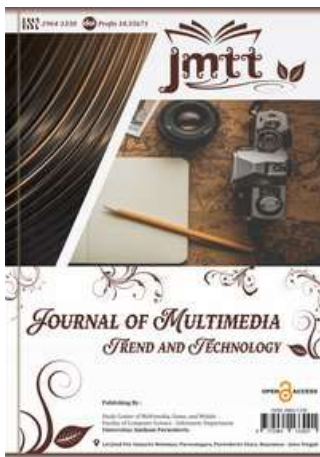


Exploring the Impact of Evolving Consumer Behavior on Purchase Intention in Social Commerce Environments

Philip Antonius Budiando^{1*}, Erwin Halim, Ariiq Naufal Arrafi Setiawan², Hafizd Rasya Effendi³

^{1,2,3} Information Systems Department, School of Information Systems, Bina Nusantara University
Jakarta 11480, Indonesia

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ABSTRACT

This Preliminary study explores the influence of evolving consumer behavior on purchase intention in the context of social commerce. In the contemporary landscape, where the convergence of social media and online shopping has become pervasive, a comprehensive understanding of the pivotal factors that influence purchasing decisions has become imperative. The research study will examine five primary variables: social media marketing content, consumer behavior change, consumer engagement, data security, and conversion rate. The findings indicate that marketing content, behavior change, data security, and conversion rate have a substantial impact on the growth of social commerce and purchase intention. However, consumer engagement does not demonstrate a significant effect. The data were collected from 50 respondents, and the survey was initiated in March 2025. Most of the participants are women (57.5%) and between the ages of 12 and 27 years (97.1%), which suggests that young consumers are actively involved. Most people live in Jakarta and the surrounding cities. Most of them have a diploma or a bachelor's degree, and 57% are currently studying. These statistics highlight the significant presence of young, educated people in the world of social commerce. The study gives businesses ideas to improve their strategies. These ideas include creating interesting content, building trust, and adapting to new consumer behaviors.

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*Corresponding Author:

Philip Antonius Budiando
Information Systems Department, School of Information Systems, Bina Nusantara University, Jakarta
11480, Indonesia
Email: philip.budiando@binus.ac.id.

INTRODUCTION

Social commerce is a new mix of social networking and e-commerce that gets customers involved and makes them buy things online. This is the result of a big change in traditional commerce that happened because of social media platforms [1], [2]. One thing that sets social commerce apart from traditional e-commerce is its focus on peer influence, community involvement, and user-generated content in purchasing decisions [1], [3]. Today's consumers are dealing with more complicated buying processes that are affected by social interactions and technology. This is because digital technologies and mobile devices are becoming a bigger part of our lives [4].

People's buying habits have also changed a lot, especially when it comes to shopping on social media. The SARS-CoV-2 pandemic, which caused a worldwide health emergency, made these developments happen even faster by forcing people to start buying things online and drastically change their habits [5]. People's expectations, attitudes, and reactions to marketing are changing, especially in digital settings. These behavioral dynamics are influenced by social media platforms' immersive and participatory features, as well as their accessibility and ease of use [3], [6].

Social media marketing is important in this situation because it helps companies connect with customers and influence what customers want to buy. Content shared on social media sites like Facebook, Instagram, and TikTok has been shown to make people more aware of a brand, influence their opinions, and create emotional connections with customers [7], [8]. When used correctly, social media marketing can encourage people to join brand communities and participate in different ways, including thinking about, feeling about, and acting on the brand [9], [10], and [11]. People who are more engaged are also more loyal and trustworthy, which makes them more likely to make a purchase.

Because of this, marketers need to understand how changing consumer behavior affects the desire to make a purchase. Researchers need to study the links between marketing content, customer engagement, and ways to encourage people to buy things as the digital marketplace grows. This study looks at what makes people want to buy things on social media. It combines what we already know about this topic.

