



Factors Affecting Bangladeshi Customers' Intention to Adopt Social Shopping: A Partial Least Square (PLS) Approach

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ABSTRACT

Purpose: This paper aims to examine key factors affecting consumers' intention to accept social shopping in the context of Bangladesh.

Methodology: Structured Equation Modeling (SEM) was applied to verify all constructs' reliability and validity and test all hypotheses. An importance-performance map analysis was also carried out for identifying the critical factors of the constructs having high importance but low performance. Data were collected from 250 respondents through conducting an online survey.

Findings: The results showed that perceived usefulness, e-WOM, website quality, perceived enjoyment, and trust have positive effects on social shopping acceptance. In contrast, perceived risk has a negative impact on social shopping purchase intention. Moreover, IPMA results showed that managers should concentrate more on perceived enjoyment, perceived website design, and innovativeness.

Limitations: The study has only considered internet users for the survey; therefore, there is a possibility of biasness of self-selection in sampling. Also, the size of the sample is small in this study. The accurate perception of Bangladeshi consumers toward social shopping requires analysis on a larger sample size.

Practical Implications: The study provides a basis for researchers for further studies on variables that influence social shopping- behavior. Practitioners can easily understand the key factors essential to create design and implement those designs related to various products and services to capture market demand.

Originality: The study has developed a research model by integrating different prominent theories, i.e., theory of reasoned action and theory of planned behavior, and technology acceptance model. Also, this study considers several contextual constructs such as perceived risks, e-WOM, and innovativeness to examine consumers' behavioral intention. The proposed model helps to understand the dynamics of online markets and how the user will respond to social shopping.

1. Introduction

Social media shopping has been considered as a creative platform that combines online shopping with online social networking. It is a new form of social media commerce that allows shoppers to exchange products and services online (C.-L. Hsu, Chen, Kikuchi, & Machida, 2017). It enables consumers' collaborative activities by which they can share information and interact with others via different social networking sites. Social websites –Twitter, Instagram, WhatsApp, Youtube, and Facebook, are some most favored websites that have enabled customers to exchange information and recommendations about different products and services (Lin, Chiu, & Lim, 2011). Interaction with others through social media has changed the behaviors and affected consumers' purchase intention (Shen, 2012). Different types of consumers such as family, members, or friends now would love to compare

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themselves with others are influenced by social shopping (Schiffman, Lazar Kanuk, & Hansen, 2008). Consumers make purchase decisions related to products and services and would like to receive advice and suggestions from others (Erkan & Evans, 2016).

Although social shopping has become a new trend of shopping in developed countries, developing countries paint a different picture. Bangladesh is stepping forward towards a digitally connected nation that helps people become more involved in the internet and social media websites. The young generation is experimenting with this new trend of shopping like other young Asian citizens, which has led to the increased popularity of online social shopping in Bangladesh. Since shoppers have become more familiar with this social shopping and its benefits, this shopping is getting popular and becoming a preference among consumers who seek a higher value proposition related to information, cost, price, and convenience.

In the literature, a large body of e-commerce research is available online, focusing mainly on online shopping (Al-Debei, Akroush, & Ashouri, 2015). Only a few have addressed digital shopping, which is conducted through social networking sites. As social shopping is at the early development stage in Bangladesh, we know little about shoppers' purchase decision to adopt and recommend these new shopping channels and determinants that influence their behavioral intention to purchase and recommend. Vendors need to know about consumer behavior related to social shopping to obtain a competitive advantage and to sustain in the market. Therefore, it becomes necessary to recognize and analyze the factors influencing consumers' purchase behavior towards social shopping adoption and recommendation to capture the market demand, predict social shopping rate, and evaluate the future growth of social shopping.

Thus, this study attempts to explore the behavioral intention of consumers towards social shopping in Bangladesh. Specifically, we have examined various factors that affect consumers' behavioral intention to adopt social shopping. To achieve our aims, we propose an integrated model by combining theories, i.e., theory of reasoned action (TRA) and Theory of planned behavior (TPB), and model, i.e., Technology acceptance model (TAM), with several contextual constructs such as perceived security, e-WOM, and innovativeness. The proposed model is tested by data collected from 250 respondents from a survey conducted in Bangladesh.

2. Literature Review

2.1 Definition of Social Media

Social media can be depicted as the internet-based application created on the conceptual and technological foundations of Web 2.0, and that assists in developing and exchanging User Generated Content (Kaplan & Haenlein, 2010). According to Lee, Lee, Choi, Kim, and Han (2014), social media is an electronic tool that operates on the internet platform, enabling users to share and discuss diversified aspects. Schaupp and Bélanger (2013) stated that through using technology, Social media creates value. On the other hand, Dykeman (2008) describes social media as the means for publishing digital, creative content, providing an instant response using online discussions, comments and assessments. With the assistance of Web 2.0 technology, it has become easier for a person to get access to different platforms such as Facebook, WhatsApp, Youtube, and Instagram. These platforms enable an individual to share, discuss and create contents with each other in the community.

Different types of applications and platforms are representing social media. Social media can be classified into seven categories, including- social networks, content communities, blogs, forums, podcasts, micro blogging, and last, is wikis (Mayfield, 2008). A similar portrait is illustrated by Kaplan and Haenlein (2010), representing social media classification. This representation includes blogs and micro blogs, social networking sites, collaborative projects, content communities, virtual social worlds, virtual game worlds.

2.3 Relevant Literature on Social Shopping

Although previous studies in the online shopping context have drawn attention to the importance of various determinants influencing shopping intention, there is minimal research in the social shopping context. Table 1 presents the summary of consumer behavioral intention towards online social shopping for the present research's significance.

