

**THE EFFECT OF IT AFFORDANCE AND SOCIAL COMMERCE
CONSTRUCTS ON INTENTION TO BUY: TRUST AND FLOW
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ABSTRACT

The development of information and technology has encouraged the increase and the importance of social media, it can be seen with the rising trend of online shopping through social media, in this case, Social Commerce emerged as an evolution of traditional E-Commerce. Social media technology and Social Commerce enable commercial activities that take advantage of the interaction function of social media. In Social Commerce, trust and experience of user interaction are important factors that influence users in making decisions. Users build trust and engage in shopping activities on social commerce by easily finding important information needed through other consumer ratings, comments, and recommendations. This research is a quantitative study using primary data through an online survey of 229 respondents who use Facebook in Indonesia and never purchased a fashion product. This study shows that visibility, forums and communities, and ratings and reviews have a positive effect on trust. In contrast, metavoicing, shopping guidance, ratings and reviews, recommendations and referrals do not affect trust. Visibility, metavoicing, guidance shopping and forums and communities positively affect flow experience, while ratings and reviews, recommendations and referrals do not affect flow experience. In this study, trust and flow experience positively affect purchase intention. It is hoped that this research can help optimize the use of social commerce by considering impact it-affordance and social commerce constructs.

Keywords: *IT-Affordance, Social Commerce Constructs, Trust, Flow Experience, Stimulus Organism Response*

1. Introduction

The use of social media in society has undergone changes influenced by the development of information and technology. This change is driving the increasing use and important role of social media. Currently, social media is used to obtain and convey information to the public. Social media is a new trend for buyers and sellers to interact. This increasing role can be seen with the emergence of social commerce as part of e-commerce. Features that exist in social media, such as Facebook and Instagram, can be used as a medium to carry out commercial activities that maximize the function of social media interaction (C. Wang, Zhang, 2012).

Social commerce is a business model designed to facilitate the buying and selling of products or services by enabling interaction and enhancing the shopping experience using web 2.0 technology (Kim and Park, 2013). Based on OJK data for 2020, the value of transactions in social commerce in Indonesia is estimated to be around Rp. 42 Trillion. The magnitude of this transaction value has encouraged many business managers to try to get involved in social commerce.

Trust is one of the obstacles in e-commerce and social commerce (FF Reichheld et al., 2020). In social commerce, consumers try to build trust through the convenience provided to obtain important information on products and services, the ability to provide feedback and interaction, and the existence of personalized services.

According to Stephen and Toubia (2010), trust can be increased through social support from other consumers, such as ratings, reviews, comments, recommendations and interactions with sellers. In line with the increasing trust between sellers and consumers, it is expected to increase consumer motivation to purchase after getting information about other users' satisfaction (Kim Park 2013).

The experience felt by consumers from the activities carried out when seeking information, focusing, feeling control, curiosity and interest in the products and services offered can affect consumer satisfaction and purchase intentions (Gao & Bai, 2014) as well as according to Zhang (2014) flow experience. It is important to be developed in social commerce, this is done to avoid the uncertainty of product and service information that can hinder interaction, thereby providing a different understanding of social media features and consumer perceptions of interacting (Y. Sun, X. Shao, X. Li, Y. Guo, K. Nie, 2019).

2. Literature Review

Social Commerce

The term social commerce is a term that is multidisciplinary because this term involves various scientific fields such as marketing, information systems, sociology, and psychology (Huang, Qian, 2014). According to Huang and Qian (2014), social commerce can help and influence consumers in making decisions. Social commerce allows the buying and selling of goods and services using the interaction function of social media (C. Wang, P. Zha, 2012) A business model designed to facilitate the buying and selling of goods and services by enabling interaction and enhancing the shopping experience using web technology 2.0 (S. Kim, H. Park, 2013).