By incorporating social media elements into e-commerce platforms, social commerce allows users to communicate, share content, and affect one another's buying decisions [1]. Unlike traditional e-commerce, it places more emphasis on social influence and community involvement through user-generated content, reviews, and recommendations [2]. Four dimensions people, management, technology, and information are used to outline its evolution. In the context of social commerce, trust and social support which are made possible by these interactions are essential for boosting customer confidence and buy intention [3].

Consumer behavior change is defined as the shifts in consumers' attitudes, preferences, and decision-making processes in response to changing market conditions, technological advancements, and external events. Say that consumer behavior is influenced by many different psychological, personal, and social factors [4]. These factors are always changing over time. Emphasize that mobile shopping has changed the way consumers interact with brands, creating more dynamic and immediate buying experiences [5]. The ongoing pandemic has caused a quick change in how consumers behave. People are using digital channels more, are more worried about health and safety, and are choosing to buy things that are cheaper but still good. This is what Accenture [6] says. These changes show that businesses need to be able to adapt to changing consumer expectations in a fast-changing world.

Social media marketing material is very important because it affects how customers see and interact with brands. It is very important to produce valuable, relevant, and consistent material for the target audience across many platforms if you want to do successful social media marketing [7]. Social media activities that get users involved, tell stories, and allow for interaction have a positive effect on

luxury fashion companies' equity, especially when it comes to luxury fashion firms [8]. Explain that things like the type of content, when it's posted, and how much customers are involved affect how popular and successful brand posts are. These elements can have a big impact on how much consumers engage with a brand and how aware they are of the brand [9]. These studies show that important information is key to building connections and influencing how customers behave online.

The way customers interact with brands, especially on social media, is called customer engagement. This includes how emotionally invested, cognitively engaged, and behaviorally involved customers are. They explored how customers interact with brands in online communities in their very important study. They explained how this interaction is very important for building strong relationships with customers and creating value together [10]. According to Hollebeek et al. [11], consumer brand engagement is a complex concept that includes energy, dedication, and absorption. They also created a tool to measure this in social media. Dessart and Associates. [12] Talk about how important it is to increase brand loyalty and advocacy by explaining how social interaction, entertainment, and identity affect customers' participation in online brand communities. A review of these studies shows that when consumers participate more, it strengthens the relationship between the brand and the consumer. This, in turn, promotes long-term success for the brand in the context of social commerce.

A key performance indicator (KPI) in digital marketing is conversion rate, which measures how well web visitors are converted into customers or accomplish the intended actions on a website. To get the most out of your website, you need a plan that is easy for users to understand, has interesting content, clear instructions, and is customized for each user. Studies have shown that people's plans to spend money on apps are greatly affected by how valuable they find the apps and how happy they are with their experience [14]. This shows how conversion is influenced by practical and emotional benefits. Social media influencers help make sure that brands are consistent and trustworthy. This, in turn, has a positive effect on how customers feel and their desire to buy, which are two important elements in increasing conversion rates. Research shows that there are three things that are important for making digital conversion outcomes better: the influencer's credibility, user delight, and strategic content [15].

In the digital age, data security is a major worry, especially when it comes to consumer privacy. Information privacy is a complicated problem with many parts. It has to do with how people act, technology, and laws. This means that we need different types of experts to make sure that information is protect [16]. People's views on privacy affect how willing they are to share personal information online. This, in turn, affects how engaged they are and how much they trust the online platforms they use [17]. Look at the ethical problems related to data privacy in marketing situations, as discussed in their debate [18]. They say that following the rules can help people trust a company and make them a better brand. But they also say that if data is not used correctly, it can cause problems like people complaining and customers not wanting to buy from you anymore. After looking at all the research, we learned something important: if you want customers to trust you and be interested in your website for a long time, you need strong data security and clear privacy policies.

