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Investigating the factors influencing social commerce purchase intention: A hybrid study based on PLS-SEM and fsQCA

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A B S T R A C T

Social commerce stands as a pivotal strategy amidst the modern retail environment. However, the distinct cultural and economic landscapes of different nations may lead to variations in understanding shopper behavior. This study endeavors to delve into the efficacy of shopping motivation theory, trust theory, and the information quality model in elucidating purchase intent, all within a comprehensive research framework. Through a survey conducted within the Jordanian context, it was revealed that utilitarian motivations and trust in e-vendors exert a positive influence on customers' inclination to purchase in the context of social commerce. Interestingly, hedonic motivations and the quality of electronic word-of-mouth (eWOM) were found to have no effect on purchase intention. Furthermore, trust in e-vendors was identified to mediate the relationship between eWOM quality and purchasing intention, manifesting as an indirect-only association. The paper concludes with a discussion on the contributions and limitations of the research.

1. Introduction

Social commerce, a dynamic and rapidly evolving sector, seamlessly integrates the functionalities of conventional e-commerce with the interactive and immersive capabilities of social media platforms. (Wu et al., 2023). This domain has been growing rapidly (Zhao et al., 2023) since Yahoo introduced its user-powered shopping platform, Shoposphere, in 2005 (Rothberg, 2005). Social commerce allows consumers to share information, experiences, and opinions regarding products and services (Ko, 2018). Although a commonly accepted definition of social commerce has yet to be recognized (Esmaeili & Hashemi, 2019), it commonly implies the incorporation of e-commerce technology within social media (Lin et al., 2017). This combination frequently relies on Web 2.0 technologies and social media platforms to improve business performance. In modern retailing, social commerce is widely acknowledged as a key element, with social networking being a dominant strategy. This approach offers the personalized and communal brand interaction preferences of postmodern consumers. The COVID-19 pandemic has had a profound effect on several industries, underlining the necessity of technology adoption and underscoring the key role for businesses to embrace

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technology adoption for survival, with a certain emphasis on the dominion of social commerce (Abeds, 2022; Elshaer et al., 2024). Due to the swift expansion of e-commerce, this concept has piqued the interest of researchers (Elshaer et al., 2024;Vazquez et al., 2023; Wang et al., 2023; Xu et al., 2023; Zhao et al, 2023; Rawad et al., 2023).

Despite the popularity of social commerce worldwide, its implementation in Jordan in early stages. Therefore, there is an urgent need for in-depth research to assess the factors that impact the behavioral intentions of Jordan towards social commerce. The country's distinctive cultural nuances, norms, and economic environment present hurdles to the applicability of existing theories and models on customers' use of social commerce applications. Understanding customer behavior is essential for businesses that want to enhance consumer experiences and influence their social networks (Han, 2023; Islam et al., 2021; Shekhar and Jiadev, 2020; Mahmaod et al., 2023; Zhao et al., 2023).

Various theories and models have been used to explain the buyers intention to use social commerce including the theory of reasoned action (TRA), Technology Acceptance Model (TAM), and the Unified Theory of Acceptance and Use of Technology (UTAUT) (Sohn and Kim, 2020; Bilal et al., 2022; Gvil and Levy, 2023; Khan et al., 2021; Sarker et al., 2020; Sohaib, 2021). On the other hand, some studies incorporate social science theories, including, trust transfer theory (Cheng et al., 2019; Sharma et al., 2019), social exchange theory (Kim et al., 2018), and social learning theory (Chen et al., 2017; Cheung et al., 2015; Xu et al., 2023), are employed to understand how individuals opinions and perceived social pressures impact their behavior toward the use of social commerce technology. Similarly, researchers have also used psychological theories to investigate customers' beliefs, attitudes, intentions toward social commerce use including TPB (Leong et al., 2023; Smith et al., 2013; Yuniarty et al., 2020) and TRA (Copeland and Zhao, 2020).

One of the most comprehensive and dynamic frameworks for understanding consumer behavior is the S-O-R. This model implies the stimulus-organism-response chain of effect and has been explored in recent research (e.g. Djafarovaa & Bowees, 2021; Hewei and Youngsook, 2022; Tuncer, 2021; Yan et al., 2023). However, more research is necessary to fully understand shopping motivation theory and consumer behavior in the setting of social commerce. Given the unique characteristics of social commerce, including comments and recommendations, it is important to explore theories and models that align with these features, such as the Information Quality Model.

Previous literature has shown that several social commerce attributes, including but not limited to, economy, necessity, reliability, sales promotion, and timesaving, can significantly form purchased decision (Andersn et al., 2014; Elshaer et al., 2024; Sohn and Kim, 2020; Yu et al., 2023; Zhao et al., 2023). These properties reflect the consumer motivations for shopping in social commerce, which were initially developed as extrinsic functions and incentives in physical retailers, then transformed into e-commerce, and later into social commerce (Adaji et al., 2019; Elshaer et al., 2024; Han, 2023; O'Brien, 2010; Qu et al., 2023; Wang et al., 2023). According to the shopping motivation theory, online purchases are driven by both utilitarian and hedonic incentives (Bridges and Florsheim, 2008; Sarkar, 2011; To et al., 2007). However, research has shown that cultural differences can affect the influence of utilitarian and hedonic values on consumer behavior (Djafarovaa & Bowees, 2021; Hewei and Youngsook, 2022; Tuncer, 2021; Yan et al., 2023; Mahmaod et al., 2023; Xu et al., 2023). These aspects of consumer psychology have yet to be investigated in the context of the present research, more precisely, in social commerce.

Research suggests that social commerce platforms are a space where customers tend to purchase items and share their experiences through word-of-mouth interactions and reviews, utilizing the social dimension (Azer & Ranaweera, 2022; Chevalir a& Mayzlin, 2006; Hajli et al., 2014; Sofiane, 2019; Zhang and Benyoucef, 2016). The e-word of mouth shared on these platforms has a prominent influence on consumer trust perception and their willingness to purchase from online platforms (Gupta, 2023; Gvili & Levy, 2023; Wang & Yu, 2017). This is because user-generated content, which is content created and shared by users, is often viewed as a trustworthy source of information than commercial sources (Cai et al., 2023; Goh et al., 2013; Lutfi et al., 2023).

Further exploration of e-vendor characteristics is necessary in the realm of social commerce, with precise attention paid to the crucial role that trust has on the seller decision within an online environment (Soleimani, 2022). Future research should prioritize investigating the role of sellers as trustees, as suggested by Soleimani (2022). Despite trust being regularly identified as a significant element influencing social commerce intention in various studies, there has been less emphasis on examining trust in e-sellers (Sarker et al., 2020; Wang et al., 2023).

