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REVEALING THE INFLUENTIAL FACTORS DRIVING SOCIAL COMMERCE ADOPTION

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ABSTRACT

Aim/Purpose — This study aims to identify the main factors influencing consumers' adoption of social commerce (s-commerce). Based on the socio-technical theory, the study suggests a research model that investigates the key social and technical factors driving consumers' decision to purchase from social commerce websites. In addition, the research model explores the interactive relationship among these factors.

Background — The phenomenon of social commerce (s-commerce) has emerged due to the increased penetration of social media and the rapid development of Web 2.0 technologies. Electronic commerce (e-commerce) companies have made significant efforts to shift their operations to s-commerce. Therefore, to facilitate their efforts to transform, various research has been conducted to investigate the main factor influencing the adoption of s-commerce. Most of these studies have emphasised the social aspects related to s-commerce design features to understand how the use of advanced web technologies influence how customers interact with each other in s-commerce environments. However, s-commerce is viewed as a socio-technical system that requires the investigation of both social and technical factors to help in the design of effective s-commerce platforms.

Methodology — To validate the proposed research model, 418 paper-based and online questionnaires were collected from online shoppers in Jordan. The Structure Equation Modelling (SEM) approach was used to test the proposed hypotheses.

Contribution — This study offers a research model that serves as a theoretical framework for investigating customers' behaviour in s-commerce environment. It represents a strong context-specific model that includes both the technical and social facilitators of s-commerce. The research model participates in gaining an improved understanding of how customers' intention, actual purchase and post-purchase experience are formed in the s-commerce environment.

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Findings	The results of Structure Equation Modelling (SEM) reveal that s-commerce constructs, familiarity and user experience have a positive influence on the perceived usefulness and perceived ease of use of s-commerce. In addition, perceptions of its usefulness and ease of use have a positive influence on trust, which in turn influences the purchase intention and the actual purchase. Finally, the post-purchase experience significantly influences both trust and purchase intention.
Recommendations for Practitioners	This study shows that social commerce constructs strengthen customers' perceptions of usefulness. S-commerce service providers are required to provide their customers with various channels to seek social support. Both familiarity and user experience are key enablers of customers' perceived ease of use. S-commerce service providers consider the variation in customers' familiarity and experience with s-commerce websites because this has a significant influence on purchase intentions and behaviour. Consequently, system designers should offer useful and sufficient information and tutorials that effectively guide customers in their searching, decision-making and purchasing activities throughout the shopping process. S-commerce service providers should understand the importance of providing secure payment systems and make their privacy policies clear to customers. Post-purchase experience has an influential role in reinforcing customers' trust and purchase intention. The findings confirm the important role of post-purchase experience in retaining customers by improving their trust and repurchase intention. Therefore, making a customer's post-purchase experience pleasant should be a key priority for s-commerce service providers because it has a significant influence on customers' trust and repurchase intentions.
Recommendation for Researchers	This study offers a unidimensional conceptualisation of the design features of s-commerce. These features include three main forms: recommendations and referrals, communities and forums, and reviews and ratings. Such conceptualisation provides additional insights and an understanding of the activities of information sharing in s-commerce. The significance of the technical side of s-commerce is highlighted and empirical proof is provided that social interactions guided by social technologies enhance customers' perceived usefulness of an s-commerce website, thus increasing their trust and intention to purchase which leads to an actual purchase. This offers insights into the various types of s-commerce characteristics that contribute to facilitating customers' purchase behaviour on s-commerce websites.
Impact on Society	The findings offer insights which have important implications for research and practice to help facilitate the adoption of s-commerce.
Future Research	This study considered the s-commerce websites as a homogenous online environment. Additional research could collect data from diverse online communities, such as professional groups, to provide a comprehensive understanding of how a wider variety of user behaviour is affected. Second, this was a quantitative study based on data collected in a questionnaire. Further studies may consider using qualitative or mixed methodologies (i.e. focus groups and interviews) to explore other technical and social factors that influence the use of s-commerce.
Keywords	social commerce, trust, e-commerce, post purchase experience, familiarity, perceived usefulness, perceived ease of use, TAM

INTRODUCTION

One of the key drawbacks of electronic commerce (e-commerce) is the lack of social presence and human interaction (Al-Adwan, 2018). This is recognised as a major obstacle in the development of e-commerce due to the scarcity of social cues, increased risk and uncertainty. However, e-commerce is witnessing a radical development due to the evolution of web technologies that are producing an increase in economic value and improving customer service. This phenomenon is widely known as social commerce (s-commerce). Al-Adwan and Kokash (2019, p.17) define s-commerce as a form of e-commerce that is based on the utilisation of social media and Web 2.0 technologies to assist "buyer interaction that leads to the creation of active content such as reviews and recommendations that guides other buyers when making decisions that inform their purchasing of products and/or services". Social media and Web 2.0 technologies have contributed considerably to allowing social interaction and social presence to take place on e-commerce websites.

S-commerce involves the use of Web 2.0 technologies and social/online media that assists user contributions and social interactions to aid online shopping (Shin, 2013). Over the past few years, the penetration of s-commerce has increased throughout the world. This is mainly because of the wide acceptance of social media as a reliable source of finding and sharing information and for socialisation. Therefore, the popularity of using social media has significantly contributed to the rise in s-commerce (Al-Adwan & Kokash, 2019). S-commerce has effectively changed how customers and businesses interact (Akman, 2017) and affected the reliability of online companies' transactions and their reputations. Furthermore, s-commerce helps businesses to enhance their relationships with customers and increase the efficiency of the product/brand development process. Customers also gain several benefits from s-commerce. In particular, their decisions, preferences, and perceptions about targeted products or services are guided by content generated by their peers on social platforms along with the existing information on e-commerce websites (Huang & Benyoucef, 2013).

Consequently, many companies have successfully used s-commerce to enhance their performance and increase their business revenue. However, Liang and Turban (2011) point out that many companies have failed in their strategies and efforts to use social commerce due to several issues. Therefore, the main goal of this study is to identify the main social and technical factors driving consumers' decision to purchase from social commerce websites which can help to guide the efforts of companies to successfully implement s-commerce, enhance the trust of customers and in turn increase profits.

RESEARCH PROBLEM & SIGNIFICANCE

There is already a substantial amount of research in the literature regarding the adoption of s-commerce. However, the design of s-commerce platforms has not yet been fully investigated and most of the available studies have focused on the social or technical aspects of s-commerce. S-commerce is viewed as a socio-technical system that requires the investigation of both social and technical factors to help in the design of effective social commerce platforms. To date there has been little consideration given to understanding consumers' acceptance of making purchases on s-commerce websites (Lu, Fan, & Zhou, 2016). Previous research has posited that online consumers who engage in s-commerce are often guided by their intention to purchase. Nevertheless, the majority of the research has emphasised the social influences (Hajli, 2014; Luarn, Kuo, Chiu, & Chang, 2015) or issues related to s-commerce design features (Curty & Zhang, 2013; Hajli, 2015; Huang & Benyoucef, 2013) to understand how the use of advanced web technologies influence how customers interact with each other in s-commerce environments

Therefore, the current study seeks to bridge the gap in the existing research by investigating the main factors influencing consumers' adoption of social commerce (s-commerce). Based on the socio-technical theory, the study suggests a research model that investigate the key social and technical factors driving consumers' decision to purchase from social commerce websites. In addition, the research model explores the interactive relationship among these factors.

Furthermore, Wang and Yu (2017) note that most of the relevant s-commerce research has inclined to consider consumers' intention to purchase as the eventual outcome of a particular research model. Frequent social interactions through s-commerce constructs (such as reviews, forums and ratings) in online environments may not guarantee an ultimate sale (Yadav, De Valck, Hennig-Thurau, Hoffman, & Spann, 2013). Thus, they indicate that further studies should investigate the entire process from social interaction to transaction. To bridge these gaps, the current study examines the influence of consumer intention to purchase on actual purchase which subsequently results in post-purchase behaviour. The Jordanian Department of Statistics (2017) estimates that the percentage of e-commerce users in Jordan is 4.8%, an increase of 3.6% since 2016 which means there are 1.6 million Jordanian customers engaging in e-commerce activities (Algharabat, 2017). These figures demonstrate that Jordan is a suitable setting for e-commerce activities and many researchers have examined the adoption e-commerce in Jordan (Al-Adwan, Alrousan, Al-Soud, & Al-Yaseen, 2019; Yaseen, Alhusban, Dingley, & Alhosban, 2016). However, those who (Al-Adwan & Kokash, 2019; Al-Dwairi, 2017; Shdaifat, Obeidallah, & Ghazal, 2016) have investigated the adoption of s-commerce in Jordan tended to focus on its social or technical dimensions. None of them investigated the critical role of the actual purchase on post-purchase beliefs and subsequent behaviour but instead focused on purchase intention as the ultimate outcome of the research model. This research aims to tackle these drawbacks.