The likelihood that a buyer will purchase a good or service is influenced by a combination of behavioral, psychological, and contextual factors. This concept is known as purchase intention. The Theory of Planned Behavior is a way of predicting what consumers will choose. This theory says that how consumers thoughts, what they think is important, and how easy it is to make a purchase all affect what they want to buy [19]. It is very important it is to build trust at the start when people are buying things online. The authors explain that consumers are more likely to make online purchases if they trust the website. Then, explain that psychological factors, cultural influences, and individual

incentives all play a role in determining what consumers decide to buy [21]. The desire to purchase something is a complex concept that is impacted by social dynamics, internal attitudes, and trust in the environment where something is being purchased, according to a summary of these studies.

The growth of e-commerce has included social commerce, which combines social interaction and user participation in online shopping. Suggest a basic framework for social commerce. This framework uses social technologies to improve commercial activities [1]. Expand upon this by explaining four key dimensions: people, management, technology, and information [3]. Together, these dimensions influence its growth. Talk about how important platform design is. They say that features like user reviews, sharing options, and community engagement tools are key to building trust and social influence [22]. Also identifies specific factors, such as social support and information sharing, as being very important in influencing consumers' purchase intentions within social commerce environments [23]. Research shows that the growth of social commerce is driven by new technology, user-friendly design, and interactions that are a part of society.

METHOD

To simplify the completion process, we use the following steps for this research model:

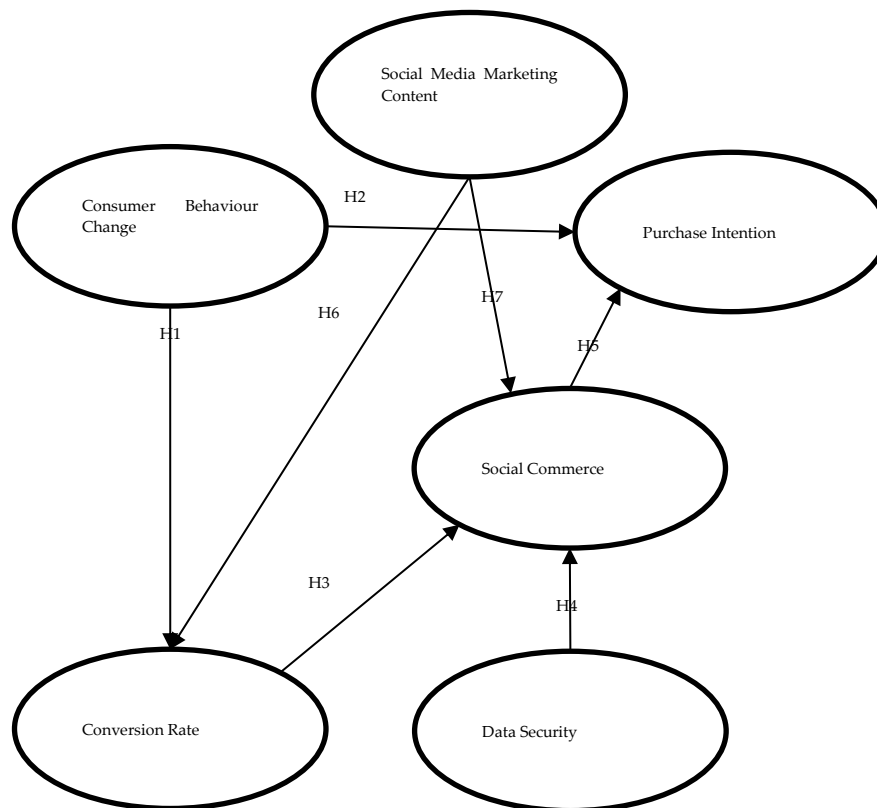


Figure 1. Research model

- 1 Hypothesis 1 (H1): Consumer Behaviour Change significantly impacts Consumer Engagement.
- 2 Hypothesis 2 (H2): Consumer Behaviour Change significantly impacts Purchase Intention.
- 3 Hypothesis 3 (H3): Conversion Rate significantly impacts Social Commerce.