Table 1. Summary of the Online Shopping Intention Literature

Authors	Objective	Findings
Akroush and Al-Debei (2015)	Examine those factors influencing the customers' attitudes toward internet shopping.	Trust is the main factor of relative advantage. Perceived advantage, trust as well as perceived website image affect consumers' online buying.
Javadi, Dolatabadi, Nourbakhsh, Poursaeedi, and Asadollahi (2012)	Analyze factors by which consumers' online shopping behavior is affected.	Financial risks negatively affect online shopping behavior. Subjective norms and innovativeness positively affect online buying behavior.
Cha (2011)	Provide a managerial and practical understanding of how online merchants can maximize the values of online shopping.	College students consider different factors like perceived usefulness, ease of use, enjoyment, security, social norm, flow, and gender when deciding on online shopping
C. R. Maia, Lunardi, Dolci, and D'Avila (2019)	Analyze the factors and characteristics that influence customers' social commerce buying, recommending, and advising others about it.	Trust, perceived usefulness are the two main factors that most influence the consumers' participation in social shopping. Expensive products focus on user ratings and recommendations as well as comments intensively than generic products.
Daliri, Rezaei, and Ismail (2014)	Examine the social and technological factors affecting customers' purchase intention.	Generic products use ratings, recommendations, and comments less than expensive products.
C. L. Hsu et al. (2017)	Investigate the factors of purchase intention and analyze them with an advance analytical framework	For Taiwanese respondents, trust was connected to purchase intention. In Japan, consumers' commitment is related to purchase intention.
C. L. Hsu, Lin, and Chiang (2013)	Investigate the usefulness of bloggers' recommendations and their impact on shoppers attitude	Bloggers' recommendation on perceived usefulness and trust has a significant effect on consumers' attitudes towards online shopping.
Arora and Aggarwal (2018)	Study key factors and their impact on online buying attitudes among women.	Perceived benefits positively influence women consumers' attitudes toward online buying. Convenience is another type of benefit that has a significant impact on purchase intention.
Al-Debei et al. (2015)	Examine shoppers' attitude to intent shopping.	Trust, perceived benefits affect consumers' online shopping attitude. A higher level of perceived web quality generates a higher level of trust.
Delafrooz, Paim, Haron, Sidin, and Khatibi (2009)	Examine how they influence consumers' attitudes toward online shopping.	Convenience, price, and broader selection are essential determinants. Individuals who purchase online benefit from perceived convenience.
Yang, Li, Kim, and Kim (2015)	Examine social shopping website attributes and positive e-WOM.	Community-driven and entertainment are two important factors of consumers' shopping perception. E-WOM and website attributes increase co-shopping
Weisberg, Te'eni, and Arman (2011)	Investigate the relationship between past online purchases and purchasing intentions.	Past purchasing influences intention to purchase. Trust and social presents have mediation effects on the purchase decision.

Dennis, Morgan, Wright, and Jayawardhena (2010)	Investigate reasons for consumers' shopping –social e-shopping and social networking.	Both utilitarian and hedonic characteristics of female shoppers found social shopping useful and enjoyable. Respondents found the social website challenging to navigate.
C. Maia, Lunardi, Longaray, and Munhoz (2018)	Analyze the factors and characteristics influencing consumers' participation in social shopping.	Trust, perceived usefulness, and information quality mainly influence consumer participation in social shopping. Online reviews influence the consumers' purchase behavior.
Guritno and Siringoringo (2013)	Evaluate shoppers' attitudes towards the usability of online shopping.	Perceived usefulness influence the attitudes Trust customers' attitudes significantly.
Yaylı and Bayram (2010)	Evaluate the impact of the online consumer review on purchasing intention.	Online reviews have significant effects on purchasing and buyers' purchase frequency. Trust also plays a vital role in online consumer behavior.
Fu, Lu, Chen, and Farn (2020)	Examine the impact of the normative and informational influence of online shopping.	Social influence has a significant effect on consumers' purchase intention.
Pappas (2016)	Examine the impact of perceived risks to evaluate the web-vendor consumers' trust in online shopping.	Buyers suggest online shopping to their peers and friends when they gain positive experiences. Consumer trust is also important and is affected by perceived risks.

Source: Authors' Compilation

Evaluating the literature on consumer behavior and purchase intention, we may infer that examining the impacts of different factors on consumers' purchase intention is a promising research area. However, there has been little effort to investigate factors influencing social shopping in the Bangladeshi context. To address this gap, we aim to explore the factors that have influences on social shopping. The study presents a new model with new constructs to explain further how consumers' purchase intention is affected. Theoretically, this research proposes a new framework to understand social shopping adoption by blending several information systems (IS) theories such as the theory of reasoned action (TRA) and the theory of planned behavior (TPB), and the technology acceptance model (TAM). The study primarily examines social factors such as eWOM and enjoyment. The study's result supports the importance of recognizing the social aspect of shopping and the potential advantage of using technology. Moreover, the research adds value to the growing body of literature relating to the social shopping field.

3. Theoretical Framework and Hypothesis Development

3.1 Theory of Planned Behavior (TPB) & Theory of Reasoned Action (TRA)

Ajzen and Fishbein (1980) described the theory of reasoned action based on social psychology research that predicts individual behavior in terms of social contexts. The theory describes that intention to perform a certain behavior precedes the actual behavior. And TPB is an extension of the theory of reasoned action (Ajzen & Fishbein, 1980). Individual belief differs based on their previous shopping experience, characteristics, and personal attributes as well as mentalities (Al-Lozi & Papazafeiropoulou, 2012). This model portrays that behavioral intention is composed of two components: an attitudinal or personal component and a normative or social component. These two components drive to influence behavioral intention (BI) that influences behavior in turn. Subjective norms talk about the consumers' perceptions of other's influence (family, peers, authority figures, and media).