Although the studies mentioned above have shed light on important aspects of social commerce, there still exist significant gaps in research that need to be addressed. One such gap pertains to the Jordan market, which possesses a unique culture and untapped potential for success in social commerce. Additionally, whereas some studies have focused on shopping motivation related to social commerce, there has been some controversy in findings, and limited attention has been paid to examining its overall dimensions as developed by (Babin et al., 1994). Given the existing cultural differences (Mehta and Dixit, 2016; Mooij and Hofstede, 2002), it is necessary to explore the factors that drive shopping behaviors in the Jordan context, thereby leading to a broader understanding of the shopper's profile in this Arab country's culture. Finally, there are few studies that leverage the Information

Quality Model in eWOM and how it affects consumers' intentions to adopt social commerce, particularly underscoring the mediating part of e-vendor trust.

Accordingly, the present research aimed at investigating the impact of utilitarian and hedonic beliefs on social commerce intention in the Jordanian context, as well as the potential mediating influence of e-vendor trust in the correlation between eWOM quality and buying intention. It seeks to explore the shopping motivation theory and address the lack of comprehensive research in the Arab context, with a focus on factors influencing consumer behavior. The study's significance lies in its contribution to the growing body of knowledge in social commerce and its relevance in contemporary retail marketing. By examining these relationships within a single research framework, this study aims to offer some insights for businesses looking to enhance consumer engagement through social connections.

The structure of this paper is as follows: The next section provides a literature review on the factors influencing purchase intention in social commerce, along with the development of the conceptual model and hypotheses. Section 3 details the research methodology, followed by Section 4, which presents the analysis results. Finally, the concluding section considers the findings, along with their contributions and implications

2. Literature review

2.1. Theoretical frameworks related to social commerce purchase intention

Although there is no agreed definition of social commerce, it generally refers to the incorporation of e-commerce functions into social media platforms, through the implementation of Web 2.0 technology (Huang and Benyoucef, 2013). According to Lee et al (2012) Social commerce encompasses six types of activities including, flash sale, social shopping, social shopping apps, group purchase, social network platform sales, purchase sharing economy, and participatory commerce.

Social commerce presents two primary features that differ from electronic commerce (Han et al., 2018). First, it sets itself apart by incorporating social media platforms and making use of the core attributes of the social applications, for example, network transparency, digital profile, and relationships. Moreover, social commerce emphasizes commercial activities driven by social media, enabling customers to openly share their previous purchases experiences, request advice from peers, and promote a sense of community collaboration, rather than depending only on the structured e-commerce platform (Chen & Shean, 2015; Han et al., 2018; Wang et al., 2023).

Understanding factors influencing customer behavior in the setting of social commerce is essential for businesses. By grasping how users interact, engage, and make purchase decisions within social commerce platforms, businesses can effectively shape their strategies to build trust, and boost their influence (Zhang and Benyoucf, 2016). To explain the effectiveness of social commerce, numerous theories and frameworks have been used, including the TAM and motivation theory (Chiu et al., 2023; Laradi et al., 2024; Alrawad et al., 2023a). However, despite the abundance of research, discrepancies between studies remain (Mou and Benyouicef, 2021). This list includes some commonly used theories and frameworks, though it is not exhaustive. TAM highlights the importance of consumer attitudes towards social commerce and how they are shaped by ease of use and perceived usefulness. Motivation theory suggests that utilitarian and hedonic motivations influence a consumer's intent to purchase in social commerce (Anderson et al., 2014; Ribeiro Coimbra et al., 2023; To et al., 2007; Xu et al., 2023; Zhang and Benyoucef, 2016).

In his seminal work Hajli (2015) introduced a conceptual model based on marketing and information systems research that sheds light on the user's behavior toward social commerce. The model has undergone thorough examination, uncovering a strong association between trust levels and purchase intent with social commerce constructs (CSCs). These constructs include a range of elements, (e.g. "forums, communities, recommendations, referrals, ratings, and reviews") (Engler et al., 2015; Girardin et al., 2022). To gain a better understanding of social commerce adoption factors, researchers have implemented S-O-R framework, originally developed by psychologists, to assess various stimuli in social commerce (e.g., the quality of users review, applications ease of use, image) and their effects on individuals (e.g., trustworthiness, knowledge, social presence, ethics) and subsequent responses (e.g., purchase intention, actual use, and continues use) (Elshaer et al., 2024; Laradi et al., 2024; Qu et al., 2023; Vazquez et al., 2023). Building upon this framework, our theoretical model gains better understanding into the effect of utilitarian and hedonic motivations, the quality of electronic word-of-mouth (eWOM), and trust in e-vendors on purchase intention in the realm of social commerce.

2.2. Utilitarian and Hedonic Motivations

Motivation theory has become a crucial aspect of social commerce research (Zhang & Benyoucief, 2016). Babin et al. (1994) delineated two fundamental dimensions of consumer shopping values within the retail sector: utilitarian and hedonic. Their study

uncovered that hedonic shopping motivations can stimulate impulsive buying behavior, while utilitarian shopping values show now influence on buying behavior (Babni et al., 1994). In this context, "values" denote the perceived benefits or incentives that drive customers to participate in social commerce activities. Utilitarian shopping principles are associated with thoughtful purchases experiences, whereas hedonic shopping values are linked to emotional and irrational journeys, fulfilling fantasies, and providing an escape (Hu et al., 2021; Laradi et al., 2024; Qu et al., 2023; Ribeiro Coimbra et al., 20023; Xu et al., 2023)

Adoption factors such as convenience, extensive product variety, information accessibility, cost-effectiveness, and personalization influence utilitarian motivations. Hedonic values, on the other hand, are influenced by aspects such as exploration, novelty, social shopping experiences, relaxation, social prestige, and product status (Akram et al., 2020; Hu et al., 2023; Ribeiro Coimbra et al., 2023; Silaban et al., 2022). Additionally, utilitarian and hedonic factors have been extensively examined in various contexts, including brick-and-mortar retailers (Arnold and Reyonlds, 2003; Babni et al., 1994; Hirschman and Holbrook, 1982; To et al., 2007; Voss et al., 2003), online commerce (Anderson et al., 2014; Budiharseno et al., 2020; O'Brien, 2010; Silaban et al., 2022), and are also relevant to social commerce and live streaming (Bawack et al., 2023; Kang et al., 2021). As demonstrated by prior studies, these motivations are composite factors that are found to be different cross cultures. This study seeks to delve into these dimensions and apply them to the social commerce landscape in Jordan.