- 4 Hypothesis 4 (H4): Data Security significantly impacts Social Commerce.
- 5 Hypothesis 5 (H5): Social Commerce significantly impacts Purchase Intention.
- 6 Hypothesis 6 (H6): Social Media Marketing Content significantly impacts Consumer Engagement.
- 7 Hypothesis 7 (H7): Social Media Marketing Content significantly impacts Social Commerce.

RESULT

A. Statistics and Overview.

This chapter gives a full picture of the demographic information of the 50 people who took part in the study titled "Exploring the Impact of Evolving Consumer Behavior on Purchase Intention in Social Commerce Environments." The data collection process began in March 2025. The results show that most of the people who answered are women (57.5%), while men account for 42.5%. This suggests that more women are involved in social commerce. Geographically, the majority of respondents (24.1%) are located in Jakarta, followed by Bogor (17.1%), Tangerang (16.5%), Depok (16.3%), Bekasi (13.4%), and areas outside Jabodetabek (12.7%). In terms of age, the survey is dominated by young individuals aged 12–27 years (97.1%), reflecting a highly active younger generation in the digital commerce space.

Regarding educational attainment, the majority of respondents possess a Diploma or Bachelor's degree (57.7%), with a significant proportion having completed high school (35.4%), and a smaller percentage having attained postgraduate levels of education. With respect to employment, 57% of the participants are students, followed by employees of state-owned or private companies (17.6%), government officers (10%), and entrepreneurs (10.7%), with the remaining respondents working as professionals, educators, or retirees. These demographics underscore the predominance of young, educated individuals, particularly students, within social commerce environments. This demographic constitutes a pivotal group for comprehending evolving consumer behavior.