3.2 Technology Acceptance Model (TAM)

The technology acceptance model is an extension of the theory of reasoned action (Davis, Bagozzi, & Warshaw, 1989). Technology Acceptance Model is derived to explain the information system adoption that can be used to mitigate the shortcoming or lack of TRA. TAM asserts that perceived usefulness and perceived ease of use are the

two core components based on the technology or system’s benefit of whether an individual or an organization intends to welcome the system in the social shopping context supported by social media technologies web 2.0. Here, users become more tend to purchase products recommended by other users when they perceive their information as useful and feel close to others.

3.3 Research Model and Hypothesis Development

After reviewing TPB, TRA theories, and the TAM model and a result from the literature review, a research framework is developed to examine the factors that influence more consumers’ online social shopping intention related to the social shopping field (Figure 1). This study aims to identify specific factors that affect the intention to adopt social shopping using a combination of existing and new constructs (i.e., trust, e-WOM, perceived risk, and consumer characteristics (i.e., innovativeness). In the following section, proposed research hypotheses are explained.

3.3.1 Perceived Usefulness and Purchase Intention

Perceived usefulness is the degree where it is believed that a particular system is useful enough to increase job performance (Davis, 1989). Here perceived represents incentives for consumers by which they can build a positive attitude to online shopping. Social shopping prior studies highlighted the significance of perceived usefulness that explains consumer purchase intention (Delafrooz, Paim, & Khatibi, 2011; M. Kim & Lennon, 2008; Lim, Osman, Salahuddin, Romle, & Abdullah, 2016). Customers show more interest in online shopping if it increases effectiveness and develops an improved purchasing process. Therefore, we hypothesize:

H1: Perceived usefulness significantly influence consumer purchase intention.

3.3.2 E-WOM and Purchase Intention

Bataineh (2015) defined eWOM as a statement that can be positive or negative and made by potential, actual, or former customers about a product or service via the internet. Users trust more online opinions indicated by previous research. Logically, when a consumer receives online reviews, S/he becomes satisfied in purchasing products and services.

H2: E-WOM positively affects consumer purchase intention.

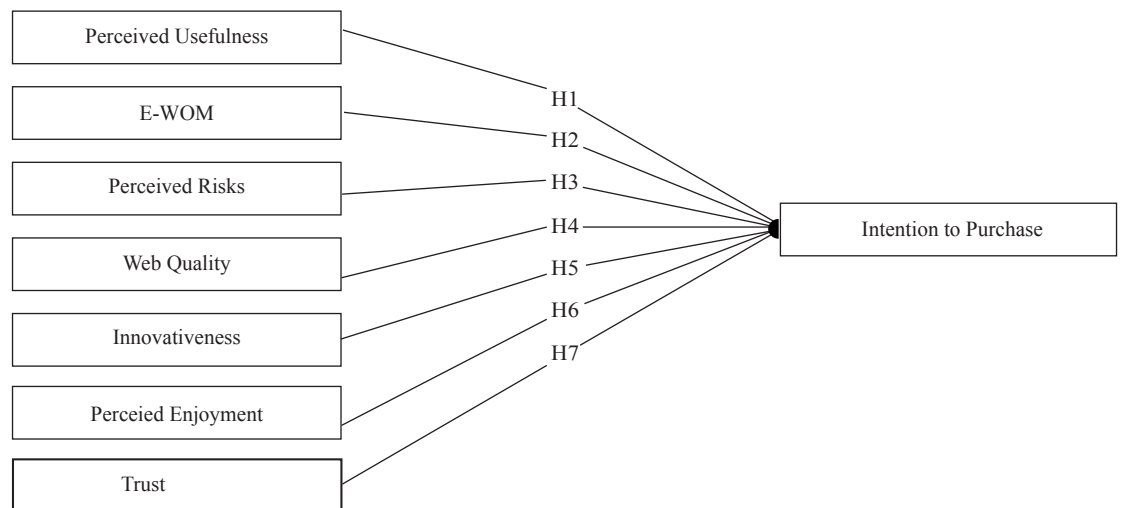


Figure 1. Research Model. Source: Authors’ compilation

3.3.3. Perceived Risk and Purchase Intention

Security and privacy are barriers to the acceptance of online social shopping. Perceived risk is the amount of risk for a particular purchase decision (H. Kim & Chung, 2015). Different types of risks related to online shopping are financial risk, product risk, non-delivery risk, and convenience risk. According to Arora and Rahul (2018), perceived risks exist in all purchase decisions. As a result, perceived risks have a significant effect on purchasing decisions. Hence we hypothesize:

H3: Perceived risk of social shopping is negatively associated with intention to purchase.

3.3.4 Perceived Website Quality and Purchase Intention

Perceived website quality is the overall quality of a website perceived by consumers (C.-L. Hsu, Chang, & Chen, 2012). Some features or aspects of a website, such as quality and performance, motivate shoppers to be involved in the website. In the context of social shopping, the website quality features such as user-friendliness, security, navigation, and community-driven have significant effects on purchase intention. Therefore, it is hypothesized that:

H4: Higher website quality positively influences the behavioral intention to purchase during social shopping.

3.3.5 Innovativeness and Purchase Intention

Innovativeness differs from adopters of a new system. Some previous studies found that innovativeness positively impacts a consumer's purchase decision. Adoption is an individual's innovative characteristics (Eastlick, 1993). So individual domain-specific innovativeness has a direct effect on social shopping acceptance. Thus we posit:

H5: Individual shopping innovativeness is positively associated with intention to purchase

3.3.6 Perceived Enjoyment and Purchase Intention

Perceived enjoyment is an essential addition to the TAM model. It refers to the extent to which consumers feel pleasure purchasing products or services on the internet. Consumers make transactions higher when they feel pleasure in an online shop (Chong, 2013; Shen, 2012). When they search for an item on the website, they feel fun and enjoy the shopping. Therefore, it can be said that consumers purchase more of a product and service on the internet if they find joy while shopping through social media sites. We thus hypothesize:

H6: Perceived enjoyment significantly influences consumer purchase intention.