2.3. EWOM quality

Electronic Word of Mouth (eWOM) is the digital iteration of the conventional word-of-mouth communication that happens online. Online buyer reviews are a specific type of eWOM communication (Hajli, 2015). eWOM came into being with the advent of Web 2.0, as an online version of traditional WOM. One of the key differences between the two is that eWOM content is more accessible to consumers, as it is not restricted (Ismagilova et al., 2022). Traditional WOM has been extensively studied by marketing researchers and is a crucial marketing communication tool. It is an informal, "person-to-person communication where the receiver recognizes the communicator as non-commercial when discussing a brand, product and services" (Yang & Ha, 2023).

Social commerce is distinguished by its interactive nature, where users engage with each other through "likes" and comments, fostering a sense of community (Hajli, 2015). As online transactions increasingly occur on social platforms, the Online Purchase Intention Model (OPIM) proposes that the availability of e-WOM is an important factor in determining purchase intent (Reina Paz and Rodríguez Vargas, 2023). The prevalence of customer reviews and comments found on social media platforms has given consumers more power in the purchase decision (Arief et al., 2023; Miah et al., 2022). As a result, businesses are adopting strategies to address customer feedback, particularly negative feedback, in a personalized, timely manner(Lopes et al., 2023; Wang and Jia, 2023).

The level of engagement in eWOM is influenced by multiple factors, including brand equity and the level of involvement (Park et al., 2007; Sofiane, 2019). A recent meta-analysis of conducted using 51 studies found that these factors could be grouped into four categories: personal factors like self-enhancement, social factors such as tie strength, perceptual factors like information usefulness, and consumption-based factors like satisfaction (Ismagilova et al., 2022).

Based on the notion of argument quality (Bhattacherjee et al., 2006), eWOM quality could be defined as the persuasive impact of the opinions presented in an informative message. Traits such as timeliness (Matute et al., 2016), accuracy, relevance, and completeness (Matute et al., 2016; Park et al., 2007), as well as pertinent product-related information, constitute eWOM quality. As eWOM is more valuable and reliable than commercial advertising for consumers, high-quality online reviews have a positive correlation with positive behaviors and brand performance (Verma et al., 2023). In the setting of social commerce, eWOM dimensions have been studied to explore customer behavior (Akram et al., 2020), but few studies have examined eWOM quality within the social commerce context (Zhao et al., 2020). EWOM quality is strongly linked to the Information Quality Model (IQM). The IQM is focused on the user's perspective within an information management system and asserts that data is considered high-quality when it meets positive criteria such as comprehensibility, timeliness, relevance, and completeness. Lee et al. (2002) further divides information quality into four categories: accuracy, reliability, usefulness, and ease of use. Much of these characteristics were often used in consumer behavior research to measure argument quality (Bhattacherjee et al., 2006; Teng et al., 2014; Wang et al., 2023), eWOM quality (Rahaman et al., 2022; Ruiz-Mafe et al., 2020), and review quality (Wang et al., 2023). As the digital landscape continues to grow, it is crucial to understand consumers' information needs and purchasing journeys before making a purchase. This study aims to investigate how eWOM quality ultimately impacts consumers' willingness to use social commerce to buy products or services.

2.4. Trust on e-vendor

In the world of online transactions, where physical interaction is nonexistent, consumers often feel a heightened sense of uncertainty and perceive greater risk. Consequently, trust becomes a crucial aspect in fostering successful relations and transactions (Alrawad et al., 2023a; Corbitt et al., 2003; Laradi et al., 2024; TEO and LIU, 2007; Verhagen et al., 2006). From the viewpoint

of marketing research, researchers such as Morgan and Hunt (1994) have attempted to highlight influence on f trust in establishing and maintaining a successful and sustainable customer relationship. Accordingly, they characterized trust in terms of individuals perception of reliability and integrity of the vendor they interact with (Morgan and Hunt, 1994), and its influence on consumers who opt for social commerce as their preferred mode of buying channel (Wang et al., 2022; Laradi et al., 2024).

Scholars have also developed a multi-dimensional model to understand how trust impacts consumer responses and commitment in social commerce contexts. One of these models is the three-dimensional trust model proposed by Chen and Dhillon (2003) for online vendors. This model assesses a company's competence in fulfilling commitments, integrity in conduct, and benevolence in prioritizing consumer interests and well-being. It has been validated and applied in various studies (Chen and Dhillon, 2003; Elshaer et al., 2024; Mahmaod et al., 2023; Laradi et al., 2024; Xu et al., 2023).

The complex nature of social commerce suggests that there are numerous factors that can affect trust within this domain (Sharma et al., 2019). According to Sharma et al. (2019), trust in social commerce can be broken down into two main types: trust on the internet or used purchase channel and trust in the vendor. Much of the research into trust has (Elshaer et al., 2024; Laradi et al., 2024; shown that positive levels of trust in e-vendors have been linked to consumers' propensity to interact with e-commerce platforms and eventually make purchase decisions. Consequently, if customers consider an online store or sellers as untrustworthy or unreliable, they typically avoid interacting with them.

3. Conceptual research

3.1. Shopping motivations and buying intention

Several studies have attempted to investigate how hedonic and utilitarian impact customers' buying decisions in the context of social commerce (Budiharseno et al., 2020; Hu et al., 2023; Laradi et al., 2024; Ribeiro Coimbra et al., 2023; Rawad et al., 2023; Sagala and Sumiyana, 2020; Zheng et al., 2019; Elshaer et al., 2024; Wang et al., 2023). Sagala and Sumiyna (2020), For instance, found that integrating hedonic and utilitarian motivations significantly influence the adoption and acceptance of e-commerce platforms. Similarly, Laradi et al (2024) noted that hedonic and utilitarian values play a significant role in forming purchasing decisions in Algeria. In the context of social commerce, both emotional and practical evaluations were found to positively influence consumers' purchasing intentions (Chen et al., 2017). Furthermore, Elshaer et al. (2024) illustrated that utilitarian hedonics significantly influence customer buying intention.

Furthermore, some researchers have found that consumers' willingness to use only e-commerce platforms such as social commerce is formed by several factors such as adventure, idea, gratification, and sociality. Among these factors, hedonism was highlighted as particularly noteworthy. Likewise, Kim et al. (2013) recognized a relation between hedonic and social values and consumers' willingness to participate in social commerce. Furthermore, utilitarian value was shown to influence attitudes toward social commerce, resulting in a favorable impact on consumer intention.

To some extent, shopping motivations in social commerce are consistent with findings in traditional e-commerce; for example, Vieira et al. (2018) established through Meta-analysis that both hedonic and utilitarian motivation are associated with loyalty and word-of-mouth.