RESEARCH MODEL AND ITS THEORETICAL BASIS

According to socio-technical theory (Bostrom & Heinen, 1977), to build a system requires two main subsystems; the social and the technical. In the social subsystem, attention is paid to the human perspective, while the emphasis in the technical subsystem is on the systems' technical capabilities. The social subsystem consists of users' knowledge, skills, the reward system, relationships and values. In contrast, the technical subsystem includes the procedures, technologies and tools that allow users to convert inputs into outputs and thus accomplish particular tasks by using the system. It is essential for both subsystems to work together to produce enhanced outputs (Bostrom & Heinen, 1977).

Based on this reasoning, this study views the s-commerce website as a socio-technical system. The social subsystem of s-commerce involves consumers' knowledge, skills and previous experience regarding online shopping, and includes their social interactions and relationships, as well as the perceived value (Liang, Ho, Li, & Turban, 2011). In contrast, the technical s-commerce subsystem encompasses the functionalities and tools of social media that allow users to share information about products with others. Lin, Zhang and Li (2016) point out that a good fit between the social and technical subsystems should ultimately lead to stimulating consumers to engage with s-commerce platforms. Nonetheless, the providers of online shopping services are recognising that the design characteristics of e-services is the most important success factor for involving consumers. As a result, they are paying special attention to the technical perspectives of e-services (Hajli, Wang, Tajvidi, & Hajli, 2017). Turban, Strauss, and Lal (2016) point out that shopping activities have always been viewed as social activities. According to Lu et al. (2016), shopping on s-commerce websites by its nature combines both commercial and social activities. Thus, the current study posits that the social factors should receive more attention particularly when it comes to building consumers purchasing behaviour models for s-commerce.

To identify both the technical and social enablers of s-commerce, the current study employs the principles of social-technical theory as the central theoretical perspective. It also adopts the constructs of perceived ease of use, perceived usefulness, trust, purchase intention, actual purchase and post-purchase experience from the research of Hajli, Wang, et al. (2017), Lim (2013), and Wang and Yu (2017) to serve as the consequences of the technical and social enablers in the research model. The research model (see Figure 1) integrates the characteristics of s-commerce as the technical aspect. In contrast, the social perspective in the research model is represented by two main compo-

nents (familiarity and user experience) to reflect consumers' capability to use the internet to access online shopping websites.

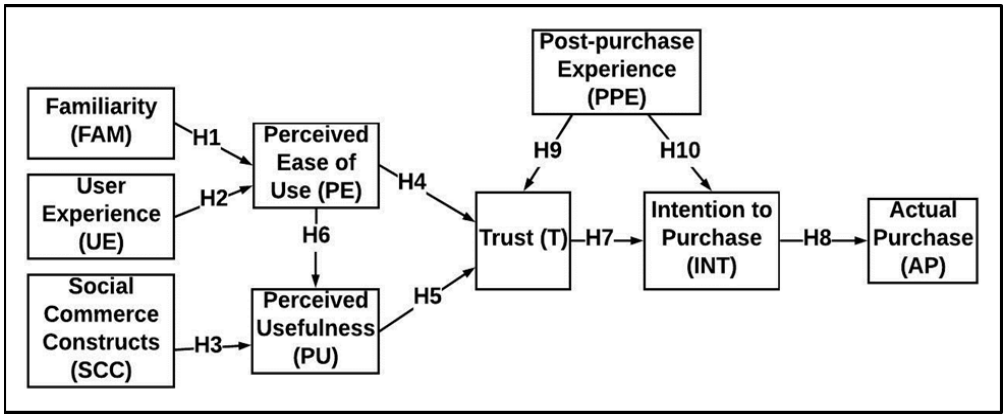

Figure 1: The Research Model

HYPOTHESIS BUILDING

The key goal of this study is to investigate the main antecedents of actual purchases on s-commerce websites. The concept of actual behaviour (usage) is originally suggested in the Theory of Planned Behaviour (TPB) of Fishbein and Ajzen (1975, p.288). They point out that the main predictor of individuals' behaviour is their intention, and they describe this as "the strength of one's intentions to perform a specific behaviour". Davis, Bagozzi, & Warshaw (1989) utilise behavioural intention to predict individuals' actual use behaviour of an information system in the Technology Acceptance Model (TAM). Therefore, this study refers to purchase intention as being the customers' intention to engage in online purchasing on s-commerce websites. The following section discusses each antecedent of the actual purchase and describes the relationships between them in detail.

FAMILIARITY (FAM)

Gefen (2000, p.727) state that familiarity refers to "a specific activity-based cognizance based on previous experience or learning about how to use a particular interface". In online environments, familiarity can reduce uncertainty and ambiguity and help to establish strong relationships with others. Familiarity with a specific online platform reflects the extent to which consumers' comprehend the procedures of the website (Gefen, Karahanna, & Straub, 2003a). Many scholars have confirmed the positive influence of familiarity with e-commerce websites and their procedures on improving consumers' continuance intention (Lee & Kwon, 2011) and their trust (Gefen, 2000). For example, when consumers are familiar with websites such as e-Bay, their trust level is increased which subsequently influences their intention to use it. Gefen (2000) suggests that familiarity with websites creates trust demonstrated by online shoppers' trustworthy behaviour. Equally, familiarity may negatively influence the relationship between e-sellers and online shoppers, especially if the e-sellers fail to show it. Nevertheless, the theoretical evidence claims that trust is inherently firm and can be developed without personal interactions and familiarity (Ba & Pavlou, 2002). Based on these inconstant results, further research would be beneficial to investigate the influence of familiarity with online platforms on consumers' perceptions (Lim & Van Der Heidde, 2015).

According to Hajli, Wang, et al. (2017), purchasing from s-commerce websites is considered a technical procedure because consumers need to perform particular actions such as searching for appropriate products, finding comments or reviews about products and their e-sellers, selecting products

and e-sellers, providing relevant information and placing orders. Such pre-purchase activities can be executed differently, some of which may be comparatively complex. Gefen, Karahanna, & Straub (2003b) state that while complexity is viewed as one of the main factors causing purchase resistance in an online environment, familiarity with an online platform improves customers understanding of the purchasing process and eliminates any difficulty in making decisions. When users are familiar with a recommendation system, their perception of its ease of use, and their intention to use the system to make a purchase is increased (Martinez-Lopez, Rodríguez-Ardura, Carlos Gazquez-Abad, Sánchez-Franco, & Cabal, 2010). Consequently, familiarity with an s-commerce website can significantly increase the perceived ease of use of the website.

H1: "A h*igh level of consumer familiarity with an s-commerce website will positively influence their perception of its ease of use".*

User Experience (UE)

Alben (1996, p.11) refers to the user experience as "all aspects of how people use a product: the way it feels in their hands, how well they understand how it works, how they feel about it while using it, how well it serves their purpose, and how well it fits into the entire context in which they are using it". User experience has been widely examined in the literature on information technology (IT) usage as a predictor of users' satisfaction and their intention to use technologies. The increase in a user's experience with an IT application results in a better degree of satisfaction with that application (Deng, Turner, Genhling, & Prince, 2010). If users have considerable experience using the internet, they encounter fewer difficulties when purchasing products online and communicating with e-vendors. Some consumers avoid online shopping and intend to purchase from shopping stores and malls because they lack the necessary knowledge required to interact with and use online shopping websites (Corbitt, Thanasankit, & Yi, 2003). Therefore, considerable internet experience produces a sense of comfort for consumers when interacting with websites, which also helps them to make decisions regarding online purchasing, decreases the level of risk and uncertainty and enhances their trust in e-sellers (Hajli, Wang, et al., 2017). Lim (2013) points out that the e-shopping experience has a significant impact on consumers' becoming buyers in the digital marketplace.

In s-commerce, consumers with prior experience of online shopping or the internet means that they see s-commerce websites as a favourable and easy way to buy products and services because they are able to effectively access reviews which facilitates the process of making purchase decisions. On the other hand, when consumers lack experience of online shopping, their perception of its ease of use is not as favourable. Therefore, user experience is believed to be an essential facilitator of s-commerce and is expected to influence consumers' perceptions of how easy it is to use.

H2: "Internet and computing experience of s-commerce websites has a positive influence on consumers' perceived ease of use".

Social Commerce Constructs (SCC)

The increasing popularity of social media platforms has made large-scale s-commerce initiatives feasible (Hajli, Wang, et al., 2017). The design features of s-commerce, such as referrals and ratings, have helped consumers to cooperate and share information with each other online (Lal, 2017). Such design features allow consumers to share and exchange product-related information as well as their shopping experiences with their peers (Al-Adwan, 2018). Consequently, the behaviour of sharing information in the s-commerce environment leads to increases in consumer interactions and provides useful information and knowledge about shopping experiences and products. S-commerce provides functions that ease the sharing of information and gives consumers various mechanisms of social support such as ratings, forums, recommendations, reviews, communities and referrals (Rouibah & Al-Qirim, 2017).

Communities and forums are platforms that allow consumers to engage in discussion groups and share commercial-related information (Goel, Johnson, Junglas, & Ives, 2013). Such platforms are viewed as useful resources for consumers who seek evaluations and information regarding products and brands that improves their purchase decision-making. Such communication channels provide consumers with the opportunity to explore information and opinions related to sellers, products and brands. According to Han and Windsor (2011), exchanging such information and experiences enables consumers to reassure each other, thus enhancing their confidence and subsequent intention to purchase.

