

The influence of social commerce information sharing on purchase intention and perceived risk: the mediating role of customer relationship quality and the moderating role of online reviews in the Turkish market

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ABSTRACT

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Social commerce is an effective instrument for enterprises aiming to expand their customer base and enhance revenues. By mastering the implementation of social media platforms (SMPs) and surmounting the accompanying hurdles, brands may achieve significant achievements in social commerce. The article investigates the impact of social commerce information sharing (SCIN) on purchase intention and perceived risk in Turkey. This examines the influence of SCIN on customer relationship quality (CRQ) dimensions, including brand trust, commitment, and satisfaction. The study precisely intends to investigate the mediating of CRQ dimensions in the relationship between SCIN and purchase intention. The study also examines the mediator role of perceived risk in the relationship between SCIN and purchase intention. Also, the study examines how online reviews moderate the relationship between SCIN and customer outcomes such as purchase intention and perceived risk. The current study employs a sample of 314 participants from Turkey to explore the relationship between SCIN, brand trust, commitment, satisfaction, purchase intention, and perceived risk. The proposed conceptual model is tested using the Structural Equation Modeling-AMOS statistical approach. The results show that SCIN strongly predicts perceived risk, purchase intention, and CRQ dimensions, such as brand trust, commitment, and satisfaction. Furthermore, the study reveals that perceived risk does not directly mediate the relationship between SCIN and purchase intention. Instead, it confirms that purchase intention is a significant consequence of CRQ dimensions and perceived risk. The results also indicate that online reviews do not moderate the relationship between SCIN and customer outcomes, such as perceived risk and purchase intention. In summary, this study underscores the pivotal role of SCIN in influencing the decision-making process of Turkish customers, particularly in the context of making purchases. The findings carry significant practical implications for marketers of SMPs aiming to influence Turkish consumers, providing valuable insights to enhance their strategy in the Turkish market.

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1. Introduction

The e-commerce business has substantially transitioned in the previous century, especially with the rise of social commerce (SC). This led to a notable alignment of trends in social media platforms (SMPs) and e-commerce (Wang & Zhang, 2012). The worldwide SC industry is projected to grow to over USD 3.3 billion by 2028. Big companies like Amazon, Alibaba, and eBay use social technology to create online communities and integrate them into their respective websites. For instance, Amazon Live offers interactive pay-per-view live streams that allow advertisers to engage with viewers (Huang & Benyoucef, 2013). It also features a conversation component that enables users to ask inquiries and receive immediate responses (Jeyaraj et al., 2023). Customer behavior has significantly changed due to the growth of online retail. The increase in online sales and communication platforms has contributed to the rise of e-commerce. This type of business involves transactions that occur

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within electronic social contexts and are influenced by the user's network of peers (Kim & Park, 2013a). These actions on SMPs include the phases of requirement acceptance before buying and after the sale in a centralized commerce context (Liang et al., 2011). SC combines commercial and social activity, including the four main elements of value creation: people, social networks or SMPs, community interactions, business activities, digital platforms, and online shopping (Lin et al., 2017). Numerous studies indicate that further examination of Social Commerce Information Sharing (SCIN) is crucial for understanding its broader implications and the factors that lead to it across different categories and contexts of SMP (Tajvidi et al., 2020). This exploration should pay particular attention to various nations, including Turkey. Consequently, there is a growing call for empirical research to strengthen the theoretical foundation of the SCIN concept (Bugshan & Attar, 2020). Furthermore, there is a call for additional empirical research on SCIN, which is necessary to improve our comprehension of the idea, ambitions, and findings. The investigation explored the connection between SCIN and various outcomes, including trust, satisfaction, and loyalty. However, it overlooked the elements that makeup customer relationship quality (CRQ), such as brand trust, commitment, satisfaction, and perceived risk (PR) (Tseng, 2023). The role of SCIN as a driver of CRQ dimensions, purchase intention (PI) and PR within the Turkish industry must be confirmed in future studies. As a result, it is nevertheless uncertain how SCIN and customer outcomes—like CRQ dimensions and PR—relate to SMP. The current research seeks to rectify the shortcomings of prior research by investigating the interconnections, particularly in the realms of SC and social media marketing.