Therefore, for social commerce, we can suggest the following hypotheses:

H_1: *Utilitarian motivations to use social commerce positively influence purchase intention*.

H_2: *Hedonic motivations to use social commerce positively influence purchase intention.*

3.2. eWOM Quality and Buying Intention

The primary nature of social commerce lies in its interactivity, sharing, and comments features, which have the possibility to form users' purchase intention. A study demonstrated that the quality of information, trustworthiness, usefulness, and ease of use of eWOM significantly influence the intention of online consumers to embrace eWOM and influence their purchasing decisions on social media platforms (Rahaman et al., 2022; Bataineh, 2015). Likewise, Andriani et al. (2021) found that eWOM quality, credibility, and need for information impact information usefulness which ultimately influence shoppers purchase intention. Additionally, a study emphasizing guanxi elements (i.e., social interactions and user sharing) in the field of social commerce eWOM found to influence purchase intention positively (Elshaer et al., 2024; Bilal et al., 2022). Furthermore, a study by Hsu et al. (2017) reported that purchase intention possibly will be predicted by online reviews. These findings are consistent with eWOM in general; for example, Bataineh (2015) demonstrated that quality, credibility, and quantity of eWOM positively contribute to shaping

purchase intention. Various studies have shown that eWOM generates a ripple effect by producing further eWOM. This influences intentions and impacts sales (Gupta, 2023). Overall, these studies support the suggested hypothesis:

H3: *eWOM quality on social commerce positively influences purchase intention.*

3.3. Trust in e-vendor and purchase intention

Numerous studies have demonstrated its impact on purchase decisions and overall satisfaction with e-commerce experiences. Recent meta-analyses have shown that trust in retailers hold a greater influence on purchase intention than other factors. Additionally, research has highlighted the role of surface credibility and transaction safety in building trust and shaping purchase intention. For example, in Algeria, Laradi et al. (2024) found that e-vender' reputation and the quality of the information related to the vendor and produce are significant influences on buying intention. These findings are comparable with previous research, which has consistently shown that a seller's reputation can reduce perceived risk, enhance trust, and increase purchase intention (Alrawad et al., 2023b; Xu et al., 2023). Ultimately, consumer trust in e-commerce is critical for business success. Based on these insights, we have developed the following hypotheses:

H4: *Trust in e-vendor positively influences purchase intention in social commerce.*

3.4. eWOM quality and trust on e-vendor

Several academic works suggested that eWOM quality positively influences trust in sellers. For example, through an experiment method, Cheung et al. (2011) and Lin et al. (2019) demonstrated that positive eWOM reinforces consumers' belief and emotional trust towards sellers. Hajli (2015) revealed that SCCs could increase eWOM among prospective customers about new products, leading to consumer trust. Additionally, a study proposed that eWOM enhances institutional-based trust in the SNS (See-To and Ho, 2014). Recently, Leong et al. (2023) maintained that online review features (i.e., profile picture, stated experience language style) influence trust in new emerging technologies such as mobile shopping and social commerce. Likewise, a study suggested that when consumer e-reviews are relevant and helpful, the customers are more likely to perceive that the social commerce environment is beneficial and trustworthy (Lin et al., 2019). These findings are coherent with previous research in communication marketing on the internet, showing that praise and activity of eWOM have positively influenced brand trust. Digital WOM carries significant potential consequences across various management tasks, including brand management, customer loyalty, new product development, and insurance quality (Dellarocas, 2003; Cheung et al., 2011; Xu et al., 2023).

Accordingly, we formulated the next hypotheses:

H5: *eWOM quality on social commerce positively influences trust in e-vendor.*

3.5. The mediating role of trust on e-vendor

See-To and Ho (2014) indicated that electronic eWOM directly impacts buying intention and an indirect effect mediated by consumers' trust. Likewise, Aloqool and Alsmairat (2022) revealed that online reviews, recommendations, and exchanging information positively affect purchase intention and that customer trust mediates this relationship. Drawing from the Dual Systems Theory, Gvili and Levy (2023) verified that shopper trust functions as a mechanism of the influence of eWOM sharing on buying intention. Sharing information on social commerce enhances trust in these platforms while weakening perceived privacy risks, positively impacting the decision-making process (Bugshan and Attar, 2020). Accordingly, we formulated this hypothesis:

H6: *Trust in e-vendor mediates positively the influence of eWOM quality on purchase intention.*

4. Methodology

Since the study focuses on social commerce adoption through customers' assessments of their motivations, perceptions, and intentions, we employed a survey-based approach to gather data. The online questionnaires (via Google Forms) were administered to collect data from potential participants and were shared via relevant Facebook communities. A survey questionnaire was employed to effectively reach participants and collect data from diverse segments. Ethical concerns were upheld by adhering to three three-steps. Initially, participants were fully informed about the questionnaire's goal. Subsequently, an explicit informed consent procedure was employed, clarifying that participating in the present study is voluntary and participants can end their participation at any time. The target population consisted of individuals familiar with or with previous experience with any Facebook retailer. For the inclusion criteria, participants were asked: Did you know about one of the Facebook sellers? Due to the screening question, the number of lines (n = 64) are removed to clean the data.

This research employed an online survey to collect empirical data. After the data collection and cleaning, 465 valid lines were used. We had all the values due to response requirements. Table 1 shows that the sample is predominantly female (61.1%) and mainly consists of graduates (74.3%). The largest age group is 29-39 (43.8%). Regarding revenue, most respondents fall into the 400-600 USD range (41.1%). A significant proportion make frequent purchases (39.2%).

Table 1
Sample profile

Category	Subcategory	No.	%
Gender	Male	181	39
	Female	284	61
Education	Graduated	345	74.3
	Student	109	23.4
	Non graduated	11	2.3
Age group	18-28	132	28.3
	29-39	204	43.8
	Above 40	129	27.9
Income	≤250 $	109	23.4
	250-400 $	86	18.5
	400-600 $	191	41.1
	≥600 $	79	17.0
Purchase experience	Never	79	17
	One time	95	20.4
	2-3 times	109	23.4
	More than four times	182	39.2

2.1. Measurement development

The study identified key variables, including utilitarian motivations, hedonic motivations, eWOM quality, trust in e-vendors, and purchase intention. Previous research items in Appendix **A** were utilized and customized to suit Facebook retailers (Babin et al., 1994; Karunsaingha and Abeysekera, 2022; Teng et al., 2014; Wang et al., 2019). The items were translated into Arabic, and content validity was ensured through evaluation by two experts to ensure the relevance and readability of the items. Satisfactory results were obtained. A five-point Likert scale ranging from "(1) strongly disagree to (5) strongly agree." To measure all study variables. The gathered data were quantitatively analyzed using SPSS 26 software for preparation. To estimate the prediction power of the conceptual model, variance-based structural Equation Modeling (VB-SEM) was conducted using the Smart PLS 4.0 package. Path coefficients were used as the statistical analysis method, and their significance was determined through the p-value and T-value extracted by the Bootstrapping 5000 (BS-PLS) procedure. Finally, fsQCA was conducted using fsqca2.