Ratings and reviews enrich the process of information diffusion in s-commerce (Zhang, Xu, Zhao, & Yu, 2018). These mechanisms make it easy for consumers to rate products and post product reviews online and provide heuristic information cues about products that are beneficial to other potential customers. In particular, the communities on social network sites (SNS), and the product reviews of peers and friends about a specific brand page can be easily browsed by members and provide an emotional aspect that enhances the process of purchase decision-making. Potentially, the recommendations and referrals in s-commerce play a crucial role in expediting information sharing. Previous research in an online context has demonstrated that consumers who have difficulty evaluating the quality of products or services and cannot directly experience them, tend to actively seek out and rely more on the advice and experience of other consumers to inform their decisions, including product recommendations (Senecal & Nantel 2004; Sun, Youn, Wu, & Kuntaraporn, 2006). Recommendations and referrals, as well as ratings and reviews, represent user-generated content (UGC) that can deliver both negative and positive information regarding e-sellers and products and services that are distributed within a specific SNS. This benefits consumers by enabling them to fully understand the products or services before consumption and might also help them to form their expectations of a product or service (Al-Adwan, 2018).

Each of the previously-mentioned mechanisms reflect a distinctive feature of the multidimensional characteristic of social media in terms of the information sharing process. When combined, these features provide a comprehensive picture of s-commerce that subsequently leads to the technical aspects. These sharing mechanisms have turned into the key means of consumers' forming and sharing commercial information. Previous research demonstrates that the success of the online marketplace is heavily reliant on the strategies and elements of the website (Walia & Zahedi, 2013), hence it is necessary to conduct empirical research into the influence of such s-commerce components by conceptualising them as a unary construct (Hajli, Wang, et al., 2017).

In agreement with Hajli, Wang, et al. (2017) and Hajli, Sims, Zadeh, & Richard (2017) the s-commerce constructs in this study refer to the various features of Web 2.0 technologies embedded in social platforms. These features include communities and forums, reviews and ratings, recommendations and referrals that are fundamentally distinctive in essence from offline e-commerce. Curty and Zhang (2013) state that the tools of Web 2.0 technologies have significantly transformed consumers' experience and perceptions of online shopping websites. The use of communities and forums allows consumers to easily obtain information about other consumers' experiences of a specific product or service, and also enables them to share their reviews of such products and services. Similarly, forums offer a place for active interactions between consumers, giving them the chance to discuss their opinions of the products, brands and companies. According to Huang and Benyoucef (2013), forums are a platform on which consumers assure each other by exchanging experiences and information, which boosts their confidence and subsequent desire to purchase. Accordingly, this study proposes that these features of s-commerce improve consumers' perceptions of the usefulness of online websites.

H3: "S-commerce constructs have a positive influence on customers' perceived usefulness of an s-commerce website".

Perceived Ease of Use (PE) and Perceived Usefulness (PU)

The perceived ease of use (PE) is defined by Davis (1989, p.320) as the "degree to which a person believes that using a particular system would be free of effort", while perceived usefulness (PU) is referred to as the "degree to which a person believes that using a particular system would enhance his or her job performance". Both PE and PU were first introduced in TAM as one of the main aspects that have a key influence on individuals' behavioural intentions and actual use of IT. According to Davis (1989), a technology that helps its users to improve the performance of their job is expected to be perceived as useful. Users are interested in using a technology or system when they perceive it as being useful and of having potential benefits. Additionally, PE has proved to directly and positively influence PU and technology usage intention. The more a system is viewed as effortless and easy to use, the more individuals will perceive it as useful. Increasing the level of ease of the use of a technology leads to a higher performance, which has a positive and direct influence on behavioural intentions and the actual use of the technology (Venkatesh, 2008).

Both PU and PE have proven influential on consumers' decision to purchase online (Aldhmour & Sarayrah, 2016; Kim 2012; Moslehpour, Pham, Wong, & Bilgiçli, 2018). Additionally, trust has a key role in encouraging customers to make a purchase on e-commerce websites (Gefen et al., 2003a). This indicates that PE positively affects trust and the PU of an e-commerce website. It also demonstrates that PE affects the behaviour of consumers by influencing their beliefs regarding e-sellers and their pledges that their businesses are committed to customers. Such beliefs can be shaped by various features such as the presence of decent navigation tools, easy to use websites and s-commerce constructs. It has been demonstrated by Gefen et al. (2003b) that e-sellers can effectively develop trustworthy relationships with their customers by providing websites that are easy to navigate and use.

Similarly, previous research into s-commerce highlights the fundamental importance of PU and PE or similar concepts (such as, effort expectancy and performance expectancy) on online purchases from s-commerce websites (Al-Dwairi, 2017; Maia, 2018; Sheikh, Islam, Rana, Hameed, & Saeed, 2017; Shen 2012). However, Hajli, Wang, et al. (2017) stress the importance of examining consumers' trust when investigating their willingness to make a purchase from s-commerce websites. Specifically, they say it is beneficial to pinpoint the interrelationships between trust, PU and PE. According to Hajli, Wang, et al. (2017), when s-commerce websites acquire a clear and understandable shopping process, consumers' trust in such websites can be easily developed. The perception of the ease of use of an s-commerce website can influence the perception of its usefulness because easy to use websites are inherently more useful. Ultimately, when consumers believe that their participation and engagement with s-commerce websites is useful in helping them to make purchase decisions, they trust such websites.

H4: "Customer perception of ease of use has a positive influence on the perceived trust in an s-commerce website".
H5: "Customer perception of usefulness has a positive influence on the perceived trust in an s-commerce website".
H6: "Customer perception of ease of use has a positive influence on the perception of usefulness of an s-commerce website".

Trust (T)

Mayer, Davis, and Schoorman (1995, p.712) refers to trust as "the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party". Considerable attention has been paid to trust in s-commerce research (Lal, 2017; Lu et al., 2016; Yahia, Al-Neama, & Kerbache, 2018) and e-commerce (Hallikainen & Laukkanen, 2018; Oliveira, Alhinho, Rita, & Dhillon, 2017). The literature (McKnight, Choudhury, & Kacmar, 2002) suggests there are various forms of trust: institution-based, trusting beliefs, disposition to trust and trusting intentions. The focus of this study is institution-based trust. McKnight et al. (2002, p.336) refer to institu-

tion-based trust as "an individual's perceptions of the institutional environment"; the institutional environment in this case being the s-commerce websites.

As a new business model, the s-commerce environment is linked to high levels of risk and uncertainty due to the absence of face-to-face communication between customers and online sellers (Chen & Wang, 2016). Thus, trust is recognised as a fundamental issue that affects the intention to use s-commerce. Factors, such as word-of-mouth (WOM) referrals, information quality, size, transaction safety and reputation, have a fundamental role in developing customers' trust in s-commerce. Ahmad and Laroche (2017) state that electronic word-of-mouth (eWOM) represents a vital source of social support (informational and emotional), particularly if incorporated with the s-commerce constructs (reviews, comments, ratings). Hennig-Thurau, Gwinner, Walsh, & Gremler (2004, p.39) refer to e-WOM as "any positive or negative statement made by the potential, actual or former customer about a product or company, which is made available to a multitude of people and institutions via the Internet". E-WOM is considered to be more reliable, trustworthy and independent from the influence of online sellers (Wang, Wang, & Wang, 2018). Thus, when customers are offered various social communication channels (s-commerce constructs) to interact with each other and with online sellers about products or services, their trust in online stores increases.

The willingness of consumers to engage with the various activities on social media platforms is significantly influenced by the degree to which the platforms apply well-established policies and rules (Chen & Shen, 2015). Consumers' trust is significantly affected by the environment of s-commerce itself because some of its functionalities may result in significant concerns in terms of consumers' privacy (Shin, 2010). For instance, s-commerce websites record consumers' preferences, their profiles (i.e. their location, birthday, religion, and photographs) and their communication with peers and retailers (i.e. connections and transactions). Thus, the appropriate protection of consumers' information is a key requirement on s-commerce websites to preserve integrity and protect consumers' data confidentiality. As a consequence, consumers' concerns regarding the possibility of identity theft and fraudulent transactions diminish (Kim, Ferrin, & Rao, 2008).

According to Safari (2012), if consumers mistrust a website, they become reluctant to make transactions, purchase or engage in any social interactions. Such notions have motivated researchers such as Ng (2013) and Chen and Shen (2015) to state that purchase decisions are formed when s-commerce websites are trusted by consumers. Therefore, when customers have higher perceptions of trust in an s-commerce website, it is expected that they will be more comfortable with the requests of peers and sellers which in turn enhances the possibility of a purchase.

H7: "Trust in an s-commerce website has a positive influence on the customer purchase intention".