Traditionally, analyses have examined SCIN, CRQ, PI, and PR in isolation (Lu et al., 2016), with few studies establishing a direct empirical connection between these concepts. This research seeks to clarify the relationship between SCIN and PI by using CRQ as a mediating variable. Existing studies indicate that integrating these concepts into a cohesive framework will clarify their interrelations. This study investigates the mediating roles of CRQ and PR in influencing PI, highlighting the importance of SCIN in shaping PI. Additionally, several studies have examined various moderators within the SCIN framework. Further investigation is necessary to assess the role of feedback from OR as a moderator. The present research seeks to address research deficiencies by responding to the subsequent investigations inquiries (RQs):

RQ1: What is the impact of SCIN on CRQ dimensions, including brand trust, commitment, and satisfaction?

RQ2: How does SCIN influence PR?

RQ3: How can OR moderate the relationship between SCIN and PR?

RQ4: How can OR moderate the relationship between SCIN and PI?

RQ5: What is the mediation role of CRQ dimensions in the relationship between SCIN and PI?

RQ6: What is the role of PR in mediating the relationship between SCIN and PI?

2. Literature review

2.1 Social Commerce Information Sharing (SCIN)

SC has grown substantially over the past ten years, and tactics and techniques have been widely adopted (Hajli, 2015a). E-commerce systems have been impacted by this change, moving from a product-based to a consumer-based orientation (Kim & Park, 2013b). Consequently, the supplier has a more significant influence in negotiations than the client (Huang & Benyoucef, 2013). SC represents an integral aspect of the evolving landscape of online interactions, characterized by using reputation conversation within digital shopping (Hajli, 2014). Consequently, social business enhances online retail by incorporating SMPs (Uslaner, 2013).

SC allows firms to communicate with customers more deeply, potentially improving brand commitment and customer fulfillment (Hajli, 2014). Almahdi (2021) highlighted that SC presents the retail industry with great opportunities and challenges. Consequently, it represents a burgeoning area of inquiry where scholars endeavor to understand users' interactions with SC websites and other users. However, SCIN is currently in its inception phase since there is no consensus over its precise meaning. This involves examining its components and comparing them with equivalent concepts such as online communities and digital commerce. It is described as a comprehensive strategy that involves communication, marketing, and sales. It relies on personalization, guidance, and engagement and uses SMPs (Polat et al., 2023). It also consists of the creation or use of SMPs and the development of physical facilities. This strategy enables integrated online purchasing and all channel approaches (Fauser et al., 2022) (See Fig. 1).

2.2 Customer Relationship Quality (CRQ)

2.2.1 Trust

Trust involves demonstrating a service provider's integrity and ethical standards, essential in the economy and society exchanges (Mou et al., 2017). Trust plays a crucial role in SC and involves informational and normative social impacts, which might influence impulsive buying behavior (Hossain et al., 2020). Mayer (1995) examined trust is an expectation that reliable individuals will act in line with the confident expectations of the trusting individual, demonstrating competence, honesty, and

charity. It is also outlined as a crucial factor that regulates exchange relationships marked by ambiguity, fragility, and reliance (Pavlou, 2003). Trust is essential in fostering positive relationships between individuals in different contexts (Kramer & Tyler, 1996). Trust plays a fundamental role in determining our interactions with others and becomes even more critical during times of uncertainty caused by organizational crises (Ibrahim, 2022). Trust has emerged as a vital strategic asset for organizations. Clear communication is essential for creating and sustaining productive professional partnerships (Barney & Hansen, 1994). Practitioners recognize the significance of trust to the same extent that scholars do (McKnight & Chervany, 1996). Trust is a mental disposition that falls under the philosophy of the mind. For example, trust remains unaffected by whether one holds representationalism, dispensationalist, functionalist, or eliminative views regarding attitudes.

The only requirement is that one believes in the existence of attitudes and acknowledges that they might be the subject of our attitudes (Jones, 1996). Trust is a cognitive and emotional condition that exists within our society. Trust typically refers to a contractual connection between two different groups, wherein one entity possesses trust, confidence, and expectation that the additional item will act or intends to act beneficially. The entity possessing belief is often designated as the owner or trustor, while the counterpart is identified as their customer or trust (Xiu & Liu, 2005).