3. Results

3.1. Construct validity and reliability

Table 2 shows a summary of the proposed model reliability. For internal consistency, all study variables exhibit satisfactory results based on Cronbach's alpha test, with values ranging from 0.789 for purchase intention to 0.918 for trust in e-vendor (Churchill, 1979). Other measures of consistency were used including internal consistency, Composite Reliability (CR) which revealed a high value across all constructs as shown in table 2. All measured variables ranged from 0.876 for utilitarian motivations to 0.939 for trust in e-vendor. With CR values surpassing 0.70, it indicates that the items within each construct display strong consistency and reliability (Hair et al., 2019). Furthermore, since the AVE values exceed the rule of thumb of 0.50, measurements have acceptable AVE values, ranging from 0.638 for utilitarian motivations to 0.754 for hedonic motivations and trust in e-vendor. Additionally, after dropping two items for hedonic motivations (i.e., Escapism and Adventure), the analysis indicated that all tested items strongly interpreted the role of each item to their defining constructs since they exceeded 0.701. In summary, the items are regarded as valid and reliable to measure their respective constructs. Consequently, further analysis can confidently depend on these items for accurate results. The discriminant validity and statistical correlation among variables were tested shown in Table 2. Based on the Fornell-Larcker criterion, it is observed that the square root of the Average Variance Extracted (AVE) for all study variables exceeds the correlation with other tested constructs. This finding indicates that the measures employed in this study are indeed distinctive. Consequently, the Fornell-Larcker Discriminant validity test shows a satisfactory result (Henseler et al., 2016). Furthermore, the correlation among the model's constructs displays strong links. Accordingly, the bilateral correlations range from r= 0.441 between eWOM quality and purchase intention to r= 0.690 between utilitarian motivations and purchase intention. Since the occurrence of positive associations among the model's variables, it is reasonable to estimate the predictive power of factors deciphering the users' likelihood to purchase on social commerce in the present setting.

Table 2
Internal consistency results

	Measure	Factor load	Cronbach's alpha	CR	AVE
Hedonic motivations	Enjoyment	0.890	0.837	0.902	0.754
	Excitement	0.839			
	Pleasure	0.875			
Utilitarian motivations	Utility1	0.786	0.811	0.876	0.638
	Utility2	0.817			
	Utility3	0.825			
	Utility4	0.766			
eWOM Quality	Helpful	0.719	0.818	0.880	0.648
	Reliable	0.812			
	Satisfying	0.860			
	Valuable	0.823			
Trust in e-vendor	Commitment	0.887	0.918	0.939	0.754
	Impression	0.834			
	Quality	0.892			
	Reputable	0.867			
	Safety	0.860			
Purchase Intention	Intent1	0.815	0.789	0.877	0.704
	Intent3	0.812			
	Intent3	0.889			

Table 3
Discriminant validity

	1	2	3	4	5	Mean	S. D*
1. Hedonic Values	**0.868**						
2. Purchase Intention	0.463	**0.839**					
3. Trust in e-vendor	0.355	0.566	**0.868**				
4. Utilitarian Values	0.541	0.690	0.526	**0.799**			
5.eWOM Quality	0.373	0.441	0.459	0.477	**0.805**		

* S. D: Standard Deviation

3.2. Hypothesis testing

These results in Table 4 exhibit the causal relationships previously specified in the research conceptual model and clarified in Fig 1. Path coefficients depict the strength and direction of the association, while t-values and p-values indicate the association's significance. The VIF values are measures of collinearity among predictors. Additionally, R^2 represents the variance explained in the outcome variables by the antecedents.

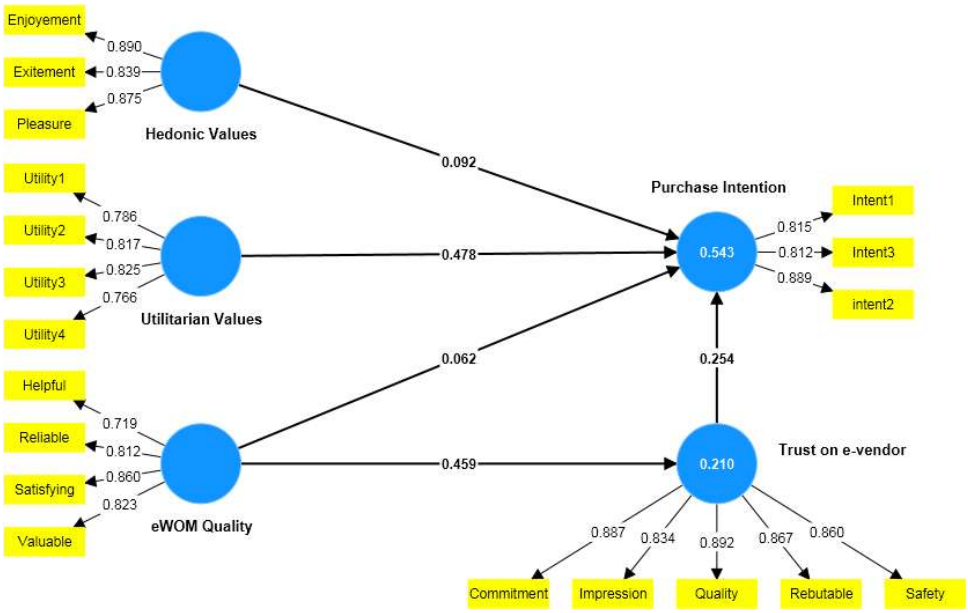

Fig. 1. Research conceptual model

Table 4
The results of PLS-SEM for the proposed model

Pathways	*Path coefficients*	t value	*p-value*	VIF	f^2	Interval Confidence 95%		
						2.5%	97.5%	R^2
H1. Hedonic Values → Purchase Intentions	0.092	1.577	0.115	1.454	0.013	-0.024	0.205	0.543
H2. Utilitarian Values → Purchase Intentions	0.478	8.308	0.000	1.823	0.274	0.366	0.591	
H3. eWOM Quality → Purchase Intentions	0.062	1.146	0.252	1.429	0.006	-0.041	0.171	
H4. Trust on e-vendor → Purchase Intention	0.254	6.465	0.000	1.503	0.094	0.138	0.375	
H5. eWOM Quality → Trust on e-vendor	0.459	9.803	0.000	1.000	0.266	0.368	0.551	0.21

Source: Output of primary data analysis.