3.3.7 Trust and Purchase Intention

When vendors provide what they have promised, that increases consumers' trust (Al-Debei et al., 2015). However, previous studies explained the relationship between trust and purchase intentions based on the studied business model (Alalwan, Dwivedi, Rana, & Simintiras, 2016; Flavián & Guinalú, 2006). Therefore, an empirical analysis is needed to measure the trust effects of purchase intention. We therefore posit:

H7: There is a significant relationship between trust and consumer intention to purchase.

4. Research Methodology

4.1 Research Method

The proposed topic of the study is an understanding of the adoption of social shopping. The study employs quantitative analysis to understand the behavioral intention. To establish the relationship amid the variables, quantitative analysis is used. The study used graphical presentations to show the characteristics of the population. The study's foremost objective is to figure out how the variables are correlated, i.e., purchase intention versus chosen factors (perceived usefulness, perceived risks, innovativeness, enjoyment, e-WOM, innovativeness, website quality, and trust). The study is aimed at finding out the correlations amid variables by rendering data, seeking trends and patterns in data.

4.2 Sampling Design

The term sampling can be depicted as the method of collecting data from a population. Here the entire population is called the groups having a shared set of features.

The population is the detailed group regarding the research study. Here, this research aims to observe how the variables are related to purchase intention. Therefore, Bangladeshi online shoppers are considered the research population. From the catalog, consumers can choose a large variety of items. Diverse users of different social sites are part of the targeted respondents.

For this study, a convenience sampling technique is selected. It is a non-probability sampling technique. The convenience sampling technique is applied in those cases where it is easy to get the sample. Till before the discovery of the required sample, the whole process of sample selection continues unceasingly. Using this technique, the researchers can get the sample sizes hurriedly and without facing any difficulties. In this study, 300 respondents were selected as the target sample and out of which 271 samples were considered useful for the study. 21 samples were excluded due to the missing data. Overall, 250 subject responses were deemed valid for analysis.

4.3 Data Collection

Accumulating primary data is considered mandatory for any kind of research endeavor (Saunders, 2011). A self-administered online questionnaire survey was developed to assess the research model and hypothesis in this study. Respondents were given clear instructions on attending to all the questions in the questionnaire. The questionnaires are delivered to the target population by sending the link to the survey via e-mail and Facebook groups. The questionnaires are disseminated to the target respondents by sending the link through email and Facebook. Using the online survey method for data assembly is consistent with preceding studies studying the online shoppers' attitudes and intentions. The distributed online questionnaires to the Bangladeshi online consumers were 300, of which 250 were useful for the assessment.

4.4 Pre-Test

A pre-test carries out typically before the actual survey. A pre-test helps to guarantee that the items of the constructs are understandable and meet the study's objectives (Khayer & Bao, 2019). These can be obtained through collecting suggestions, feedbacks, comments, and reviews from the respondents taking part in the pre-test section. Their feedbacks are later assessed and combined into the questionnaire. The study chooses the respondents who are the students of the International Business Department, University of Dhaka, who are considered giving authentic feedback and deliver further discussion for enhancement later. 15 respondents were chosen to take part in the pre-test.

4.5 Research Instrument

4.5.1 Questionnaire Design

The most common method for data collection is the personal-administered questionnaire and has been chosen for this study. Here this method is applied as the main instrument to answer the research questions as well as the research objectives. This questionnaire is designed from previous literature related to consumers' purchase intention towards online shopping. The majority of the items evaluating the selected constructs were modified from preceding correlated research conducted on online shopping behavior. For research purposes, very few of the items were modified to be useful for the framework of this study. The questionnaire consists of two parts. They are: Section A studies the influence of demographic profile on shoppers' purchase intention on online social shopping. Gender, age, etc., are some demographic variables that could be associated with this study. There is no relation between the demographic data and the independent variables. In Section B, the questions related to the key constructs were presented, which will assist in covering the question regarding the aspects influencing the intention of purchasing from the online platform Table 2. At this point, the respondent's insight is collected by asking them to specify how much they agree or disagree with, whereas social shopping would provide them assistance, for example, the convenience of shopping without leaving home, shopping can be done more rapidly or not. Here, the Five-point Likert scale rating technique is employed (1-strongly disagree, 2-disagree, 3-neutral, 4-agree, 5-strongly agree).

Table 2. Measurement Items

Variables	Sample of Items	Source
Perceived usefulness	Social shopping is useful for me. Social shopping makes me more efficient. Social shopping makes my life easier.	Shen (2012)
E-WOM	I usually read online reviews about products. E-community posts online reviews to buy from the different catalogs. Received high ratings affect my purchase decision.	Yaylı and Bayram (2010)
Perceived Risks	It is hard to judge the quality of products over the internet. I cannot examine the products during online social shopping. I might not get the ordered product I am concerned about exposing my information.	Arora and Rahul (2018)
Website quality	Website vendors provide accurate information about the item. Website marketers provide reliable information. It is easy and quick to become skillful using social websites Websites have adequate security features.	Yang et al. (2015)
Enjoyment	I like to shop because I find it enjoyable. I like to shop because it is an escape from ordinary life. I like shopping at several stores to compare things.	Chong (2013); Shen (2012)
Innovativeness	Among my peers, I am the first to try out new information technologies. I know better about new products than others. I do less shopping compared to my friends.	Oliveira, Thomas, Baptista, and Campos (2016)
Trust	The vendors assure me that they can fulfill my needs. The online vendors give the impression that they are aware of their customers. The retailer's website will not disclose my personal information.	Shen (2012)
Intention to purchase	I am likely to buy online products. I am likely to make social buying if I find it to be useful. I will often shop online in the future.	H. Kim and Chung (2015)

Source: Authors' Compilation

4.5.2 Measurement Scales

A nominal scale is used in this research to differentiate the categories of gender, skill, etc. To measure characteristics such as age, the interval scale is used here. Likert-style rating scale will apply to the independent variables (perceived usefulness, perceived risks, innovativeness, enjoyment, e-WOM, innovativeness, website quality, and trust) and dependent variable (intention to purchase) in the questionnaire. Five-point Likert-Scale is selected with the five alternative options: strongly disagree, disagree, neutral, agree, and strongly agree for independent and dependent variables question's statement.