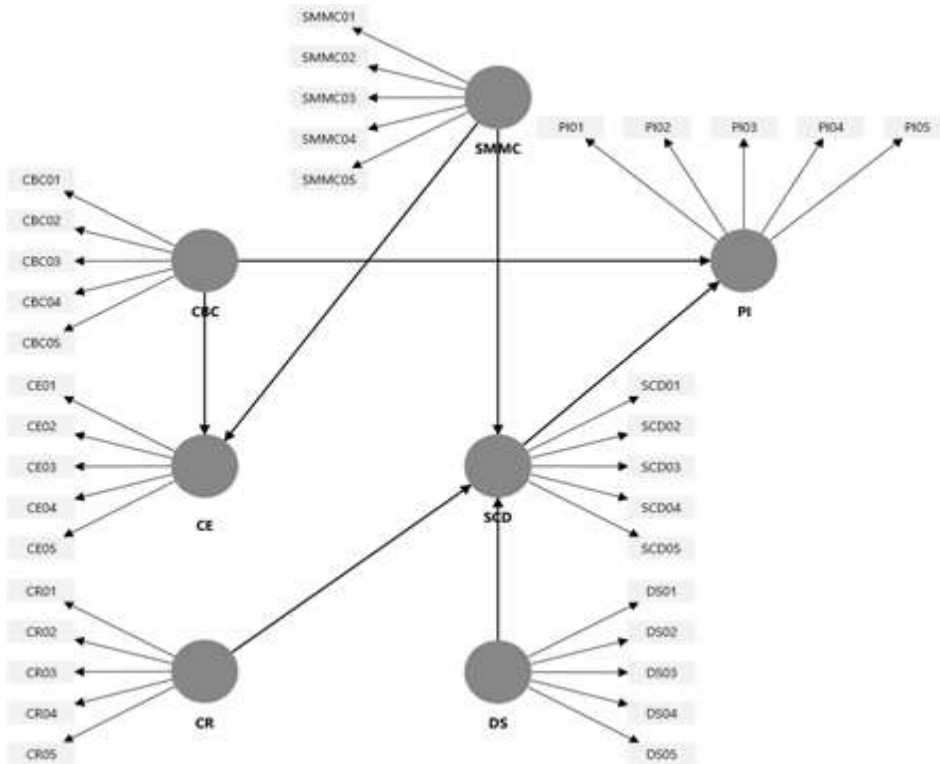


Figure 2. Measurement Model: Valid and Reliability

B. Measurement Model, Validity and Reliability.

The structural model presented herein employs Structural Equation Modeling (SEM) with Partial Least Squares (PLS) analysis to illustrate the relationships among several latent constructs within a social commerce environment. Latent variables like Social Media Marketing Content (SMMC), Consumer Behavior Change (CBC), Consumer Engagement (CE), Conversion Rate (CR), Security and Data (SCD), Data Security (DS), and Purchase Intention (PI) are represented by each blue circle in the figure. Several indicators that measure hidden latent variables are shown in yellow boxes. The directional arrows represent hypothesized causal paths, indicating how independent or mediating variables influence purchase intention as the primary dependent construct. For instance, SMMC, CBC, CR, and DS have been demonstrated to exert an influence on PI, either directly or indirectly, through mediating variables such as CE and SCD. This model underscores the multifaceted impact of marketing content, behavioral shifts, consumer engagement, data security, and conversion dynamics on shaping consumers' purchase intentions in the context of social commerce.

The outer loadings table illustrates the validity of each indicator in reflecting its respective latent construct within the structural equation model. The majority of indicators demonstrate strong loadings above the recommended threshold of 0.70, thereby confirming their reliability in measuring their associated constructs, particularly within the domains of CBC (Consumer Behavior Change), CR (Conversion Rate), CE (Consumer Engagement), and PI (Purchase Intention).

However, several indicators, including DS01 (0.539), SCD02 (0.580), SMMC04 (0.648), and SMMC05 (0.661), fall below the ideal threshold, indicating weaker contributions to their respective constructs. While values between 0.60 and 0.70 may be considered acceptable in exploratory research, indicators below 0.60, such as DS01, may necessitate reconsideration or removal to enhance the measurement model's overall reliability and validity. This evaluation corroborates the structural integrity of the majority of constructs, while concomitantly underscoring the necessity for refinement in the context of analyzing consumer behavior and purchase intention in social commerce environments.

Table 1. Construct Reability And Validity

Variable	Construct Reliability and Validity		
	<i>Cronbach's alpha</i>	<i>Composite reliability (rho_c)</i>	<i>Average variance extracted (AVE)</i>
CBC	0.814	0.870	0.573
CE	0.834	0.882	0.600
CR	0.793	0.858	0.549
DS	0.794	0.861	0.559
PI	0.836	0.884	0.603
SCD	0.817	0.874	0.585
SMMC	0.772	0.847	0.526

The table on construct reliability and validity demonstrates that all constructs in the model meet the recommended thresholds, indicating acceptable internal consistency and convergent validity. The Cronbach's Alpha values for all variables exceed the 0.70 benchmark, ranging from 0.772 (SMMC) to 0.836 (PI), thereby demonstrating good reliability. In a similar vein, Composite Reliability (rho_c) values are all above 0.80, thereby confirming that the indicators consistently represent their respective latent constructs. The Average Variance Extracted (AVE) for each construct also meets the minimum threshold of 0.50, indicating adequate convergent validity meaning more than 50% of the variance in the indicators is captured by the latent variables. Constructs such as CE and PI demonstrate particularly strong validity, with AVE values of 0.600 and 0.603, respectively. The findings of this study lend support to the robustness of the measurement model that was utilized in the SEM analysis within the context of social commerce and consumer behavior research.

The Fornell-Larcker criterion is a methodological framework employed to evaluate the discriminant validity of constructs within a structural equation model. According to this criterion, the square root of the Average Variance Extracted (AVE) for each construct (illustrated on the diagonal in bold) is expected to exceed the correlations with other constructs (illustrated off-diagonal). The

results of the analysis. show that every diagonal value is greater than the associated inter-construct correlations, as seen in the table. The idea that each construct has a stronger relationship with its own indicators than with those of other constructs is supported by this finding.