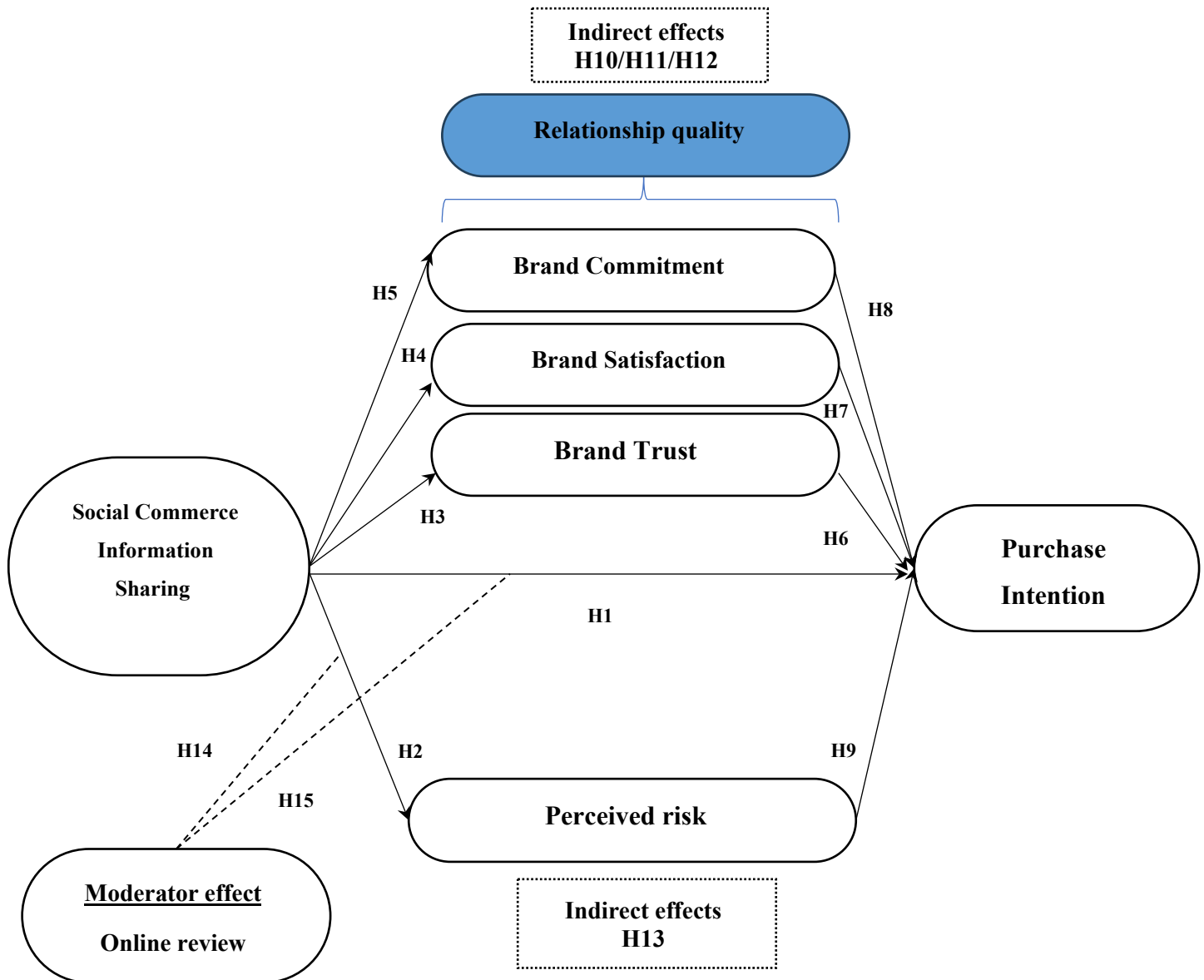


Fig. 1. Model of the study

2.2.2 Satisfaction

Satisfaction is a psychological condition that arises from evaluating one's purchasing communication encounters with an assistance supplier (Oliver, 1980). A consumer's current assumptions and past activities serve as a stimulus for future interactions. Satisfaction might be characterized as the personal assessment of an item or service's effectiveness, as understood