The Influence of Intention to Purchase (INT) on Actual Purchase (AP)

Yadav et al. (2013) suggest there are four main stages that influence consumers' purchase decision making on s-commerce websites: demand recognition, activities of pre-purchase, purchase decision and post-purchase activities. These inter-related stages may not occur in a sequential fashion and not all four stages apply in all purchases. Thus, similar to Wang and Yu (2017), to clarify how consumers make a decision to purchase steered by social interaction, this study chose the activities of pre-purchase, purchase and post-purchase as the consequences of the research model. In the pre-purchase activity, consumers allocate sufficient time to search for information and assess the alternatives, gradually building their intention to purchase products. Kim et al. (2008) state that purchase intention is among the psychological aspects that can result in actual purchase behaviour. The development of purchase intention is recognised as the procedures through which consumers select, organise interpret and compare the information collected from the numerous shopping channels and platforms (Sheth, Mittal, Newman, & Sheth, 2004). After obtaining adequate information and assessing the reliability and validity of such information, consumers subsequently identify the elements

necessary to compare the different options and make decisions according to their perceptions of the products (Wang & Yu, 2017).

The fundamental mission of the purchase stage is to make a purchase. Consumers select products they want to purchase and choose sellers to purchase from. They may be anxious about other related conditions and terms of purchasing. At this stage, consumers are committing money to purchase products, and they are also investing time and effort in assessing the intended product. Haubl, Dellaert, and Donkers (2010) point out that suboptimal decisions may be taken by consumers at this stage especially when a product acquires complex characteristics and is expensive (such as, holiday packages).

Based on TPB and TAM theories, the consumers' decision-making framework of Yadav et al. (2013) and Wang and Yu (2017), this study argues that pre-purchase, the explicit purchase intention on a specific s-commerce website, acts as an antecedent of consumers' actual behaviour regarding their consequent purchase decision and post-purchase activities.

H8: "The intention to purchase positively influences consumers' actual purchase".

The Influence of the Post-purchase Experience (PPE) on Trust and Intention to Purchase

The conceptual association between trust, intention, behaviour and post-purchase experience are supported by various studies of consumer behaviour in the online environment (Ho & Wang, 2015; Kim, Chang, Wong, & Park, 2014; Lim, 2013). At the post-purchase stage, there is a comparison between the consumption experience and what customers expected before the actual purchase (Yadav et al., 2013). Concurrently, consumers are encouraged to share their purchasing experience via different communication tools. These include the websites' review and rating mechanisms, the 'like' button on Facebook, tweets, blogs posts to discuss the specifics of the purchased products and/or are keen to recommend to their peers if satisfied with them (Wang & Yu, 2017).

Drawing on the theories of TAM and TPB used to study consumers' behaviour in online environments, consumer's behaviour is predicted by their intention to act in a specific way. Consequently, this intention is determined by how their attitude is formed for the behaviour (Ajzen & Fishbein, 1980). The result of an action is meant to equip individuals with the required experience to influence the possibility of the action being repeated in the future. Chiou and Droge (2006) point out that the gained experience is found to influence the formation of trust, which also influences the possibility of the behaviour being repeated. According to Wen, Prybutok, and Xu (2011), customer retention is recognised as an important aspect for online retailing. Scholars have extensively investigated online customer retention in various settings, such as 'online repurchase intention' (Kim et al., 2014; Ho & Wang, 2015), "customer intention to return" (Koufaris, 2002), 'continue to shop online' (Mouakket, 2009) 'website stickiness' (Li, Browne, & Wetherbe, 2006), and "customer loyalty" (Eid, 2011). In all cases, repurchase and continuance intentions are significantly influenced by the initial purchase/use experience.

According to Lim (2013), trust is most likely to enhance online purchasing intentions, which in turn leads to an actual purchase. But much also depends on the consumers' post-purchase experience, which is expected to either increase or decrease their trust in the s-commerce website, depending on the nature of the experience (negative or positive). Thus, both the post-purchase experience and trust directly influence the prospect of purchasing from s-commerce websites. Therefore, a favourable post-purchase experience is expected to increase trust and reinforce consumers' intention to purchase from s-commerce websites, and vice versa.

H9: "The post-purchase experience will influence consumers' trust".

H10: "The post-purchase experience will positively influence consumers' intention to purchase".

RESEARCH METHODOLOGY

PROCEDURES AND SAMPLING

Given the study objectives, the positivist paradigm is the epistemological foundation of this research. As the questionnaire based survey method is ideal for positivist studies, one was employed as the data collection method to empirically test the proposed hypotheses in the research model. Data was collected between winter 2017 and summer 2018. The participants recruited for this study were undergraduate students enrolled at Al Ahliyya Amman University (AAU) and working people from all parts of Jordan. While the student sample represents a section of online consumers, many scholars have demonstrated that students can plausibly offset other online consumers (Hajli, Wang, et al., 2017; Shin, 2010). Online customers tend to be younger with high levels of education compared to conventional customers (Kim et al., 2008). Therefore, to increase the generalisability of the findings of this study, working people from various parts of Jordan were recruited. Participants were instructed to rely on their prior online shopping experience when completing the survey. The unit of analysis is the individual Jordanian customer experienced in using the services of e-commerce. To reach a greater number of respondents, both self-administered paper-based and online survey questionnaires were utilised. Both types of questionnaire were administered based on random convenience sampling of AAU students and working people. The online questionnaire was hosted and developed by an online survey provider (Google forum) and a total of 400 participants received the survey link on Facebook. 500 paper-based questionnaires were distrusted. As the study was developed to investigate the main factors influencing the purchase behaviour of social commerce customers, a screening question was employed at the outset to discourage those who had not previously purchased any products from s-commerce websites.

In total, 437 completed questionnaires were returned (192 online responses and 215 offline) giving a response rate of 48.5%. The 437 returned questionnaires were subjected to Little's Missing Completely at Random (MCAR) test to verify if the dataset met the assumption of MCAR. Accordingly, 19 cases with missing data (seven online and 12 offline) were excluded using a list-wise deletion procedure and which meant there were 418 cases with complete records (Little & Rubin, 2002). The demographics of the participants are displayed in Table 1.

Table 1: The Sample's Demographics (n=418)

Demographic	Range	Frequency	%
Current Job	Student	183	44%
	Employee	235	56%
Gender	Male	219	52%
	Female	199	48%
Age	<21	164	18%
	22-24	151	73%
	>24	103	9%
Product purchased	Computer software/hardware	28	7%
	Clothing/shoes	169	40%
	Books/magazines	72	17%
	Home electronics/appliances	43	10%
	Travel arrangements (i.e. reservations, airline tickets)	67	16%
	other	39	9%
Number of purchases in last year	None	3	1%
	1-5	218	52%
	6-10	124	30%
	11-15	41	10%
	>15	32	8%

Demographic	Range	Frequency	%
Total money spent in past six months in ($)	<25	23	6%
	26-50	58	14%
	51-100	73	17%
	101-350	121	29%
	356-500	106	25%
	>500	37	9%
Years of experience with e-commerce	1-3	279	67%
	>3	139	33%

Instrument Development

The items used to measure the survey were borrowed from earlier literature on s-commerce and e-commerce and modified as required to fit the purpose of this study. The adopted items for each construct and their sources are shown in the Appendix. All items were measured using a five-point Likert scale from one 'strongly disagree' to five 'strongly agree'. The survey forum consisted of two main parts. The first part was dedicated to capturing the respondents' demographic characteristics and general questions related to their s-commerce usage. To measure the constructs of the research model, the second part sought the respondents' opinions.

Since the first draft of the questionnaire was written in English, it was translated into Arabic utilising Bernard and Bernard's (2012) principles of back-translation to confirm the quality and accuracy of the translation process. To ensure both content validity and readability of the survey questions, a panel of five experts in the field of e-commerce/s-commerce were recruited to review and evaluate the initial version of the survey instrument. Minor modifications were conducted. The initial draft was pilot-tested with a sample of 65 students. The findings of Cronbach's alpha (α) test demonstrates that all of the constructs had appropriate internal consistency, as the values of α for all constructs exceeded 0.7 (Hair, Hult, & Ringle, 2013). In addition, since the questionnaire's items are adopted from existing constructs-measuring instruments and translated from English into Arabic, both exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) are necessary to ensure the validity and reliability of the translated items.

Common Method and Non-response Biases

Prior to the analysis, the collected dataset was subjected to tests of common method bias and non-response bias.

Non-response Bias

The issue of systematic differences between respondents who actually participated in the survey and those who did not participate (non-respondents) is the main concern of non-response bias. However, because the missing responses are unknown, Armstrong and Overton's (1977) suggestion was followed. According to them, the examination of non-response bias is grounded in the notion that respondents who participated late in the survey are treated similar to non-respondents. Thus, the response behaviour of early and late respondents is compared to detect the presence of non-response bias. Accordingly, based on the date of response, the sample was divided into two approximately equal sized groups namely: early respondents (responded during the first three months; 52%) and late respondents (responded after the first three months; 48%). The significant differences in the Likert-scale of all constructs of late and early groups were compared afterwards using the Mann-Whiteny-U test at a significance level of five percent The test was performed based on sample demographics of age and gender. The analysis demonstrates that there were no significant differences between the two groups. Hence, it can be reasonably concluded that non-response bias was absent in the study sample.