For instance. Compared to its associations with other dimensions like CBC (0.760), the square root of AVE for Purchase Intention (PI) is 0.850. The CR (0.850) and CE (0.661). Likewise. The internal validity of SMMC (0.726) is higher than that of its correlations with CR (0.743). PI (0.802) and further measurements. These findings show that the model's constructs have enough discriminant validity. making certain that every construct is not repetitive and is conceptually unique. This is crucial to the SEM analysis's dependability.

The Heterotrait-Monotrait Ratio (HTMT) analysis shown in Table V is applied to test discriminant validity in Structural Equation Modeling (SEM). Henseler et al. (2015) state. Constructs are empirically distinct, as indicated by the HTMT value of 0.85 (or 0.90 in more permissive circumstances). as shown in the table that goes with it. A number of HTMT values, including those between CR and PI (1.040), above the 0.90 criterion. PI and SCD (1.004) and DS and PI (0.957).

These findings indicate the potential for issues with discriminant validity among these constructs. These elevated values suggest that the constructs may not be adequately distinct from one another. which could compromise the validity of the measurement model. It is recommended that further investigation be conducted. possibly involving model specification or item-level analysis. to ensure construct distinctiveness.

Table 2 presents the R-square and adjusted R-square values. which are indicative of the explanatory power of the structural model in a Structural Equation Modeling (SEM) analysis. The R-square value for CE (Customer Engagement) is 0.446. indicating that 44.6% of the variance in CE is explained by its predictors in the model. which is considered moderate. For PI (Purchase Intention). the R-square value is 0.806. indicating a high level of predictive power. as over 80% of the variance in PI is accounted for by the independent variables. A similar outcome was observed for SCD (Sustainable Consumer Decision). which exhibited an R-squared value of 0.694. indicative of a considerable proportion of variance being explained. The adjusted R-square values are marginally lower but consistent with the R-square values. thereby confirming the robustness of the model. The findings indicate that the model demonstrates adequate explanatory capability. particularly in predicting purchase intention and sustainable consumer decision-making.

Table 2. Path Coefficiency

	Original sample (O)	Sample mean (M)	Stand. Dev	T-Stat	P-Values
CBC -> CE	0.203	0.213	0.155	1.312	0.190
CBC -> PI	0.380	0.387	0.081	4.670	0.000
CR -> SCD	0.219	0.228	0.152	1.437	0.151
DS -> SCD	0.425	0.434	0.123	3.453	0.001
SCD -> PI	0.610	0.605	0.081	7.541	0.000
SMMC -> CE	0.519	0.517	0.139	3.723	0.000
SMMC -> SCD	0.292	0.277	0.109	2.681	0.007

Table 2 presents the path coefficient analysis results. indicating the significance and strength of relationships between constructs in the SEM model. The relationship between CBC (Customer Brand Connection) and CE (Customer Engagement) is not statistically significant ($\beta = 0.203$. $p = 0.190$). However. CBC has a significant positive effect on PI (Purchase Intention) ($\beta = 0.380$. $p = 0.000$). The impact of CR (Customer Relationship) on SCD (Sustainable Consumer Decision) is not significant ($\beta = 0.219$. $p = 0.151$). However. DS (Decision Support) exerts a substantial influence on SCD ($\beta = 0.425$. $p = 0.001$). SCD has been demonstrated to be a robust predictor of PI. as evidenced by its high coefficient ($\beta = 0.610$. $p = 0.000$).

Furthermore. the findings of this study demonstrate a substantial impact of SMMC (Social Media Marketing Communication) on both CE ($\beta = 0.519$. $p = 0.000$) and SCD ($\beta = 0.292$. $p = 0.007$). These findings underscore the pivotal role of social media and decision support systems in influencing

consumer behavior. However, constructs such as customer relationship management and brand connection to engagement may necessitate further refinement of the model due to their insignificance.