4.6 Data Analysis

In this study, the first part of the questionnaire dealt with the demographic data. The result of the study of each variable has been presented through frequency distribution, tables, bar charts, and pie charts. In this way, the readers will gain a clear picture of the interpreted data.

In addition, structural equation modeling-importance performance map analysis (SEM-IPMA) was applied using SmartPLS software for preliminary and principal analysis to evaluate the reliability and validity of the constructs and to test the proposed model as well hypotheses. The SEM tool is considered as one of the most suitable methods for the assessment of measurement model and structural model (Ooi, Lee, Tan, Hew, & Hew, 2018). It can measure a series of relationships together or simultaneously (internal consistency, convergence, and discriminant validity, indicator reliability) relative to other statistical tools (multiple regression analysis) that are confined to test constructs' relationship separately (Joseph F Hair, 2006). As well, the confirmatory approach of SEM succeeds other multivariate methods to test the projected model. Lastly, the study has directed IPMA to identify the critical aspects having higher performance but lower importance in elucidating the factors influencing social shopping adoption.

5. Findings and Analysis

5.1 Demographics

Table 3 presents the demographics of the respondents. Among the respondents, 54% female and 46% male consumers took part in this research study. We can easily say that the majority of respondents are female. In terms of age distribution, the majority of the respondents belong to the age group of 21-29 (64%), whereas the age group above 50 represents only 2% of the total respondents.

Table 3. Distribution of Respondents by Gender

Characteristics	Categories	Percentage (%)
Gender	Male	46%
	Female	54%
Age	Below 21	10%
	21-29	64%
	30-39	20%
	40-49	4%
	50+	2%
Profession	Student	55%
	Unemployed	15%
	Job holder	18%
	Freelancer	2%
Businessperson	Businessperson	10%
	Single	67%
	Married	31%
	Divorced/Separated	2%
Marital status	Facebook	55%
	Instagram	25%
	Google+	4%
	WhatsApp	14%
	Twitter	2%
SNS used by customers	Never	4%
	1-2	38%
	3-5	32%
	6-10	22%
	11-20	3%
	20 or more	1%
Frequency of purchase	Credit card/debit Card	29%
	Cashcard	2%
	Check	1%
	Cash on delivery	56%
	Other	12%
	Payment method	

Source: Authors' Compilation

Table 3 also indicates that 55% of students, jobholders 18%, unemployed 15%, freelancer 2%, and businessman/businesswoman 10% were involved in this research study. In terms of marital status, it can be seen that 67% of respondents are single, 31% are married, and 2% are divorced respondents in this study. Bangladeshi customers use different websites, where WhatsApp represents 14%, Twitter 2%, Facebook 55%, Instagram 25%, and Google+ 4%. This analysis showed that Facebook is the most used social site.

Moreover, the majority of the respondents (38%) have bought items online 1-2 times in six months. 32% of respondents have bought items online 3-5 times, 22% of respondents bought online things 6-10 times, 3% 11-20 times, and the rest 1% of respondents buy two times or more in six months. In addition, 56% of respondents pay for

an online purchase by cash, 29% by credit/ debit card, 12% by other means like bKash, 2% by cash card, and 1% by cheques. Thus it indicated that consumers feel secure in cash on delivery.

5.2 Preliminary Analysis

5.2.1 Common Method Bias

The study used Harman's single factor test to verify common method bias (CMB). This study has performed Principle axis factor analysis (PAF) for identifying the factors which are critical for the interpretation of variance. Here a single construct was responsible for 35.86% of the total variance, which is below the value of the suggested 50% obtained from the result of the study (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). In this study, VIF values (variance inflation factor) also assessed the CMB (Table 4). These values also were below range than the suggested 3.3 (Kock, 2015). So, it can be said that CMB was not found as a threat in this study.

5.2.2 Multicollinearity Test

The study used correlation coefficients and variance inflation factor (VIF) values for checking the multicollinearity problem. The findings found that all values for correlation coefficients were lower than 0.90 (Table 6) (Joseph F Hair, 2006). Moreover, in Table 4, it can be seen that VIF values for all constructs were less than the suggested value 10 (O'Brien, 2007). So it can be said that the multicollinearity problem can be ruled out in this study.

5.2.3 Non-Response Bias

According to Ooi et al. (2018), the differences between key variables were evaluated using the independent t-test in this study. The outcome revealed that there were no significant dissimilarities. To further verify, the research also executed a Chi-squared test for independence, and no significant differences can be found.