The assessment of R^2 values revealed that the variance proportion in buying intention explained by hedonic motivations, utilitarian motivations, eWOM quality, and trust in e-vendor is 54% ($R^2 = 0.543$). Furthermore, the structural model revealed that eWOM quality explains 21% of the variation in trust in the e-vendor ($R^2 = 0.210$). VIF is a statistical measure to check multicollinearity in regression. The VIF value exceeding five indicates an issue; below 3 is preferable. Table 4 shows VIF values below the threshold, indicating no multicollinearity.

The path coefficient (β= 0.478) reveals a positive relation between utilitarian motivations and buying intention. The high t-value (t= 8.308) and very low p-value (p= 0.000) denote a statistically significant relation. Therefore, there is evidence to back the assumption of H1 suggesting that utilitarian motivations to use social commerce positively influence purchase intention.

Unexpectedly, the path coefficient (β= 0.092) shows a positive relationship between hedonic values and buying intention. However, the t-value (t= 1.577) and p-value (p= 0.115≤0.05) suggest that this relationship is not statistically significant. Consequently, H2 is not supported since those hedonic motivations to use social commerce do not positively influence purchase intention. Likewise, the path coefficient between eWOM quality and purchase intention was not significant (β = 0.062, t = 1.146, p= 0.252≥ 0.050). These outcomes suggest the rejection of H3 hypotheses. Thus, the eWOM quality on social commerce platforms under this study has not positively influenced purchase intention.

Moreover, the study established a positive and significant effect between trust in e-vendor and purchase intention (β = 0.254, t= 6.465, p < 0.050), indicating that heightened customer trust in the e-vendor on social commerce platforms correlates with a greater propensity for purchase intention. Consequently, this supports H4. Similarly, the study revealed a positive relationship between eWOM quality and trust in e-vendor (β = 0.459, t = 9.803, p ≤ 0.050). These findings suggest that the quality of eWOM on social commerce platforms can forecast consumer inclination to make purchases. These results align with hypothesis H5, implying that eWOM quality positively impacts trust within the domain of social commerce.

According to Cohen's f^2suggestion, the effect size of H1 and H4 was classified as medium (≥0.34) while H2 and H3 was deemed small (≥0.15) (Cohen, 2013). This distinction in effect sizes provides valuable insight into the varying strengths of the relationships under investigation within the research framework. Thus, the study shows acceptable relation between utilitarian motivations and trust in e-vendors to purchase intention. In contrast, hedonic motivations and eWOM quality did not influence purchase intention in the current setting. Furthermore, the medium effect size of H5 (f^2= 0.266) suggests a practical influence of eWOM quality on trust in the e-vendor.

The researchers can report the results of the mediation analysis to exam H6. The objective is to improve our understanding of the means that drives eWOM quality to purchase intention on social commerce. Table 5 provided these particular outcomes and states that eWOM quality indirectly affects purchase intention through the trust in e-vendor and this relation is positively significant (β = 0.116, t = 3.926, p ≤ 0.050). Employing the tree decision suggested by Zhao et al. (2010) indicated that since the non-significance of the association between quality eWOM and buying intention (H3) and the significance of H4 and H6, the mediation falls into indirect-only mediation indicating the existence of the mediated influence of eWOM quality on buying intention, but no direct effect. Consequently, the H6 is maintained.

Table 5
Mediation analysis

Mediation	*β*	t value	Sig	Interval Confidence 95%	
				2.5%	97.5%
eWOM quality → trust on e-vendor → purchase intention	0.116	3.926	0.000	0.062	0.179

Source: Primary data analysis output.

3.3. Fuzzy-set Qualitative Comparative Analysis (fsQCA)

3.3.1. Data calibration

The fs-QCA analysis was performed to deepen our understanding of the causal relation among the conceptual model construct (Bawaick et al., 2023). The analysis intended to detect the specific arrangements of constructs necessary to significantly influence the dependent variable (Dogra et al., 2023; Lutfi et al., 2024; Elshaer et al., 2024). The analysis comprised four essential phases: measurement calibration, necessity and sufficiency analysis, and possible solutions analysis. Initially, empirical data transformed a fuzzy set of values by the means of a scale calibration (Ragin, 2009). At first, the data was transformed into a fuzzy set by undergoing a process of scale calibration. Accordingly, all study data was converted from a 5-point Likert scale into a continuous scale that ranges from 0 to 1 using fsQCA 2.0 built-in calibration function. As shown in table 6, a value of 1 represents "full-set membership", while a value of 0 implies "full non-membership". The crossover value was represented by the data mean.

Table 6
Study variables membership

	Membership		
Variables	Non	Crossover	Full
Hedonic Values	0.05	0.490	0.950
Purchase Intention	0.05	0.602	0.950
Trust in e-vendor	0.05	0.489	0.950
Utilitarian Values	0.05	0.517	0.950
eWOM Quality	0.05	0.488	0.950

Source: Primary data analysis output.

3.3.2. Necessity Analysis

The second phase comprises conduction necessity analysis to decide whether a certain causal condition (hedonic value, trust in e-vendor, utilitarian values, and eWOMm quality) is necessary for purchase intention. As per the literature on fsQCA, a conditional variable "is deemed necessary for the outcome variable if the consistency threshold surpasses 0.900" (Dogra et al., 2023; Elshaer et al., 2024; Ragin, 2009; Yan et al., 2023). Two scenarios were considered when conducting the analysis: the absence and presence of the suggested condition. However, analysis results in Table 7 show that no variable achieved the necessary condition for purchase intention. Otherwise, several conditional variables must interact and match to increase customers' purchase intention.

Table 7
Necessity Analysis

Condition	Consistency	Coverage
Hedonic Values	0.702305	0.864134
~ Hedonic Values	0.595892	0.703490
Trust in e-vendor	0.687649	0.846427
~ Trust in e-vendor	0.598522	0.706335
Utilitarian Values	0.767381	0.894438
~ Utilitarian Values	0.563197	0.702391
eWOM Quality	0.695916	0.859652
~ eWOM Quality	0.582175	0.684715

Source: Primary data analysis output.