C. Consumer Behavior Change (CBC) to Consumer Engagement (CE).

A thorough examination of the available data sets reveals that Consumer Behavior Change (CBC) does not exert a substantial influence on Consumer Engagement (CE), as evidenced by the t-value of 1.312 and the p-value of 0.190. This finding indicates that shifts in consumer behavior, in the absence of supplementary factors such as brand interactivity or personalization, are inadequate to stimulate engagement.

D. Consumer Behavior Change (CBC) to Purchase Intention (PI).

The findings of the study indicate that CBC exerts a substantial influence on Purchase Intention (PI), as evidenced by the statistical significance indicated by a t-value of 4.670 and a p-value of 0.000. This suggests that as consumer behavior evolves, it positively influences their propensity to make purchases, emphasizing the importance of adapting marketing strategies to changing consumer patterns.

E. Conversion Rate (CR) to Social Commerce (SCD).

There is no statistically significant correlation between Conversion Rate (CR) and Social Commerce (SCD), in light of the p-value of 0.151 and the t-value of 1.437. Thus, without the assistance of social interaction or community components, a rise in conversion rate does not always indicate or help to strengthen social commerce characteristics.

F. Data Security (DS) to Social Commerce (SCD).

The study's conclusions show that Data Security (DS) has a big impact on Social Commerce (SCD), as demonstrated by the computed p-value of 0.001 and the derived t-value of 3.453. This research implies that good data security practices can boost user trust and have a beneficial influence for social commerce's expansion.

G. Social Commerce (SCD) to Purchase Intention (PI).

A robust and substantial relationship is evident between Social Commerce (SCD) and Purchase Intention (PI), as evidenced by a t-value of 7.541 and a p-value of 0.000. This underscores the pivotal role of social commerce features, such as reviews, recommendations, and community engagement, in influencing consumers' purchasing decisions.

H. Social Media Marketing Content (SMMC) to Customer Engagement (CE).

The impact of Social Media Marketing Content (SMMC) on Customer Engagement (CE) is statistically significant, with a t-value of 3.723 and a p-value of 0.000. This underscores the efficacy of creative, informative, and engaging content in capturing consumer interest and fostering active participation with the brand.

I. Social Media Marketing Content (SMMC) to Social Commerce (SCD).

The statistical analysis confirms a significant effect of SMMC on Social Commerce (SCD), with a t-value of 2.681 and a p-value of 0.007. This finding indicates that meticulously designed marketing content disseminated through social media not only conveys information but also reinforces the social and interactive facets of commerce platforms.

CONCLUSIONS

This research shows that the proposed model effectively captures the impact of changing consumer behavior on purchase intention in social commerce environments. Using SEM-PLS analysis with SmartPLS, the study confirmed five key ideas: social media marketing content, consumer behavior change, consumer engagement, data security, and conversion rate. The results show that

social media marketing content, how consumers behave, data security, and conversion rate have a big impact on social commerce growth and purchase intention. Consumer engagement does not have a direct effect. These results make the model more valid and show how it can be used in theory and in practice. For businesses, the instrument offers valuable insights into how digital strategies should emphasize trust, secure data management, and engaging marketing content to drive consumer purchase decisions. One problem with this study is that it depends on a small amount of data. This may make it hard to apply the results to a wider group of consumers. Even so, the framework is a solid basis for understanding young consumers, especially in Jakarta and its surrounding areas. These consumers play a major role in the adoption of social commerce. In the future, researchers should combine data about how customers behave over time with data about specific brands. This will help us improve the model and better understand why customers buy things online and why they stay loyal to certain brands.

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Author Contributions

P.A.B and E.H contributed to the conceptualization, methodology, questionnaire validation, data curation, and writing of the original draft. A.N.A.S, and H.R.E were involved in conceptualization, data collection, and resources.

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