Table 4. Collinearity Statistics (VIF)

Constructs	Items	BI
EWOM	EOM1	1.526
	EOM2	1.475
	EOM3	1.467
PE	PE1	1.764
	PE2	1.565
	PE3	1.414
PR	PR1	1.728
	PR2	1.972
	PR3	1.600
	PR4	1.092
PU	PU1	1.606
	PU2	1.806
	PU3	1.360
INN	INN1	2.007
	INN2	1.927
	INN3	1.497
TR	TR1	1.681
	TR2	1.427
	TR3	1.341
WQ	WQ1	1.648
	WQ2	1.522
	WQ3	1.696
	WQ4	1.519

Source: Authors' Compilation

5.3 Principal Analysis

5.3.1 Measurement Model

The study tested the measurement model by indicator reliability, convergent and discriminant validity of the construct (Joseph F Hair, 2006). Here the study applied Cronbach’s alpha, Dijkstra-Henseler’s rho (rA), composite reliability used the values for measuring the internal reliability of the constructs. The values of the loadings measured the reliability of the indicators. The average variance extracted values (AVE) assessed convergent validity. Here the study showed that the reliability coefficients exceeded the estimated value of 0.70 (as shown in Table 5) (Joseph F Hair, 2006; Henseler, Hubona, & Ray Pauline, 2016), and for all variables, the AVE values were above 0.50 (Fornell & Larcker, 1981) in Table 5.

Table 5. Measurement Model

Constructs	Items	Loadings	Cronbach’s alpha	Rho_A	Composite reliability	AVE
BI	BI1	0.863	0.780	0.786	0.873	0.696
	BI2	0.775				
	BI3	0.862				
EWOM	EWOM1	0.844	0.746	0.759	0.854	0.662
	EWOM2	0.822				
	EWOM3	0.772				
PE	PE1	0.875	0.757	0.772	0.861	0.674
	PE2	0.821				
	PE3	0.762				
PR	PR1	0.750	0.728	0.831	0.828	0.558
	PR2	0.841				
	PR3	0.865				
	PR4	0.762				
PU	PU1	0.821	0.751	0.761	0.858	0.669
	PU2	0.875				
	PU3	0.753				
INN	INN1	0.879	0.802	0.807	0.883	0.717
	INN2	0.865				
	INN3	0.794				
TR	TR1	0.869	0.718	0.748	0.840	0.638
	TR2	0.820				
	TR3	0.797				
WQ	WQ1	0.795	0.788	0.789	0.862	0.611
	WQ2	0.751				
	WQ3	0.801				
	WQ4	0.779				

Source: Authors’ Compilation

Table 6. Correlation Matrix and the Square Root of the AVE

Constructs	BI	EWOM	PE	PR	PU	INN	TR	WQ
BI	0.834							
EWOM	0.452	0.813						
PE	0.699	0.490	0.821					
PR	0.312	0.242	0.259	0.747				
PU	0.558	0.535	0.570	0.086	0.818			
INN	0.656	0.433	0.559	0.251	0.520	0.847		
TR	0.511	0.508	0.523	0.210	0.498	0.521	0.799	
WQ	0.640	0.565	0.620	0.336	0.488	0.604	0.495	0.781

Source: Authors’ Compilation

Table 7. Heterotrait– Monotrait Ratio

Constructs	BI	EWOM	PE	PR	PU	INN	TR	WQ
BI								
EWOM	0.585							
PE	0.800	0.658						
PR	0.390	0.364	0.326					
PU	0.723	0.716	0.751	0.241				
INN	0.824	0.557	0.710	0.335	0.665			
TR	0.667	0.696	0.703	0.309	0.670	0.686		
WQ	0.809	0.736	0.802	0.442	0.634	0.752	0.660	

Source: Authors' Compilation

Table 5 also indicates that the values of item loadings are greater than 0.70, which means more variance is shared between an item and its construct (Joe F Hair, Sarstedt, Ringle, & Mena, 2012). Here the internal reliability and convergent validity were confirmed. Moreover, the square roots of the AVE value were greater than cross-correlation (see Table 6). Each loaded item was strong on its corresponding construct. Moreover, all values of the Heterotrait-monotrait ratio were less than 0.90 (Table 7). By this, the study confirmed the discriminant validity of the constructs.

5.3.2 Structural Model

After getting the acceptable values from the measurement model, the study executed the structural model. The level of goodness by which the study assessed the structural model are R^2 and the significance level of path coefficients (Joseph F. Hair, Ringle, & Sarstedt, 2013). The result of the study showed that the adjusted R^2 value for intention to purchase was 0.611, which means 61.1% of the variance in online purchase intention can be interpreted by those factors. Thus, the suggested model is a statistically proven fit. The paper assessed the significance level of path co-efficient through the bootstrapping method. The results of the hypotheses are presented in Table 8.

The results indicated that hypotheses H1 (PU \rightarrow BI, $\beta = 0.172$, $t = 1.991$), H2 (EWOM \rightarrow BI, $\beta = 0.175$, $t = 2.275$), H3 (PR \rightarrow BI, $\beta = 0.288$, $t = 3.413$), H4 (WQ \rightarrow BI, $\beta = 0.178$, $t = 2.597$), H6 (PE \rightarrow BI, $\beta = 0.342$, $t = 3.656$), and H7 (TR \rightarrow BI, $\beta = 0.245$, $t = 3.889$) are statistically significant. The study found that the relationships between variables like perceived usefulness, e-WOM, perceived enjoyment, website quality, perceived risk, trust, and behavioral intention to purchase are statistically supported. On the other hand, the p-value greater than 0.05 indicated that innovativeness (H5) has an indirect effect on consumer purchase intention.

Table 8. Structural Model

Hypothesis	Path	Coefficient (β)	t-statistics	Comment
H1	PU \rightarrow BI	0.172	1.991	Supported
H2	EWOM \rightarrow BI	0.175	2.275	Supported
H3	PR \rightarrow BI	0.288	3.413	Supported
H4	WQ \rightarrow BI	0.178	2.597	Supported
H5	INN \rightarrow BI	0.061	1.273	Not supported
H6	PE \rightarrow BI	0.342	3.656	Supported
H7	TR \rightarrow BI	0.245	3.889	Supported

Source: Authors' Compilation

5.3.3 Importance-Performance map Analysis (IPMA)

According to Ringle and Sarstedt (2016), importance-performance map analysis delivers the scope to enhance the PLS-SEM analysis and extend the results. Table 9 presents the results of the IPMA.