by the consumer (Hossain et al., 2020). Satisfaction is an evaluative result that is determined by previous interactions with the trustee, with the assessment being primarily influenced by past similar experiences (Lin & Wang, 2015). Satisfaction is an individual's emotional response of contentment or dissatisfaction that emerges from evaluating a product's actual performance or outcome about the anticipated performance or result (Deng et al., 2010). Customer dissatisfaction arises when productivity fails to meet requirements. Consumer satisfaction depends on performance aligning with expectations (Huang & Rust, 2021). If the performance surpasses expectations, the consumer experiences high satisfaction or happiness (Kotler & Keller, 2016). An emotional or cognitive experience can be used to define satisfaction, measured by comparing what is experienced to what was anticipated. Satisfaction refers to the consumer's fulfillment or contentment (Ibrahim & Aljarah, 2023). Consumer satisfaction refers to assessing whether a product, service, or its features have met or exceeded the consumer's expectations regarding satisfactory enjoyment and fulfillment, regardless of whether it falls short or exceeds those expectations (Oliver, 2014).

2.2.3 Commitment

Commitment is a sustainable and strong determination to sustain a treasured relationship (Ruyter et al., 2001). Commitment is a prerequisite for developing buyer-supplier interactions (Kim & Choi, 2015). Commitment is the continuous intention to maintain an extended connection between the consumer and vendor. Commitment refers to the mental illness that arises in a persistent interaction, as one is dedicated to making the utmost effort to sustain this continuous connection (Hossain et al., 2020). Commitment is fundamental in elucidating individual motivation and maintaining the system's integrity. It is also fundamental to become a learning organization (Allen & Meyer, 1996). Business commitment comprises collective commitment, personal dedication, and the results of employment commitment (Fornes et al., 2008). Commitment refers to a formal declaration or assurance representing a duty or responsibility. Commitment commonly refers to the state of an individual who has entered into a binding agreement with another party over a forthcoming event (Meyer & Allen, 1991). Commitment refers to a promise or dedication to a significant cause or objective. It acts as a safeguard for both the individual making the commitment and the party to whom they are committed. This ensures that temporary changes in attitude or emotions do not lead to sudden changes in behavior regarding the terms of the commitment (Brown, 1997).

2.3 Purchase Intention (PI)

PI refers to the attitude of purchasers to participate in the exchange of goods or services on shopping websites (Ibrahim, 2023a). This includes sharing information, establishing and sustaining business relationships, and doing commercial transactions (Dachyar & Banjarnahor, 2017). The PI reflects the likelihood of consumers obtaining a particular brand or engaging in purchasing activities. The assessment involves quantifying the probability of customers purchasing (Takaya, 2019). PI, influenced by e-commerce and SMP factors, has progressed from conventional models such as the TRA framework to more modern investigations (Bertagnolli, 2013). It pertains to evaluating the probability and inclination to participate in a specific purchase. The evaluation is frequently influenced by perspectives, judgments, and external factors and is vital to the buying process (Sheth & Mittal, 2004). PI signifies a person's subjective assessment of the likelihood and willingness to engage in a particular purchase. This assessment is often shaped by views, opinions, and outside influences and is essential to the client's choice process (Ibrahim, 2023b). PI is a vital factor for organizations as it is a forecast predictor of actual customer behavior, guiding advertising approaches and the distribution of resources (Chen & Yang, 2019). Rezvani et al. (2012) referred to as a person's inclination or inclination to take action towards buying a particular brand. Additionally, they have determined that aim and attitude are distinct. Attitude refers to the assessment or judgment of products, and intention pertains to an individual's motivation or purpose concerning their desire to participate in specific behaviors that exert influence (Ibrahim, 2023a). One explanation suggests that purchasing aspiration refers to an individual's reflective willingness to acquire a particular brand. PI is the agreement among buyers to exchange goods or services on shopping websites (Dachyar & Banjarnahor, 2017). This involves sharing information, building and maintaining business relationships, and conducting commercial transactions. The ability to implement an online purchase has been influenced by the relationship between a person's intention to buy and their actual actions. An individual's behavioral intent is the key factor that determines their actual behavior. Therefore, the intention to buy from specific online shopping websites determines customers' actual purchase behavior or decision (P. A. Pavlou & Fygenson, 2006). The intention to make online purchases is an appropriate measure for assessing the likelihood of utilizing a website, as online transactions involve both the transfer of information and the completion of actual purchases. Consequently, the PI is shaped by many elements (Mou et al., 2017).