Stimulus – Organism – Response

Stimulus Organism Response theory states that the environment that provides a stimulus can cause attitude and behavioural responses based on cognitive and affective dynamics as individual perceptions and experiences (A. Mehrabian, JA Russell, 1973). In online purchasing decisions, helping to determine consumer behaviour in online transactions, based on the Stimulus - Organism - Response model, can influence online purchasing decisions. This model shows the communication process, which is model that shows the communication process is a process of action and reaction. The Stimulus – Organism – Response model is used to determine the model of consumer behaviour (Chang and Chen, 2008). Other research conducted by Assael (2004) and Chang and Chen (2008) also show that this model can determine consumer decision-making behaviour.

IT-Affordance

The potential of online platform information technology explains its ability to help users make purchasing decisions (Majchrz et al., 2013). According to Don Norman, IT affordance is a potential that users can do with objects/technology based on user capabilities. When consumers use it, an interpretive relationship is formed between the user and the technology that arises during interactions in the environment they live in (Chen, W. Gao, Y. Liu, S. Zhang, 2019).

Visibility

Capabilities that shape consumer knowledge about products or services so that consumers have clear knowledge (Treem Leonardi, 2012). Visibility indicates easy access to visual information on products or services on social media platforms in the form of photos, videos, and text (Tuncer, 2021).

Metavoicing

The ability that allows users to provide feedback on the content of products and services, metavoicing shows information in the form of reviews, ratings, comments, recommendations, and social communication related to products and services (Majchrz et al. 2013).

Guidance Shopping

Guidance Shopping shows the availability of personalized services that make it easier for consumers to find products and services that suit their wants and needs (H Chen, W. Gao, Y. Liu, S. Zhang, 2019). The ability to assist users in making purchasing decisions for goods or services by offering to provide personalized services to consumers (Dong and Wang 2018).

Social Commerce Construct

Social Commerce Constructs, developed by Hajli in 2015, this construct includes ratings and reviews, forums and communities, recommendations, and referrals. Social commerce constructs also allow individuals to utilize information from other individuals, share experiences, and provide recommendations that assist individuals in

making purchasing decisions (Hajli, 2015). A social platform that originates from Web 2.0 and utilizes consumer support to generate content and share experiences related to goods and services (Hajli et al., 2015). The experience felt by consumers in an online environment driven by social media is different from offline because customers have social interactions with other individuals (Do-Hyung, Jumin, & Ingoo, 2007). This construct produces comprehensive information about the product for the benefit of other potential customers (Hajli et al., 2015) as well as written material in detail. Which will ultimately support customers in making decisions to make purchases; this construct becomes a stimulus that can provide trust and flow experience to consumers, which will ultimately affect satisfaction and purchase intentions (A.T. Stephen, O. Toubia, 2010; Gao and Bai, 2014).

Forums and Community

Forums and communities in a social environment facilitate members to carry out individual social interactions (Hajli et al., 2015).

Rating and Review

Ratings and reviews from consumers of a product or service delivered by consumers based on their perceived experience (Hajli et al., 2015)

Recommendations and Referrals

The advice given is based on the experiences of other consumers towards a product and service (Hajli et al., 2015).

Trust

A person's willingness to rely on the competence of another party and the belief that that party is a reliable party (Gefen et al., 2003; Chang and Chen, 2008). Trust is an expectation about a person's behavior in the future that is influenced by previous experiences and interactions that have been experienced (Roca et al., 2008). Trust is the belief that all parties will fulfill their obligations in a buying relationship or transaction, where this belief will affect behavioral intentions (Wen, 2009).