Table 9. IPMA

Latent constructs	Construct total effects	Constructs performance
EWOM	0.071	62.485
PE	0.312	68.797
PR	-0.044	74.121
PU	0.118	73.387
INN	0.237	64.734
TR	0.045	69.229
WQ	0.169	54.301

Source: Authors' Compilation

The IPMA executes for distinguishing factors having high importance but low permanence values (Hair Jr, Hult, Ringle, & Sarstedt, 2016). The total effects of constructs' total effects determined the importance of predecessor constructs on the dependent variable, the average score of latent variable calculated the performance. The performance scores are scaled in a range of 1 to 100.

The study developed a priority chart by showing the performance and importance values (Figure 2). From the chart, it can be said that perceived enjoyment, website quality, and innovativeness are important elements to determine the behavioral intention to purchase as those have higher importance path coefficients relative to others determinants in the suggested model. The performance value of enjoyment, website quality, and innovativeness are lower compared to other factors. From the other point of view, the permanence values of perceived risks, trust, e-WOM, and perceived usefulness are relatively high than other determinants despite having lower importance values. From the result of IPMA, the study concluded that enjoyment, website quality, and innovativeness should be put into extra consideration to increase the purchase intention of social shopping. But managers should reduce the concentration on perceived risks, trust, e-WOM, and perceived usefulness as they are less important in describing social shopping intention.

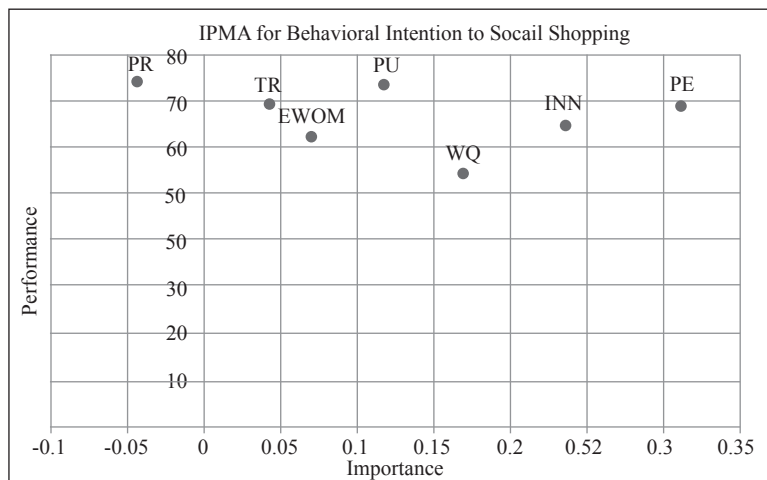


Figure 2. IPMA. Source: Authors' Compilation

6. Discussion and Implications

6.1 Discussions

The main objective of the study is to investigate the factors that affect consumers' buying behavior towards social shopping in Bangladesh using the SEM-IPMA approach. The result supports all hypotheses except the fifth one, which states that innovativeness positively influences purchase intention through social sites. The framework suggests that shoppers' purchase intention to social shopping is positively affected by perceived usefulness, website quality, trust, e-WOM, and perceived enjoyment.

H1. The result of the study (p -value= 0.041) reveals that perceived usefulness has a direct and positive relationship with the behavioral intention to purchase through social media (*H1*), which is consistent with the other studies (Morosan, 2011). This states that online purchases through social websites provide benefits such as make online purchases more efficient and easier. Thus it is significant to the adoption of social shopping.

H2. Electronic word-of-mouth has a great impact on searching the information of a product or service (P -value=0.001). Now everyone can get easy access to digital news as different providers exist to provide it. Therefore, it can be said that the impact of word-of-mouth is one of the most influential factors for consumers at the time of looking for a provider of digital news. According to a study by Brown, Broderick, and Lee (2007), consumers believe the information more than they receive through word-of-mouth than through advertisement. That is why word-of-mouth has a great impact on the purchase intention of consumers. Moreover, the study found that word-of-mouth plays a key role at the time of purchase. It works as an important source during the time of making a purchase decision (Litvin, Goldsmith, & Pan, 2008).

H3. The finding showed that *H3* is positively supported the hypothesis (P -value=0.000). Social shoppers mostly fear exposing financial and personal details, which has a negative impact on purchase intention towards social shopping. As the probability of exposing the financial information and non-delivery of orders gets higher, the purchase intention of consumers becomes lower in social shopping. This finding confirmed the result of several prior studies (Forsythe & Shi, 2003; Khayer, Talukder, Bao, & Hossain, 2020).

H4. From the result, it is concluded that website quality is one of the most engaging factors that influence consumers to shop (p -value=0.01). When e-marketers provide adequate security features and a higher level of performance such as information abundance, creative homepage design, consumers tend to shop through websites. The familiarity of the company name also generates greater intention for shoppers to involve in online social buying. That indicates perceived web quality positively and significantly influences social purchase intention.

H5. The result of hypothesis *H5* (p =0.053) showed that innovativeness is a less important factor in explaining social shopping intention. As customers in Bangladesh are more likely to be aware of security factors, they do not want to be the first risk-taker. For this reason, customers are less likely to adopt social shopping, thus innovativeness has a negative result toward social shopping. This finding is different from some studies where the researchers concluded that innovativeness has a significant impact on social shopping (Javadi et al., 2012).

H6. The result revealed that (p -value=0.000) entertainment refers to the feeling of becoming social, cheerful, and happy because of interaction with social media and has a positive effect on online social shopping. Thus, the result supported the study of Shen (2012). Thus entertainment enhances the consumers' participation in social shopping. The result also concluded that the more entertaining social media websites, the more consumers engage in purchasing. The study implied that consumers' intention to involve in social buying depends on the extent of enjoyment that consumers experience from a site.