3.3.3. Sufficiency Analysis

The third phase of the analysis involves conducting a sufficiency analysis to identify the optimal set of dependent variables that could be selected to predict the independent variable(s) of interest. Sufficiency analysis involves systematically testing all possible combinations of the dependent variables to determine which combinations are adequate for the outcome of interest. Accordingly, we calculated the truth table for all tested causal relations and then assessed the consistency of the condition's configurations. The consistency value for configurations surpassing 0.75 suggested well-specified models. Table 8 shows 14 consistent patterns for accomplishing a high influence on shoppers' intention (Bawack et al., 2023; Elshaer et al., 2024; Hu and Pan, 2023; Yin et al., 2023).

Table 9 shows four distinctive configurations that could induce customers' purchase intention. The two central factors that impact the customer's buying intention were utilitarian values and eWOM Quality. While the first solution showed the highest distinctive coverage result (0.8513), thus indicating that all factors (omitting trust in e-vendor) do not contribute to the customer's purchase intention. Based on the necessity for this outcome, Utilitarian Values and eWOM Quality were regarded as necessary conditions with consistency scores of 0.9180. These solutions combined both conditions. Inclusive, the increase in customers' purchase intention was achieved with Utilitarian Values and eWOM Quality.

Table 8
Truth table

Trust	eWOM	Utilitarian	Hedonic	Frequency	Int	Raw Consistency	PRI Consistency
1	1	1	0	21	1	**0.9589**	**0.8852**
0	1	1	1	30	1	**0.9573**	**0.8819**
1	1	0	1	16	1	**0.9528**	**0.8521**
0	0	1	1	25	1	**0.9509**	**0.8478**
1	0	1	1	16	1	**0.9502**	**0.8492**
1	0	1	0	14	1	**0.9468**	**0.8326**
0	1	0	1	12	1	**0.9464**	**0.8230**
1	0	0	1	9	1	**0.9426**	**0.7982**
1	1	1	1	122	1	**0.9409**	**0.8811**
1	1	0	0	9	1	**0.9351**	**0.7853**
0	0	1	0	14	1	**0.9350**	**0.7838**
0	1	0	0	14	1	**0.9235**	**0.7441**
0	0	0	1	32	1	**0.9039**	**0.6950**
1	0	0	0	28	1	**0.9024**	**0.6994**
0	0	0	0	103	0	0.7482	0.4466

Source: Primary data analysis output.

Table 9
Configurations for customers' purchase intention (on intermediate solutions.)

Configurations	First Solution	Second Solution	Third Solution	Fourth Solution
Hedonic Values	⊗	●	⊗	⊗
Trust in e-vendor	●	⊗	⊗	⊗
Utilitarian Values	⊗	⊗	~	●
eWOM Quality	⊗	⊗	●	●
"Consistency"	0.8464	0.8641	0.9006	0.9180
"Raw Coverage"	0.6876	0.7023	0.4347	0.4876
"Unique Coverage"	0.0604	0.0593	0.0083	0.0175
"Overall Solution consistency"	0.8090			
"Overall, all solution coverage"	0.8513			

Source: Primary data analysis output.

4. Discussions

This study aimed to provide insights into the factors forming buying intention on social media platforms, mainly focusing on the influence of hedonic and utilitarian motivations, e-WOM quality, and the role of trust in e-vendors. In short, the study seeks to shed light on the unique dynamics of customer behavior in social commerce context. The finding suggests that despite users enjoying the browsing experience on the social commerce platform and being interested in its products, purchasing may take more work. This contradicts previous research that has often emphasized the significance of hedonic values in driving consumer behavior in social commerce (Akram et al., 2020; Qu et al., 2023; Rawad et al., 2023). In different scenarios, hedonic values are more vital than utilitarian values (Silaban et al., 2022; Elshaer et al., 2024; Chen et al., 2017; Zheng et al., 2019). Meanwhile, the finding highlights a deviation from the conventional understanding; we suggest that other factors may intermediate the path to be more influential in shaping buying intention on social commerce platforms as it has frequently been in traditional commerce (Vieira et al., 2018). Subsequently, the findings related to H1 are somewhat consistent with some previous research. For example, the relationship between experiential shopping (i.e., Hedonic dimensions of incentives) and purchase intention is not underscored in the United States setting (Anderson et al., 2014), and some dimensions of both utilitarian and hedonic motivations do not impact purchase intention (Silaban et al., 2022). Analogous in this situation, the enjoyment, pleasure, and excitement incentives do not rouse purchase intention in social commerce. In conclusion, the controversy could emphasize the implication of culture and context in altering the significance and strength of the influence of incentive categories on the likelihood of making purchases in social commerce.

In contrast, the results found that utilitarian motivation influences buying intention in social commerce. This aligns with prior research that has adopted a single dimension for utilitarian values (Elshaer et al., 2024; Chen et al., 2017; Gan and Wang, 2017; Qu et al., 2023) and with other studies that have acknowledged the role of functional factors, such as convenience, ease of use, and customization on determining purchase intention (Hu et al., 2023), and perceived usefulness on continuance intention (Yu et al., 2023). However, by explicitly focusing on social commerce application, this research findings highlights the relevance of utilitarian aspects within Jordan social commerce. This implies that if users perceive greater satisfaction in buying through the social commerce platform and find the products worthwhile, they will purchase from the social vendor.

As unexpected, the results do not sustain the influence of e-WOM quality on purchase intention in a social commerce setting. This finding diverges from previous research that has consistently highlighted that the information provided on social commerce platform by other user enable consumers to make purchase decision (Hajli, 2015; Hsu et al., 2017; Mainardes et al., 2023; Chen et al.,

2017; Rahaman et al., 2022; Verma et al., 2023; Mahmaod et al., 2023; Lutfi et al., 2023). While the quality of reviews, recommendations, and opinions shared in the internet environment are more credible than formal marketing communication, the study indicates that the positive features of eWOM, such as usefulness and relevance, do not forecast the purchase intention within the social commerce context. The current disagreement may be apparent when examining social commerce in Jordan context. This isolated case requires a more profound investigation of the forces that constrain the activity and quality of eWOM to encourage positive consumer behavior. For example, in line with the S-O-R, we can consider eWOM quality as a stimulus, which requires an organism to drive a response. As an illustration, a study demonstrated the chemistry of pleasure and arousal to empower review quality (i.e., persuasiveness and usefulness) to form the intention to follow the recommendation to purchase (Ruiz Mafe et al., 2020). Dash et al. (2023) demonstrated that the substantial influence of eWOM on shaping purchase intention is more distinct for highly involved consumers. To sum up, the moderating/mediating role of emotions and involvement entails particular aspects that may explain the no significance of eWOM quality influence on purchase intention within social commerce. For that reason, more insightful exploration is required to solve this controversy.