Flow Experience

The experience that consumers feel when they are in total involvement where they will be immersed in the activity, awareness is focused on the activity so that their awareness of the surrounding environment is reduced (Csikszentmihalyi, 1977). Flow experience describes the experience of focusing, feeling control, curiosity, and interest in the products and services offered. In social commerce, flow experience is the user experience in finding information and interacting through social media (Hsiao, K. L., Lin, J. C. C., Wang, X. Y., Lu, H. P., & Yu, H., 2010). In social commerce, flow experience is described in terms of consumers' experiences of participating in shopping activities, focusing, and fun on social media platforms (L. Gao, X. Bai, 2014)

Intention To Buy

Purchase intention is a combination of consumer interest and the possibility of consumers making a purchase of a product (Kim and Ko, 2012). According to Peter and Olsen (2000), Intention is a plan to engage in a specific behavior to achieve a goal. Intention to buy in social commerce refers to the intentions and desires that come from buyers to engage in online shopping on social commerce sites that provide all information related to products or services needed by consumers so that consumers can determine the final decision on purchasing these goods or services. Liu et al., 2019).

Visibility of Trust and Flow Experience

Visibility shows that there is easy access to product or service visual information on social media platforms in photos, videos, and text (XH Chen, W. Gao, Y. Liu, S. Zhang, 2019). Social media platforms provide buyers with visual information about products, where buyers need a lot of information before making purchasing decisions, with a focus on product visuals on Social network sites (Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K., 2019), and induces a flow stage in buyers (A. Mollen, H. Wilson, 2010). An online environment that provides information about products and services can increase trust (Kim, Park 2013). Based on this explanation, it is proposed:

H1a: Visibility has a positive effect on Trust

H1b: Visibility has a positive effect on Flow Experience

Metavoicing to Trust and Flow Experience

Metavoicing refers to meeting buyers' needs in terms of finding useful information about products and services during interactions between buyers and sellers (XH Chen, W. Gao, Y. Liu, S. Zhang, 2019). Thus, buyers can find answers to questions about products and services. In social commerce, this interaction is fun and inclusive and

increases behavioural exploration, improving the flow experience (A. Animesh, A. Pinsonneault, S.-B. Yang, 2011). In addition, metavoicing contributes to increased interaction between parties on social media (X. Dong, T. Wang, 2018); through metavoicing, valuable information on social trading sites can be increased because buyers can express their needs and opinions on social trading sites by writing comments. And rate the products they buy. Buyers see this information as a trusted source (A. Benlian, R. Titah, T. Hess, 2012). Based on this explanation, it is proposed:

H2a: Metavoicing has a positive effect on Trust

H2b: Metavoicing has a positive effect on Flow Experience

Guidance Shopping on Trust and Flow Experience

Guidance Shopping can be expressed as providing a personalized service infrastructure that enables shoppers to easily find products that suit their wants and needs (XH Chen, W. Gao, Y. Liu, S. Zhang, 2019). Therefore, Guidance Shopping affordance can provide a powerful Flow Experience by enabling shoppers to immerse themselves in this personalized service process fully. In addition, Chen et al. 2012) found that Guidance Shopping increased the Flow Experience in a live-streaming shopping study. On the other hand, social media platforms with a personalized product or service infrastructure can respond to consumers' personal preferences and needs. This experience increases the likelihood that consumers will believe that this platform understands their personal preferences and needs (J. Zhang, SP Curley, 2018). It also shows that the seller is responsible, trustworthy, and honest (B. Xiao, I. Benbasat, 2012). Based on this explanation, it is proposed:

H3a: Guidance Shopping has a positive effect on Trust

H3b: Guidance Shopping has a positive effect on Flow Experience

Forums And Community on Trust and Flow Experience

Forums and communities are social interactions that help group members to exchange information about roles that forums and communities can be performed to achieve group goals (Hajli et al., 2015). An online environment that provides information about products and services can increase trust (Kim, Park 2013). Forums and communities provide product-related information to buyers, where buyers need a lot of information before making a buying decision (Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K., 2019). Where there is a fun forum and community interaction in shopping activities on social media platforms, it can provide a Flow Experience (L. Gao, X. Bai, 2014). Based on this explanation, it is proposed:

H4a: Forums & Community have a positive effect on Trust

H4b: Forums & Community have a positive effect on Flow Experience

Rating and Reviews of Trust and Flow Experience

Ratings and reviews from users on the preference of a product for their experience refer to the psychological and emotional state they live in when interacting with the product (Hajli et al., 2015). Accurate and authentic assessments and reviews in the social commerce environment increase consumer trust and purchase intention (Bai et al., 2015). Transparent ratings and reviews that provide product-related information increase interaction between sellers and buyers, making online shopping enjoyable (L. Gao, X. Bai, 2014). Based on this explanation, it is proposed:

H5a: Ratings & reviews have a positive effect on Trust

H5b: Ratings & reviews have a positive effect on Flow Experience

Recommendations and Referrals to Trust and Flow Experience

Recommendations and referrals are previous user preferences about products, purchases, and product information (Hajli et al., 2015.) Recommendations and referrals provide consumers with additional information, increasing consumer trust and purchase intentions (Bai et al., 2015). Consumers use recommendations and referrals to get information before purchasing by participating in shopping activities through social media platforms providing a Flow experience (L. Gao, X. Bai, 2014, Hajli, 2015).

H6a: Recommendations & referrals have a positive effect on Trust

H6b: Recommendations & referrals positively on Flow Experience

Trust in Intention to Buy

Trust is an important factor built between parties involved in online shopping (H. Meng-Hsiang, C. Li-Wen, H. Cheng-Se, 2014). Trust and security are needed to reduce the risk of uncertainty felt by the parties involved (F. Samira, T. Ofir, Y. Yufei, 2017). Trust between sellers and consumers can increase and motivate consumers to make purchases after hearing about the satisfaction of other users (Kim Park 2013). Based on this explanation, it is proposed:

H7: Trust has a positive effect on the Intention to buy

Flow Experience against Intention to Buy

Flow Experience is an internal condition in the form of pleasure that involves a person's positive experience, so that person can control himself to stay focused when doing something. Pleasant experiences obtained from user activities can affect satisfaction and purchase intentions (Gao and Bai, 2014). In Social Commerce, Flow Experience is described as the consumer's experience of participating, in shopping activities, focusing, and having fun on social media platforms (L. Gao, X. Bai, 2014). Based on this explanation, it is proposed:

H8: Flow Experience has a positive effect on the Intention to buy

3. Research Method

In this study, quantitative data were obtained through a survey of respondents using an online questionnaire. The sample was drawn purposively with the criteria of having a Facebook account that has been used but has never purchased fashion products. The survey consists of 32 item statements taken from previous studies, It affordance (visibility, metavoicing, guidance shopping) (Dong and Wang, 2018), social commerce constructs (forum and community, rating and review, recommendation and referrals) (Hajli, 2015), trust (Fang et al. 2014), flow experience (Dzahaban, 2016), intention to buy (Hen and Wang, 2017). The survey uses a questionnaire with a clear structure, in writing, using a 5 Likert scale technique from "strongly disagree" with a value of 1 to "strongly agree" with a value of 5, based on answers from respondents to structured questions contained in the questionnaire are questions that mention alternatives and detailed answer format (Malhotra et al., 2010). The questionnaires in this study were distributed online using the Google Form.

4. Results and Discussion

The result demographic profile of the 229 respondent is female (50,2%), male (49,8%), for age, 18-25 years old is 51,5%, 26-35 years old is 38,9 %, 36-45 years old is 3,3%, and 46-55 years old is 0,6 %. For background education diploma/bachelors 48,9 %, primary/junior/high school 48,6%, magister/doctor is 2,4 %, frequency of using facebook per month 4-5 times is 44,4%, 2-3 times is 42,2%, more than 5 times is 9,4% (Table 1.)