H7. By supporting the previous research (Hassanein & Head, 2007; Lin et al., 2011), the result showed that trust is a key factor to indicate consumers' behavior toward social shopping ($\beta = 0.245$). Trust plays a significant role in social shopping that has been highlighted in other studies (Khayer, Jahan, Hossain, & Hossain, 2020). So, a higher level of trust presents a higher level of positive feelings in social shopping. That means they have a positive experience and a high satisfaction level. Therefore, the positive relationship between trust and intention to purchase is consistent with the previous studies and asserts that consumers' trust supports social shopping.

Besides, this study also executed an importance-performance map approach to examine the identified factors' importance in evaluating the technology adoption and those factors' performance. IMPA identified some critical factors (perceived enjoyment, website quality, and innovations) having more importance but less performance. These factors need managers' special attention related to allocating resources to enhance the purchase via social media.

6.2 Implications

The research has both theoretical and managerial contributions in the social commerce field. The empirical results of this research fill the research gap that is not addressed previously. The significant contribution is to enhance the knowledge of consumer behavior by considering the role of web quality, electronic word-of-mouth, perceived usefulness, enjoyment, innovativeness, and trust along the relationship between these indicators and purchase intention in social shopping that considers is an emerging market scenario of Bangladesh.

6.2.1 Theoretical Implication

This rising popularity of social media makes it inevitable to bring more prominence and acceptance for social shopping. The study has offered a research model by integrating different prominent theories, i.e., theory of reasoned action and theory of planned behavior, and technology acceptance model. Also, this study considers several contextual constructs such as perceived security, e-WOM, and innovativeness. The proposed model helps to help to understand the dynamic of online markets and how the user will respond to social shopping. The study results showed that the model can forecast the intention to adopt social shopping. From the theoretical perspective, this study is considered as a point of starter for further study because it provides a base to analyze the further refinement of an individual model of acceptance. Besides, it is possible to test the model in a different demographic situation-age group, gender, social context, etc. The analysis on the effect of determinants that influence the social shopping intention identified perceived risks, website quality, trust, perceived usefulness as the most important ones. From our analysis, innovativeness has less relevance as a determinant of social shopping intention.

6.2.2 Managerial Implication

The findings of this study suggest that retailers should take measures to reduce the risk factor for customers in online social shopping. The study finds that the majority of consumers are worried about the delivery of their products, and so online vendors must assure surety to consumers that the ordered products will be delivered in time. Customers also feel at risk of losing the confidentiality of financial and personal information. The findings of the study also recommend that retailers should carry out the after-sales service, delivery policies, dispute settlement process promptly to build consumer's trust in the system. Besides, retailers should launch an advertising campaign to disseminate information about domain-specific innovativeness to promote social shopping.

Furthermore, retailers need to develop a website user-friendly and easily accessible to customers. Website facilities should encourage visitors to spend more time on-site because it helps convert visitors into online consumers. Online customers desire price comparison and the availability of detailed product information on a good social website. It is also found that product features determine the consumer's information processing activities. So online retailers must align the marketing strategies with product features to enhance consumers' social shopping intention.

For a seamless shopping experience, online agents can help customers by simplifying the purchase procedure through clear pictures, text, instant replies, interactive communication. Moreover, subjective norms of social shopping behavior suggest that e-WOM marketing is important for increasing website popularity among consumers. This method is an effective tool for advertising. That is why online retailers work for building and maintaining online social communities.

7. Conclusion, Limitations, and Future Research Direction

7.1 Conclusion

As an alternative form of traditional shopping, social shopping is gaining acceptance and thus growing attention globally from consumers to retailers. There is a limited comprehensive analysis of the factors that influence purchase intention of social shopping. To fill the research gap, the authors have used an innovative research model that integrates constructs—perceived risks, e-WOM, innovativeness with the existing prominent theories- TRA, TPB, and TAM. The research objectives of this study are achieved by testing the research model using data from the

context of Bangladesh. The study asserts that the suggested model is fit for predicting consumer intention to purchase in social shopping. The findings of the study have convergence with previous findings that perceived usefulness, perceived website quality, enjoyment, trust, and e-WOM have a direct relation to the intention of social shopping. Moreover, social media is identified as a trusted, reliable, consistent channel in buying process by the students. The study offers a refinement base for future researchers of variables influencing social shopping behavior. This study helps practitioners to clearly understand the key constructs to design, implement product and service strategy, and predict the growth in social shopping.

7.2 Limitations

Researchers have faced some obstacles in investigating this study. This study has only used internet users for the survey, and so there is a possibility of biasness because of self-selection in sampling. The accurate perception of Bangladeshi consumers toward social media shopping requires analysis on a larger sample size. Here sample size is small and used convenience sampling that may arise from researchers' personal bias in sample selection and interpreting perception. Lastly, this research has implemented an empirical investigation by considering one-time cross-sectional data collected from a single country like Bangladesh, which indicates that the research reveals only a particular situation of that country.

7.3 Future Research Direction

Researchers can use this study to research the factors and their impact in the social media shopping context. The use of other relevant variables in the existing model enhances the power of explaining social shopping behavior. Future research should include other essential factors such as social influence, vendor-related factors – product durability, return policies, etc. This study can be a reference at the time of conducting in other to understand people's social shopping behavior. Future research can focus on using a more scale measurement of the social shopping behavior dimension. Researchers need to employ a more diversified sample and larger social media platforms to validate this study's findings. Further studies can include cultural factors for a better understanding of people's social shopping behavior from a different culture. Researchers can conduct in-depth analysis by focusing on various groups- professionals, students, Facebook groups.

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