Common Method Bias (CMB)

Podsakoff, MacKenzie, Lee, and Podsakoff (2003, p.879), defines common method bias (CMB) as a 'variance that is attributable to the measurement method rather than to the construct the measures represent'. In this research, data was obtained from participants using the same survey which in turn exposed the observed relationship to the threat of CMB. With the aim of reducing such bias, this study adhered to the guidelines recommended by Podsakoff et al. (2003) for the research design and data collection processes, as follows: (1) the anonymity of researcher-respondents was protected, (2) the development of unambiguous, concise, specific and clear measurement items was ensured, and (3) there was proximal separation of dependant and independent variables. Next, the CBM was statistically evaluated using two assessments. First, Harman's one factor test was performed (Podsakoff, MacKenzie, & Podsakoff, 2012). An exploratory factor analysis was conducted on all the measurement items of the constructs. A CMB exists if only one factor appears or if only a single factor accounts for >= 50% covariance among the measurement items. The results demonstrate that nine factors emerged from the factor analysis, and the first factor accounts for 20% of the total variance, suggesting that CMB is unlikely to be a major issue for this study.

Table 2: Tolerance and VIF

Dependant Variable	Independent variable	Collinearity Statistics		Dependant Variable	Independent variable	Collinearity Statistics	
		Tolerance	VIF			Tolerance	VIF
AP	INT	0.63	1.59	SCC	PPE	0.70	1.421
	PPE	0.71	1.42		PU	0.72	1.391
	PU	0.70	1.43		FAM	0.68	1.465
	FAM	0.66	1.52		UE	0.80	1.250
	UE	0.76	1.31		T	0.60	1.661
	T	0.63	1.58		PE	0.80	1.250
	PE	0.79	1.26		AP	0.69	1.442
	SCC	0.74	1.36		INT	0.58	1.726
INT	PPE	0.80	1.25	PE	PPE	0.70	1.420
	PU	0.70	1.43		PU	0.72	1.395
	FAM	0.66	1.52		FAM	0.66	1.518
	UE	0.76	1.31		UE	0.79	1.273
	T	0.62	1.60		T	0.61	1.646
	PE	0.80	1.25		AP	0.69	1.458
	SCC	0.73	1.37		INT	0.58	1.722
	AP	0.75	1.33		SCC	0.73	1.363
PPE	INT	0.65	1.527	PU	INT	0.58	1.733
	PU	0.70	1.426		FAM	0.73	1.379
	FAM	0.66	1.511		UE	0.76	1.311
	UE	0.76	1.308		AP	0.69	1.457
	AP	0.69	1.452		T	0.62	1.614
	T	0.63	1.595		PE	0.81	1.232
	PE	0.79	1.260		SCC	0.75	1.34
	SCC	0.73	1.375		PPE	0.71	1.419
T	INT	0.60	1.668	FAM	INT	0.577	1.42
	FAM	0.68	1.479		UE	0.794	1.395
	UE	0.76	1.311		AP	0.686	1.518
	AP	0.73	1.379		PE	0.794	1.273
	PE	0.80	1.245		SCC	0.755	1.646
	SCC	0.73	1.371		PPE	0.708	1.458
	PPE	0.74	1.360		PU	0.772	1.722
	PU	0.72	1.384		T	0.617	1.363

Dependant Variable	Independent variable	Collinearity Statistics		Dependant Variable	Independent variable	Collinearity Statistics	
		Tolerance	VIF			Tolerance	VIF
UE	INT	0.58	1.732				
	AP	0.69	1.458				
	PE	0.82	1.224				
	SCC	0.76	1.311				
	PPE	0.71	1.418				
	PU	0.70	1.428				
	T	0.60	1.665				
	FAM	0.69	1.46				

Second, following the recommendation of Kock (2015), a full collinearity approach was performed to evaluate CMB. Collinearity occurs when two or more independent variables measure the same underlying construct. The current study used two tests to assess collinearity: variance inflation factor (VIF) and tolerance. Tolerance refers to variance in an independent variable which is not predicted or explained by its relationship with the other independent variables (Clark-Carter, 2009). Tolerance values range from one to zero, and tolerance is calculated by $T=1-R^2$, R^2 where the value reflects the amount of variance in an independent variable that is explained by or associated with other independent variables in the same model (O'Brien, 2007). The more the tolerance value approaches one, the more likely it is that collinearity does not exist. Where tolerance values approach zero, it is more likely that collinearity does exist. The variance inflation factor (VIF) refers to the extent to which the estimated variance of a regression coefficient is inflated or increased above what it would be if R^2 is equal to zero. According to Paul (2011, p.8), if a VIF value "exceeded five or ten, it is an indication that the associated regression coefficients are poorly estimated because of multi-collinearity". To obtain the tolerance values of the independent values, Munro (2005, p.288) suggests that "each independent variable is treated as a dependent variable and regressed on other independent variables". The values of tolerance (see Table 2) were all above 0.2 for each of the nine independent variables, and the VIFs were below the cut-off value of five (or 3.3) (Kock, 2015) which confirms the absence of collinearity in the dataset and consequently, no presence of CMB.

DATA ANALYSIS

Construct validity is evaluated based on a two-step approach: convergent validity and discriminant validity.

CONVERGENT VALIDITY

Convergent validity evaluates whether the measures of a construct (that theoretically should be related to each other) are related to each other (Hill & Hughes, 2007). Thus, exploratory factor analysis (EFA) was executed to assess convergent validity. A principle component extraction and Varimax rotation methods were used. Thus, convergent validity was present for the dataset. Furthermore, the internal consistency of each construct was weighed by performing Cronbach's Alpha (α) test. The results demonstrate (see Table 3) that all constructs acquired an acceptable Cronbach's Alpha value of 0.7, indicating that all constructs are internally consistent (Hair et al., 2013).

Table 3: Exploratory factor analysis, (α): Cronbach alpha

Construct	(α)	Item	Factor								
			1	2	3	4	5	6	7	8	9
Social commerce constructs (SCC)	0.92	SCC4	0.87								
		SCC2	0.86								
		SCC3	0.83								
		SCC1	0.81								
Trust (T)	0.91	T2		0.84							
		T1		0.82							
		T4		0.80							
		T3		0.79							
Familiarity (FAM)	0.90	FAM3			0.85						
		FAM1			0.83						
		FAM2			0.82						
		FAM4			0.80						
Perceived Ease of Use (PE)	0.87	PE1				0.84					
		PE2				0.82					
		PE4				0.81					
		PE3				0.78					
Post-purchase Experience (PPE)	0.96	PPE2					0.94				
		PPE3					0.92				
		PPE1					0.91				
Perceived Usefulness (PU)	0.86	PU3						0.85			
		PU4						0.83			
		PU2						0.81			
		PU1						0.76			
Actual Purchase (AP)	0.95	AP1							0.90		
		AP2							0.89		
		AP3							0.88		
User Experience (UE)	0.88	UE2								0.86	
		UE1								0.85	
		UE3								0.84	
Purchase Intention (INT)	0.89	INT3									0.82
		INT1									0.81
		INT2									0.79
		Eigenvalue	9.4	4.2	2.3	2.2	1.9	1.8	1.4	1.4	1.2
		% of Variance Explained	29.3	13.1	7.3	6.9	5.8	5.5	4.5	4.4	3.6
		Cumulative%	29.3	42.4	49.7	56.6	62.4	67.9	72.4	76.8	80.4

Discriminant Validity

According to Hill and Hughes (2007), discriminant validity is the extent to which constructs are distinct. Thus, confirmatory factor analysis (CFA) was performed to assess it. Prior to evaluating the discriminant validity, CFA was utilised to endorse and ensure the convergent validity by performing three tests: composite reliability, cross-loading and average variance extracted (AVE). The Structural Equation Modelling approach (SEM) with SmartPlus3 statistical software was used to perform CFA to confirm the eight-factor model found in the previous EFA. Before conducting CFA, the indices of goodness of fit (GoF) were examined to assess the performance of the proposed model. The indices of Standardized Root Mean Square Residual (SRMR), the Normed Fit Index (NFI) and the statistical test of (bootstrapped based) inferences of the discrepancy including the unweighted least squares (d_{ULS}) and geodesic (d_G) discrepancies were used (Henseler, Hubona, & Ray, 2016). Based on

Hair et al. (2013), the results show that the coefficient of SRMR was 0.033 (<0.08) and NFI was 0.967 (>0.9) which demonstrates acceptable fit. Following Henseler et al. (2016), the discrepancies tests indicate d_{ULS} < bootstrapped HI 95% of d_{ULS} and d_G < bootstrapped HI 95% of d_G. Thus, the goodness of fit indices was acceptable and met the recommended conditions demonstrating that the model fit the data well.

The results of CFA in Table 4 confirm that all measures were loading significantly on their theoretical constructs and exceeded the recommended value 0.707 (Wang, French, & Clay, 2015). The results indicate that the loadings of each construct's measures were considerably higher than their cross-loadings with other constructs.