Table 1. Respondents profile

Variables	Categories	Frequency	Percentage
Gender	Female	115	50,2%
	Male	114	49,8%
Age	18-25	118	51,5%
	26-35	98	42,8%
	36-45	11	4,8%
	46-55	2	0,9%
Background Education	Primary/Junior/High School	100	43,7%
	Diploma/Bachelors	121	52,8%
	Master/Doctor	8	3,5%
Frequency of using Facebook in a month	Once a month	13	5,6%
	2-3 times a month	109	47,6%
	4-5 times a month	86	37,6%
	>5 times a month	21	9,2%

Criteria for evaluating measurement model using SmartPLS is verification of the reliability and validity of the measurement (Hair et al., 2017). The analysis of the Outer Model is to determine the relationship between latent variables and their indicators, how each indicator relates to its latent variables. The data analysis method evaluated the model using convergent validity, reliability, and discriminant validity (Tabel 2.)

Table 2. Measurement model assessment analysis

Item	Convergent Validity	Composite Reliability	Cronbach's Alpha	AVE
VIS1	0,844	0,992	0,894	0,702
VIS2	0,862			
VIS3	0,815			
VIS4	0,809			
VIS5	0,858			
MET1	0,839	0,929	0,905	0,725
MET 2	0,835			
MET 3	0,850			
MET 4	0,869			
MET 5	0,864			
GUI1	0,870	0,921	0,886	0,745
GUI 2	0,868			
GUI 3	0,853			
GUI 4	0,863			
GUI1	0,870			
FCO1	0,872	0,919	0,882	0,739
FCO2	0,897			
FCO3	0,829			
FCO4	0,838			
RAR1	0,821	0,884	0,824	0,655
RAR2	0,797			
RAR3	0,815			
RAR4	0,803			
RER1	0,827	0,871	0,802	0,629
RER2	0,719			
RER3	0,790			
RER4	0,830			
TRU1	0,846	0,924	0,889	0,751
TRU2	0,877			
TRU3	0,852			
TRU4	0,891			
FLO1	0,926	0,932	0,890	0,820
FLO2	0,890			
FLO3	0,900			
PIN1	0,859	0,898	0,830	0,746
PIN2	0,839			
PIN3	0,893			

Source: SmartPLS Software used by researcher

To assess the discriminative validity, Smart PLS recommends the Fornelllarger criterion (Hair et al. 2019) (Table 3.). The value of each latent variable must be greater than the maximum R² value with the value of the other latent variable. According to the Fornell-larger criterion, the model has good discriminant validity.

Table 3. Fornell-larcker criterion result

Variabel	1	2	3	4	5	6	7	8	9
Trust (1)	0,867								
Flow Experience (2)	0,499	0,906							
Visibility (3)	0,585	0,427	0,838						
Metavoicing (4)	0,237	0,435	0,436	0,851					
Guidance Shopping (5)	0,181	0,386	0,295	0,551	0,863				
Forum and Communities (6)	0,535	0,388	0,564	0,250	0,213	0,859			
Rating and Review (7)	0,552	0,150	0,474	0,133	0,019	0,446	0,809		
Recommendation and Referrals (8)	0,389	0,272	0,593	0,207	0,230	0,531	0,326	0,793	
Intention to Buy (9)	0,590	0,480	0,395	0,140	0,151	0,336	0,295	0,288	0,864

Source: SmartPLS Software used by researcher

The Smart PLS-SEM structural model, the estimation of the structural model's path coefficient results in Table 4.

Table 4. Hypotheses testing

Hypotesis	Path Relationship	P-value	Remark
H1a	Visibility → Trust	0,000	Accepted
H1b	Visibility → Flow Experience	0,045	Accepted
H2a	Metavoicing → Trust	0,685	Rejected
H2b	Metavoicing → Flow Experience	0,021	Accepted
H3a	Guidance Shopping → Trust	0,463	Rejected
H3b	Guidance Shopping → Flow Experience	0,040	Accepted
H4a	Forum and Communities → Trust	0,008	Accepted
H4b	Forum and Communities → Flow Experience	0,012	Accepted
H5a	Rating and Review → Trust	0,000	Accepted
H5b	Rating and Review → Flow Experience	0,249	Rejected
H6a	Recommendation and Referrals → Trust	0,677	Rejected
H6b	Recommendation and Referrals → Flow Experience	0,693	Rejected
H7	Trust → Intention to Buy	0,000	Accepted
H8	Flow Experience → Intention to Buy	0,004	Accepted

Source: SmartPLS Software used by researcher

The study results found Visibility affects Trust and the flow experience. These results are in line with research by Kim and Park (2013), which states that an online environment that provides information about products and services can increase consumer trust. Social media that provides visual information about products to buyers, where buyers need a lot of information before making purchasing decisions, with a focus on product visuals on social network sites (Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K., 2019), and induces a flow stage in buyers (A. Mollen, H. Wilson, 2010).