Furthermore, the finding that trust in e-vendor effects buying intention in social commerce comparable with prior research that has emphasized the significance of trust in e-commerce settings (Attar et al., 2021; Sarker et al., 2020; Zhao et al., 2019; Zhao et al., 2023; Rawad et al., 2023). However, by explicitly examining the social commerce context, this finding highlights the relevance of vendor's reputation, product quality, and trustworthiness as critical factors of consumer intention to buy using social commerce platforms. Additionally, the results showed that trust in e-vendor mediates the influence of e-WOM quality on purchase intention in social commerce. This parallels previous investigations that shed light on the dynamic interplay of e-WOM and trust in social commerce (Gvili & Levy, 2023; Bugshan & Attar, 2020; Alrawad et al., 2023a,b). This implies that the characters maintaining the information and recommendation quality shared on social commerce platforms reinforces consumers' trust toward the seller, reduces risk perceptions, and encouragingly increases the likelihood of purchase.

4.1. Theoretical implication

This study complements the growing comprehension of consumer actions within the field of social commerce. It offers valuable perspectives for both researchers and industry practitioners involved in e-commerce. By exploring the elements influencing purchase intent in the context of social commerce in Jordan, the study presents a fresh consideration of the primary mechanisms that drive customer behavior. Theoretically, this study makes a valuable contribution by introducing an innovative model of social commerce adoption. This new model incorporates four factors, drawing from shopping motivation theory, trust theory, and information quality model, which have yet to be previously presented and are particularly relevant to the context of this study.

Specifically, the study contributes in several ways. First, it expands the existing knowledge base and theoretical foundation concerning consumer behavior in this rapidly evolving domain. Second, one of the notable findings challenges the conventional understanding of the role of hedonic motivations in social commerce. Contrary to previous assumptions in social commerce, the study revealed that hedonic motivations do not significantly impact purchase intention. This discovery calls for a reevaluation of the value of hedonic factors in shaping consumer decisions on social commerce, and this draws attention to further research in various cultural settings to gain a more comprehensive understanding of the cross-cultural differences that shape social commerce dynamics. Third, the study stresses the crucial relevance of utilitarian motivations and emerges as a critical driver of consumer behavior in the social commerce landscape. Fourth, another unexpected result concerns the influence of e-WOM quality on buying intention. The study suggests that despite its potential, the e-WOM quality may only sometimes elicit the desired positive responses from consumers. This finding opens the door for further investigation into the intricacies of e-WOM and the potential brakes that inhibit its impact on consumer behavioral intention to interact with social commerce. Fifth, the trust in e-vendor needs to be studied more in social commerce. By suggesting this alternative factor, the finding provides a new understanding of the factors that form customer behavior. The finding is that trust in e-vendors influences purchase intention and converts the positive influence of e-WOM quality on purchase intention in social commerce. Hence, the study highlights the crucial importance of the commitment, reputation, and product quality of e-vendor. Subsequently, the present study will advance our understanding of how individuals process information quality.

4.2. Practical implication

Decoding the factors influencing purchase intention enables businesses to better evaluate the return on investment of their social commerce initiatives by allocating resources more effectively and optimizing their strategies. Subsequently, the study offers valuable insights to businesses on social commerce platforms. The finding indicates which strategy the e-vendors should focus on to effectively encourage purchase intentions, especially within the current specific context. First, social commerce businesses should emphasize utilitarian attributes of products and services offered since fulfilling the functional needs and task-oriented purposes will result in improved customer positive intentions and conversion rates.

The absence of hedonic motivations significance in social commerce leads businesses to contemplate the cultural considerations of the target audience in shaping their behavior. For example, businesses can enhance their social commerce efforts by aligning the marketing messages and strategies with cultural preferences, connecting effectively with their target audience. Furthermore, establishing consumer trust in the e-vendor through reliable products and persuasive communication is extremely important. This positively influences consumer responses and enhances the effect of positive user-generated content, resulting in favorable customer reactions. In summary, businesses can positively stimulate the competitive world of social commerce by tailoring the offering strategies, creating enjoyable and informative shopping experiences, and building a trustworthy reputation for the e-vendor.

4.3. Limitations

Despite the study's significant contribution, there are numerous drawbacks. First, the contextual specificity that focuses on the Jordan culture might limit the generalization of the current research findings. Additionally, the size of the used sample and diversity of social commerce users and platforms in Jordan needed to be improved, thus potentially lowering the external validity of the study. Furthermore, the research only scrutinized a subset of factors influencing buying decisions in the setting of social commerce platforms, neglecting other crucial variables that could significantly shape consumer decisions. Moreover, trusting on participants' self-reported responses introduced the possibility of self-report bias, which could alter the accuracy of the results—finally, unexplored mediating and moderating factors that could impact the relationship between hedonic motivations and buying intention. To develop a wider understanding of customer behavior in social commerce, further research should address these limitations by considering broader cultural contexts, employing more extensive and diverse samples, exploring additional influential factors, utilizing diverse qualitative approaches methods (intense interviews), and integrating additional moderator-mediator variables.

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Appendix A. Measures

Measures	Sources
Utilitarian motives 1. "I accomplished what I wanted to on a Facebook shopping trip" 2. "I could buy what I needed on Facebook" 3. "While shopping on Facebook store, I found the item I was looking for" 4. "Always satisfied, no need to switch Facebook stores while shopping"	(Babin et al., 1994)
Hedonic motives 1. "The Facebook shopping trip was truly a joy" 2. "I enjoyed being immersed in exciting new products" 3. "During the Facebook trip, I felt the excitement of the hunt" 4. "While shopping on Facebook, I was able to forget my problems (Removed)." 5. "While shopping on Facebook, I felt a sense of adventure (Removed)."	(Babin et al., 1994)
eWOM quality 1. "The reviews on Facebook seller are helpful for me" 2. "The reviews on Facebook seller are reliable for me" 3. "The reviews on Facebook seller are satisfying my need" 4. "The reviews on Facebook seller are valuable to me"	adapted from the Argument quality of (Teng et al., 2014)
Trust in e-vendor 1. "This Facebook seller is reputable" 2. "I feel safe with this seller on Facebook" 3. "This seller's products and services are of high quality" 4. "The seller fulfills their promise" 5. "This seller makes a good impression on me"	(Karunasingha & Abeysekera, 2022)
Purchase intention 1. "I would buy the product or service of the Facebook seller" 2. "There is a probability that I would consider buying the product or service of the Facebook seller" 3. "I would recommend this Facebook seller to my friend"	(Wang et al., 2019)