Table 4: Cross-loading

	Construct								
	AP	**FAM**	**INT**	**PE**	**PPE**	**PU**	**SCC**	**T**	**UE**
AP1	**0.95**	0.16	0.46	0.21	0.31	0.16	0.22	0.42	0.15
AP2	**0.96**	0.19	0.51	0.19	0.32	0.18	0.24	0.43	0.21
AP3	**0.94**	0.17	0.44	0.16	0.32	0.15	0.23	0.42	0.15
FAM1	0.20	**0.88**	0.25	0.24	0.10	0.42	0.32	0.32	0.35
FAM2	0.16	**0.88**	0.16	0.26	0.03	0.40	0.34	0.26	0.27
FAM3	0.18	**0.89**	0.17	0.24	0.06	0.43	0.36	0.30	0.35
FAM4	0.12	**0.89**	0.17	0.25	0.08	0.41	0.37	0.33	0.32
INT1	0.44	0.11	**0.89**	0.18	0.44	0.16	0.20	0.40	0.21
INT2	0.46	0.23	**0.91**	0.24	0.43	0.19	0.21	0.46	0.19
INT3	0.45	0.22	**0.91**	0.27	0.49	0.13	0.25	0.44	0.21
PE1	0.19	0.23	0.27	**0.84**	0.11	0.27	0.27	0.29	0.27
PE2	0.15	0.25	0.20	**0.86**	0.12	0.25	0.24	0.20	0.30
PE3	0.16	0.28	0.16	**0.85**	0.09	0.29	0.24	0.26	0.25
PE4	0.18	0.18	0.23	**0.84**	0.12	0.26	0.23	0.26	0.26
PPE1	0.31	0.06	0.50	0.12	**0.97**	0.09	0.12	0.38	0.12
PPE2	0.35	0.10	0.48	0.16	**0.97**	0.09	0.14	0.39	0.16
PPE3	0.31	0.07	0.47	0.10	**0.96**	0.06	0.11	0.39	0.14
PU1	0.20	0.42	0.23	0.29	0.12	**0.85**	0.32	0.36	0.27
PU2	0.10	0.38	0.13	0.25	0.05	**0.84**	0.30	0.28	0.23
PU3	0.17	0.37	0.10	0.26	0.05	**0.83**	0.30	0.27	0.17
PU4	0.09	0.40	0.11	0.26	0.04	**0.83**	0.26	0.23	0.17
SCC1	0.23	0.39	0.24	0.24	0.09	0.29	**0.87**	0.16	0.38
SCC2	0.21	0.35	0.25	0.25	0.10	0.29	**0.87**	0.23	0.34
SCC3	0.23	0.34	0.22	0.24	0.15	0.34	**0.90**	0.21	0.28
SCC4	0.19	0.33	0.17	0.29	0.12	0.34	**0.92**	0.21	0.34
T1	0.41	0.29	0.41	0.29	0.39	0.27	0.24	**0.87**	0.22
T2	0.35	0.30	0.44	0.27	0.40	0.32	0.13	**0.88**	0.20
T3	0.45	0.35	0.43	0.25	0.32	0.33	0.22	**0.90**	0.19
T4	0.37	0.28	0.42	0.26	0.31	0.30	0.22	**0.89**	0.23
UE1	0.24	0.32	0.23	0.25	0.16	0.23	0.33	0.24	**0.90**
UE2	0.15	0.37	0.16	0.28	0.09	0.25	0.35	0.21	**0.91**
UE3	0.12	0.29	0.21	0.31	0.14	0.21	0.33	0.19	**0.90**

The composite reliability (CR) value for all constructs exceeds the recommended value of >=0.7 (Hair et al., 2013). Additionally, the AVE values of each construct are higher than the cut-off value of 0.5 (see Table 5). Two tests were performed to evaluate discriminant validity: Fornell-Larcker (1981) criterion (Fornell & Larcker, 1981), and Heterotrait-monotrait (HTMT) ratio of correlation (Henseler, Ringle, & Sarstedt, 2015). According to the Fornell-Larcker (1981) criterion, the squared root of AVE of each construct should be significantly greater than the construct's correlation with

any other construct. This condition was satisfied (see Table 5). With respect to the test of HTMT, if the coefficients of HTMT are less than 0.85 (Kline, 2011) or 0.90 (Gold, Malhotra, & Segars, 2001) then there are no issues with discriminant validity. As can be seen in Table 6, all values passed the $HTMT_{0.90}$ and $HTMT_{0.85}$ tests. Such results indicate the presence of discriminant validity for the dataset.

Table 5: CR: Composite reliability, AVE: Average variance explained, the square root of AVE (in bold/italic), correlation between constructs (off-diagonal)

Construct	CR	AVE	Construct								
			FAM	**PE**	**PPE**	**PU**	**SCC**	**T**	**AP**	**UE**	INT
FAM	0.93	0.78	***0.88***								
PE	0.91	0.72	0.28	***0.85***							
PPE	0.98	0.93	0.08	0.13	***0.97***						
PU	0.90	0.70	0.47	0.32	0.08	***0.84***					
SCC	0.94	0.79	0.39	0.29	0.13	0.35	***0.89***				
T	0.93	0.78	0.34	0.30	0.40	0.35	0.23	***0.88***			
AP	0.97	0.90	0.19	0.20	0.34	0.17	0.24	0.45	***0.95***		
UE	0.92	0.81	0.36	0.32	0.15	0.25	0.37	0.24	0.18	***0.96***	
INT	0.93	0.82	0.21	0.26	0.50	0.18	0.24	0.48	0.49	0.22	***0.91***

Table 6: HTMT results

Construct	Construct								
	FAM	**PE**	**PPE**	**PU**	**SCC**	**T**	**AP**	**UE**	INT
FAM	-								
PE	0.32	-							
PPE	0.12	0.17	-						
PU	0.51	0.36	0.13	-					
SCC	0.43	0.33	0.18	0.40	-				
T	0.38	0.34	0.44	0.41	0.27	-			
AP	0.23	0.24	0.39	0.21	0.29	0.49	-		
UE	0.40	0.37	0.19	0.29	0.41	0.32	0.26	-	
INT	0.25	0.3	0.54	0.22	0.28	0.52	0.53	0.26	-

RESULTS OF HYPOTHESIS TESTING WITH SEM

The Structural Equation Modelling (SEM) is used to generate inferential statistics for testing the proposed hypotheses, and the statistics are presented as a graphic model in Figure 2. As suggested by Hair, Thomas, Hult, Ringle & Sarstedt (2017), the inferential statistics include: the amount of variance explained (R^2) for each construct, beta (β) and corresponding t-values for each connection (path) between constructs. These statistics are obtained via the procedure of bootstrapping with a resample of 5000. The results of hypothesis testing by virtue of interpreting the inferential statistics are summarized in Table 7. As Figure 2 illustrates, Familiarity (FAM) and user experience (UE) explain 13.2% (R^2 =0.132) of the variance in perceived ease of use (PE). Social commerce constructs (SCC) explains 17.2% (R^2 =0.172) of the variance in perceived usefulness (PU). Additionally, the post-purchase experience (PPE), PE and PU explain 28.5% (R^2 =0.285) of the variance in trust (T). On the other hand, T and PPE explain 34.5% (R^2 =0.345) of the variance in intention to purchase (INT). Furthermore, INT explains 24.7% (R^2 =0.247) of the variance in actual purchase (AP). .

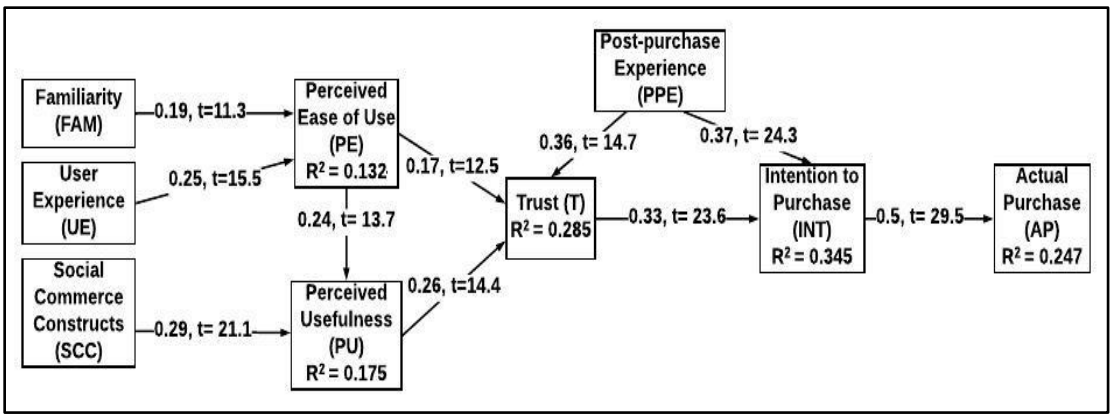

Figure 2: Structural Model Results

The results of hypothesis testing are summarized in Table 7. All hypothesis are supported with significant evidence as Beta (ß) values ranging from 0.17 to 0.5. According to Table 7, UE had the strongest effect PE, and SCC had the strongest influence on PU. Additionally, the influence of PU on T was stronger than PE. T acted as a key determinant of INT, and subsequently INT was the main predictor of AP. Finally, PPE acted as a reinforcement mechanism for T and INT.