Metavoicing has no effect on Trust, where the access to express their opinions on social commerce by writing comments and rating the products they buy is not seen as a reliable source that can increase Trust; this result is different from research conducted by A. Benlian, R. Titah, T. Hess (2012). Metavoicing affects the Flow Experience; in social commerce, this interaction is fun, inclusive, and increases behavioral exploration, which can improve the flow experience (A. Animesh, A. Pinsonneault, S.-B. Yang, 2011). In addition, metavoicing contributes to increased interaction between parties on social media (X. Dong, T. Wang, 2018).

Guidance Shopping has no effect on Trust; in this study, the existence of a product or service infrastructure that is personalized according to the preferences and personal needs of consumers does not affect the level of consumer confidence. Guidance Shopping influences Flow Experience. The provision of a personalized service infrastructure allows shoppers to easily find products that match their wants and needs (X. H. Chen, W. Gao, Y. Liu, S. Zhang, 2019). Therefore, Guidance Shopping provides a Flow Experience powerful by enabling shoppers to fully immerse in the personalized service process.

Forums & communities affect Trust and flow experience; an online environment in forums and communities that provide information about products and services can increase Trust (Kim, Park 2013). Forums and communities that provide product-related information to buyers, where buyers need a lot of information before making a buying decision (Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K., 2019), Forums & Community in Facebook social commerce increase pleasant interactions in shopping activities on social media platforms so that they can provide Flow Experience for users (L. Gao, X. Bai, 2014).

Ratings & reviews influence Trust; these results are in line with research by Bai et al. (2015), where accurate and authentic assessments and reviews in the social commerce environment increase consumer trust and purchase intention. Ratings & reviews have no effect on Flow Experience, whereas ratings and reviews on social commerce Facebook fashion products are not able to provide a flow experience for consumers.

Recommendations & referrals have no effect on Trust and flow experience; in this study, previous user preferences regarding products, purchases, and product information does not affect user trust and flow experience. Trust and flow experience influence Intention to buy; Trust between sellers and consumers can motivate consumers to make purchases after interacting and hearing about other users' satisfaction (Kim Park 2013), and pleasant experiences obtained from user activities can affect satisfaction and purchase intentions (Gao and Bai, 2014). In Social Commerce, Flow Experience is described in terms of the consumer's experience of participating, in shopping activities, focusing, and having fun on social media platforms (L. Gao, X. Bai, 2014).

5. Conclusion and Implications

The results of this study indicate that the stimulus in the form of visibility, forum, community, rating, and review on Facebook users can increase consumer confidence by optimizing IT affordance with complete information, detailed product photos, and videos so that consumers can visualize the desired product. Forums and communities in a social environment to interact and ratings and reviews from other users can increase consumer confidence and help consumers to make purchasing decisions for fashion products.

In this study, it can also be seen that the influence of visibility, guidance shopping, forum and community, rating and review on Facebook social commerce can affect the flow experience felt by consumers. In Facebook social commerce, pleasant and inclusive interactions and increasing behavioral exploration can increase flow experience, besides the need for personalized services to make it easier for users to find products that match their wants and needs, as well as the convenience of consumers to get information about ratings and reviews related to products, can increase interactions between sellers and buyers, which provide fun activities in online shopping and encourage users to feel a flow experience that provides a pleasant experience that can affect satisfaction and intention to buy fashion products.

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