Table 7: Summary of Hypotheses Testing

Hypothesis Number	Hypothesis Statement	Beta (β)	*t*-value	*P*-value	Result
H1	"A high level of consumer familiarity with an s-commerce website will positively influence their perception of its ease of use".	0.19	11.3	<0.01	supported
H2	"Internet and computing experience of s-commerce websites has a positive influence on consumers' perceived ease of use".	0.25	15.5	<0.001	supported
H3	"S-commerce constructs have a positive influence on customers' perceived usefulness of an s-commerce website".	0.29	21.1	<0.001	supported
H4	"Customer perception of ease of use has a positive influence on the perceived trust in an s-commerce website".	0.17	12.5	<0.01	supported
H5	"Customer perception of usefulness has a positive influence on the perceived trust in an s-commerce website".	0.26	14.4	<0.001	supported
H6	"Customer perception of ease of use has a positive influence on the perception of usefulness of an s-commerce website".	0.24	13.7	<0.001	supported
H7	"Trust in an s-commerce website has a positive influence on the customer purchase intention".	0.33	23.6	<0.0001	supported
H8	"The intention to purchase positively influences consumers' actual purchase".	0.5	29.5	<0.0001	supported

Hypothesis Number	Hypothesis Statement	Beta (β)	*t*-value	*P*-value	Result
H9	"The post-purchase experience will influence consumers' trust".	0.36	14.7	<0.0001	supported
H10	"The post-purchase experience will positively influence consumers' intention to purchase".	0.37	24.3	<0.0001	supported

FINDINGS AND DISCUSSION

Familiarity (FAM) with an s-commerce platform exerted a significant positive influence on perceived ease of use (PE). Such a result demonstrates that the more consumers are familiar with an s-commerce website, the more they will perceive it as easy to use. This finding is supported by Zhu, Chih, O'Neal, and Chen (2011), Hajli, Wang, et al. (2017), and Gibreel, AlOtaibi, and Altmann (2018). Customers' familiarity is the driving force of their patronage and the amplified rate of such patronage will be developed based partially on enhanced knowledge and a positive experience of a website. Familiarity with an s-commerce website is attained when customers comprehend its operational procedures. Such comprehension will contribute to motivating customers to adopt the websites' special features and accelerate the process of problem-solving and reduce the error rate. This will significantly improve familiarity with an s-commerce website and therefore lead to increase ease of use perceptions.

User experience (UE) exerted a significant positive influence on perceived ease of use (PE). This finding is supported by Hajli, Wang, et al. (2017). Online shopping is seen as purchasing and information search activities (Al-Maghrabi, Dennis, Halliday, & BinAli, 2011). These activities include: website navigation, information searches, ordering, payments, post-purchase issues and customer service communications. Adequate internet knowledge and skills can effectively stimulate customers' interests in exploring s-commerce websites and reduce the time and cost necessary to search for information about products, which in turn produces a favourable attitude towards a website. Such an experience can increase users' perceptions of the s-commerce website that it is easy to use and can provide them with a simple experience that provides them with the features and values of the products and services they are interested in.

S-commerce constructs (SCC) exerted a positive significant impact on perceived usefulness (PU). Such a finding is in line with Hajli, Wang, et al. (2017) and implies that the presence of s-commerce constructs within s-commerce websites can effectively increase the perception of the websites' usefulness. In s-commerce, customers are taking advantage of s-commerce constructs, such as customer recommendations, reviews, comments and ratings, to share commercial and shopping information. This social interaction allows customers to provide valuable information to both businesses and peers. By using s-commerce customers are empowered to generate product/shopping-related content and share it with online sellers and other customers via social platforms. These social interactions and user-generated content act as a useful and enhanced source of knowledge that confirms and complements the information provided by online sellers' websites.

Perceived ease of use (PE) has a positive influence on perceived usefulness (PU). Such a finding demonstrates that the easier an s-commerce website is to use, the more useful it is considered to be which encourages customers to engage in transactions on it. This finding is consistent with previous research (Biucky & Harandi, 2017; Hajli & Lin, 2015), and contradicts with Gibreel et al. (2018). The respondents believe that using an s-commerce website to get information about and purchase products' requires little effort. The findings show that respondents tend to evaluate product-related information before making a purchase and that they believe that using an s-commerce website to purchase goods enhances their effectiveness in getting product information and in making purchasing decisions. The more customers perceive that the processes of searching, browsing, viewing and re-

trieving such information are easy, the more they sense the s-commerce website as being useful to their purchase decision making.

The perceptions of ease of use and usefulness have a positive influence on trust (T) in an s-commerce website. Such findings highlight the important role of the ease of use and usefulness of an s-commerce website in fostering trust in online-vendors and their websites. These findings are in agreement with prior e-commerce/s-commerce related research (Hajli, Wang, et al., 2017; Suwunniponth, 2014). The findings indicate that customers' trust can be acquired when s-commerce websites provide useful and an adequate volume of information for effective purchase decisions and have easy to use functionalities. A logical justification for such findings is that the ease of use and usefulness of s-commerce websites might reflect online-vendors' willingness and competence to provide their customers with useful information and pleasant interaction experiences. Moreover, an s-commerce website with user-friendly functions and a well-designed web interface leads to an enhanced sense of control over online shopping activities and could turn into positive feelings regarding the competence of online sellers. Such an explanation is supported by Beldad and Hegner (2017) who suggest that both goodwill and competence are key components for the generation of trust.

The results show that trust (T) in an s-commerce website has a positive significant influence on purchase intentions (INT). This highlights the critical role of trust in an s-commerce website in building a positive purchase intention. This finding is consistent with Chen and Wang (2016), Kaur and Kumar (2018), Lu et al. (2016), and Yahia et al. (2018). Social trust developed through social constructs, such as customers' recommendations, reviews, comments and ratings, will positively affect purchase intention. Trust is a key aspect in online shopping where uncertainty and risk levels are high. By building social trust, the prospect of observing the activities of other parties is reduced. Additionally, social trust can be an effective tool to facilitate online transactions where the interaction between parties is anonymous. According to Park, Lee, and Han (2014), information obtained from social constructs is believed to be more trustworthy and reliable than information offered by online retailers. It has been argued that an increase in the social presence of an s-commerce website, through social constructs, indicates that online vendors are not providing misleading information and rejecting any untrustworthy or opportunistic behaviour. In addition to social constructs, perceived privacy and security are deemed to be necessary to build trust in an s-commerce website. Lee, Ahn, Song, and Ahn (2018, p.8) point out that customers' trust in an e-commerce website is influenced by structural assurance. Structural assurance refers to 'an institutional trust in which a buyer perceives robust structures are in place to ensure that a successful e-commerce transaction will take place under safe and secure circumstances'. Consequently, consumers' perceptions of secure and safe settings (including information quality, privacy and security protections) positively influences their trust in s-commerce. Where an s-commerce website is perceived as being secure and a valid source of social trust there is a positive influence on customers' trust in online-vendors and their websites which in turn increases the customers' intention to purchase.

Purchase intention has a significant positive effect on actual purchase. This result is in line with Wang and Yu (2017), and indicates that when customers develop a positive purchase intention from using a specific s-commerce website, they are likely to make an actual purchase on it. Consistent with Lim (2013), the findings also demonstrate that actual purchase has a significant positive influence on the post-purchase experience which in turn, has a significant positive effect on both trust and purchase intention. If customers have a pleasant and favourable purchase experience on an s-commerce website, they will develop positive post-purchase beliefs towards the website which means they may consider the website for future purchases. Lemon and Verhoef (2016) demonstrate that perceived experience during the post-purchase phase has a significant impact on customers' opinions. This leads either to customer loyalty through repurchase or the evaluation of other alternatives by re-starting the process from the pre-purchase phase. The purchasing process does not end with the placing of an order because customers continue to evaluate and assess their experience which in turn reinforces their trust in and subsequent intention and desire to repurchase from the website.

PRACTICAL IMPLICATIONS AND THEORETICAL INSIGHTS

From a theoretical perspective, the current study offers a unidimensional conceptualisation of the design features of s-commerce. These features include three main forms: recommendations and referrals, communities and forums, and reviews and ratings. Such conceptualisation provides additional insights and an understanding of the activities of information sharing in s-commerce. The significance of the technical side of s-commerce is highlighted and empirical proof is provided that social interactions guided by social technologies enhance customers' perceived usefulness of an s-commerce website, thus increasing their trust and intention to purchase which leads to an actual purchase. This offers insights into the various types of s-commerce characteristics that contribute to facilitating customers' purchase behaviour on s-commerce websites.

In addition, this study shows how interactions with others using social technologies influences customers' actual purchase and post-purchase experiences. It highlights how customers' social interactions with others through social technologies can lead to actual purchases, and whether such interactions subsequently influence customers' post-purchase experiences. Social technologies enable social support that improves customers' perceptions of usefulness and trust, and thereby leads to an enhancement of their intention to and an actual purchase. Such processes allow customers to develop a post-purchase experience that boosts and reinforces their trust and repurchase intentions. As a result, the research model serves as a theoretical framework for investigating customers' behaviour in s-commerce and identifies its marketing potential in the new era of online retailing. This study also confirms the research of Lai (2017) who suggests the TAM model needs modification to include further variables to produce a strong context-specific model. The research model includes both the technical and social facilitators of s-commerce in TAM to gain an improved understanding of customers' intentions, actual purchases and post-purchase experiences in the s-commerce environment.

From a practical perspective, the social commerce constructs have been the main components of social interaction. This study shows that social commerce constructs strengthen customers' perceptions of usefulness, influence their trust and thereby their purchase intentions and actual purchases. According to Lu, Lu, & Wang, (2012), social support can significantly affect customers' behaviour and their belief structures by compliance with the expectations of others and the internalisation of the norms and values of commercial websites. Hence, s-commerce service providers are required to provide their customers with various channels to seek social support. Specifically, they should establish links and pages on popular social networking sites, blogs and instant messaging applications, so that customers can conveniently find a channel for social support seeking. Furthermore, s-commerce services providers should also invest sufficiently in social technologies that promote feedback mechanisms and customer ratings which in turn allows customers to easily access information about other customers' past purchase activities. Improving the interactive functions and providing convenient communication channels is deemed to be important for customers to search for and share purchase experiences more easily, which in turn would make product and service information more transparent. By doing so, s-commerce service providers will decrease the inherited isolation of online activities and enhance customers' perceptions of the usefulness of s-commerce websites' as a rich source of valid commercial information.

It is also important that s-commerce service providers consider the variation in customers' familiarity and experience with s-commerce websites because this has a significant influence on purchase intentions and behaviour. This study demonstrates that both familiarity and user experience are key enablers of customers' perceived ease of use. Consequently, it is suggested that s-commerce service providers should focus their efforts on reducing user resistance by offering adequate support. For instance, system designers should offer useful and sufficient information and tutorials that effectively guide customers in their searching, decision-making and purchasing activities throughout the shopping process. Such guides could help customers to solve shopping-related problems, and as a result increase their trust and engagement with s-commerce websites.

This study stresses that trust is a fundamental aspect in the context of s-commerce. It has an essential role in promoting purchase intention and actual purchase. As suggested by Hajli, Wang, et al. (2017), s-commerce service providers should understand the importance of providing secure payment systems and make their privacy policies clear to customers. It has been suggested that third-party payment logistics and accreditation can effectively improve customers' trust. S-commerce service providers should also consider allowing customers to control the anonymity of their feedback and ratings. It is proposed that customers tend to rely more on experiences and information offered by their peers than what a seller provides through a website (Hajli, Lin, & Featherman, 2014), therefore, s-commerce providers can enhance their customers trust by sharing product-related information and knowledge on social media websites, and motivating customers to participate in sharing their own shopping experience and product/service information.

Finally, post-purchase experience has an influential role in reinforcing customers' trust and purchase intention. The findings confirm the important role of post-purchase experience in retaining customers by improving their trust and repurchase intention. According to Lu et al. (2012), post-purchase experiences or behaviours are not influenced by cognitive factors, but by emotions. Unfavourable and unpleasant service experiences can produce negative emotions which trigger a psychological state known as 'psychological distancing'. This encourages individuals to restore their emotional stability by steering their attention away from any stressors. In the online shopping context, if customers have negative emotions (because of purchase and/or post-purchase experiences) towards an e-seller, they attempt to take their minds off the problem and maintain their emotional stability by leaving the e-seller and likely avoiding any further purchases from them in future. Therefore, making a customer's post-purchase experience pleasant should be a key priority for s-commerce service providers because it has a significant influence on customers' trust and repurchase intentions. This could be achieved by improving the e-sellers' reputation, increasing customer satisfaction, and ensuring the quality of information, transactions and website security (Fang et al., 2014). Al-Adwan et al. (2018) suggest that avoiding misleading information about products and services helps to improve perceptions of the reliability of e-sellers. Furthermore, e-sellers should provide customers with comprehensive and clear policies regarding the delivery and return of products and fraud protection.

E-sellers should encourage their dissatisfied customers to participate in online reviews of their purchases and voice their discontent. When e-sellers handle dissatisfaction timely and correctly, the dissatisfied customer may become satisfied and motivated to share such a positive experience with others which may prevent other dissatisfied customers from switching to other e-sellers and shows that customer complaints are not always a negative aspect in terms of post-purchase experience and repurchasing intention. E-sellers should modestly and positively accept complaints and aim to enhance the quality of their products and services. Accepting customers' feedback and making enhancements can generate stable emotions in customers and such efforts can improve the post-repurchase experience.

LIMITATIONS AND FUTURE WORK

While several insights have been identified regarding the various technical and social factors influencing the adoption of s-commerce, this study is subject to some limitations which could be overcome in future research. First, this study considered the s-commerce websites as a homogenous online environment. Additional research could collect data from diverse online communities, such as professional groups, to provide a comprehensive understanding of how a wider variety of user behaviour is affected. Second, this was a quantitative study based on data collected in a questionnaire. Further studies may consider using qualitative or mixed methodologies (i.e. focus groups and interviews) to explore other technical and social factors that influence the use of s-commerce. Such methods are effective in overcoming the inefficiencies of survey methods that prevent the generation of resilient inferences (Al-Adwan, 2017). Finally, this research was conducted in Jordan, so it would be useful to extend the study to include other samples from different regions and/or countries to validate the

research model in different cultures and contexts. For instance, future studies could collect data from various global markets and examine any potential cultural differences.

CONCLUSION

It is remarkable how s-commerce has changed how customers interact with organisations. In recent years, the penetration of Web 2.0 technologies and social media platforms has led to an increased use of s-commerce and this study aimed to reveal the technical and social factors influencing customers' adoption of it. To explore the factors, a research framework was developed by integrating the essence of socio-technical theory from two well-known theories in the field of information systems related to trust and TAM. The results demonstrate that both user experience and familiarity are significant facilitators of the perceived ease of use of s-commerce, and that social commerce constructs have a significant positive influence on perceived usefulness. Perceptions of the ease of use and usefulness are the main predictors of trust which has a fundamental role in influencing purchase intention which in turn leads to actual purchase. Actual purchase is the base from which customers build their experience and their post-purchase experience is a key factor in reinforcing customers' trust and purchase intention. The framework confirms that both technical and social factors are key determinants for s-commerce. The findings have produced insights which have important implications for research and practice to help facilitate the adoption of s-commerce.

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APPENDIX

QUESTIONNAIRE AND SOURCES OF ADOPTED MEASURES

Construct	Item	Source
Familiarity (FAM)	**FAM1**: "I am familiar with searching for materials on the social commerce websites".	Gibreel et al. (2018); Al-Adwan and Kokash(2019)
	FAM2: "I am familiar with buying products/service on the social commerce websites".	
	FAM3: "I am familiar with inquiring about products/service ratings on the social commerce websites".	
	FAM4: "I am familiar with the processes of purchasing products/service on the social commerce websites**".**	
Perceived ease of use (PE)	**PE1**: "It is easy to become skilful at using the social commerce websites".	Yahia et al. (2018); Hajli, Wang, et al. (2017)
	PE2: "Learning to operate the social commerce websites is easy".	
	PE3: "The social commerce websites that I use for my online shopping is flexible to interact with".	
	PE4: "Overall, buying from the social commerce websites is easy for me".	
Perceived usefulness (PU)	**PU1**: "Searching and buying on the social commerce websites is useful for me".	Gibreel et al. (2018); Hajli, Wang, et al. (2017)
	PU2: "The social commerce websites make it easier to searching and buying products/service".	

Construct	Item	Source
	PU3: "The social commerce websites enable me to search and buy products/service faster".	
	PU4: "The social commerce websites increase my productivity in searching and purchasing products/service on the internet".	
Trust (T)	**T1**: "Promises made by the social commerce websites that I used for my last online shopping are likely to be reliable".	Hajli, Wang, et al. (2017); Gefen et al. (2003a)
	T2: "I do not doubt the honesty of the social commerce website that I used for my last online shopping".	
	T3: "Based on my experience with the online vendor in the past, I know it is honest and truthful to me".	
	T4: "Based on my experience with the online vendor in the past, I know they care about customers".	
Social commerce constructs (SCC)	**SCC1**: "I use online forums and communities for acquiring information about a products/service".	Hajli, Wang, et al. (2017); Hajli, Sims, et al. (2017)
	SCC2: "I usually use people ratings and reviews about products/service on the social commerce websites".	
	SCC3: "I usually use people`s recommendations to buy a products/service on the social commerce websites".	
	SCC4: "I trust my friends on online forums and communities".	
User experience (UE)	**UE1**: "I perceive myself pretty experienced in using the computer".	Hajli, Wang, et al. (2017)
	UE2: "I perceive myself pretty experienced in using the Internet".	
	UE3: "I have been using the Internet for a long time".	
Purchase intention (INT)	**INT1**: "I plan to do more of my shopping on social commerce websites in the future".	Wang and Yu (2017); Hajli, Wang, et al. (2017).
	INT2: "I prefer to shop on social commerce websites".	
	INT3: "I intend to provide my personal information for purchasing on social commerce websites".	
Actual purchase (AP)	**AP1**: "I make online purchase frequently".	Lim (2013)
	AP2: "I make online purchases intensively".	
	AP3: "Overall, I have made many online purchases".	
Post-purchase experience (PPE)	**PPE1**: "I usually have a fruitful time shopping online via social commerce websites".	Lim (2013)
	PPE2: "I am pleased with my shopping activity on social commerce websites".	
	PPE3: "I have a safe (secure) shopping experience over the social commerce websites".	

BIOGRAPHY

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