2.4. Online Reviews (OR)

OR are produced by users' material, perspectives, and judgments shared on SMPs or dedicated review websites. They impact the decision-making of potential buyers by providing essential information about the quality, reliability, and customer satisfaction associated with products or services (Cheung et al., 2008; Cheung & Thadani, 2012). The prevailing method of digital WOM communication has emerged as a marketing instrument in contemporary Digital innovation (Park et al., 2011). SC reviews pertain to evaluations and comments users exchange on digital social networks, facilitating a collaborative decision-making process among consumers (Polat et al., 2024). The significance of these reviews lies in their capacity to establish trust, cultivate a sense of community, and influence the perceptions surrounding products and businesses (Lu et al., 2016). OR represents individual evaluations that encapsulate knowledge and beliefs, perspectives articulated by consumers

(Constantinides & Holleschovsky, 2016). Robson et al. (2013) identified favorable or adverse feedback from prospective, existing, or previous clients over the item or enterprise.

The reviews are instantly available to various people and organizations via the Internet. OR assesses observations that might be categorized as beneficial or harmful, originating from prospective, current, or former customers (Zhou, 2022). They are directly transmitted from the reviewer to the recipient, often within small circles of friends or family members (Filieri & McLeay, 2014). In addition, the recipient usually has a personal relationship with the sender and consequently has access to a significant amount of contextual information that can be used to interpret the viewpoint (Ibrahim et al., 2024). In contrast, OR are accessible to anybody with an Internet connection who wishes to pursue them. Indeed, the vast majority of readers are individuals who are unfamiliar or unknown (Bartosiak, 2017).

2.5 Perceived risk (PR)

The perception of risk significantly influences customer behavior on websites, particularly regarding perceived privacy risk. This concept encompasses individuals' concerns about their privacy and ability to manage their data effectively (Bélanger & Crossler, 2011). PR can influence clients to focus on various indicators when developing their thoughts and feelings about a website, specifically satisfaction and trust (Zhang et al., 2015). Both confusion and effects characterize PR. It is essential in the context of the product category in online purchasing. Risk perception significantly influences customer behavior on websites. PR pertains to an individual's concerns and ability to affect data management (Tseng, 2023). Maziriri and Chuchu (2017) described it as commonly defined as customers' subjective expectations of potential loss. Any action, A consumer's choices may lead to consequences that are difficult to foresee, and it is anticipated that some of these results will be unfavorable. PR greatly influences customer behavior as individuals strive to prevent errors (Mitchell, 1999). The concept of risk perception might be articulated in various ways. PR in e-commerce denotes the consumer's assessment of potential negative outcomes in Digital purchases. This PR is vital in determining the client's actions. The TRA has consistently endorsed.

3. Hypotheses Development

3.1 Social Commerce Information Sharing and Purchase Intention

SC frameworks are “tools derived from SC and include ratings and reviews, recommendations, referrals, forums, and communities” (Dashti et al., 2016). As Al-Tit et al. (2020) defined, SC concepts involve social networking sites facilitating online communities, allowing individuals to create and disseminate their material, including ideas and observations. Consumers increasingly rely on user-generated content in their purchasing decisions. Dashti et al. (2016) mentioned that consumers place significant importance on and rely on SCIN to guide their purchasing decisions. Online business frameworks facilitate social interactions among users, enhancing credibility and driving purchase impulses. Hajli (2015a) says communication over online trade can strengthen customer confidence and eliminate PR. Thus making it more likely for consumers to make a purchase. This is supported by various experts who have suggested that social business frameworks contribute to and bolster trust, ultimately leading to a growth of client buying expectations (Al-tit et al., 2020).

This hypothesis posits that SCIN affords customers additional information, social connections, and suggestions that can sway their purchasing decisions. SCIN can improve consumers' trust, perceived value, and contentment with the online buying experience, ultimately increasing their intention to purchase.

H₁: *SCIN has a positive impact on PI.*

3.2 Social Commerce Information Sharing and Risk

Entrepreneurs utilize several tools to facilitate communication with customers and enable customer engagement during epidemics. They can, therefore, leverage social shopping sites to enhance sales (Zhang et al., 2014). These platforms allow customers to acquire awareness during conversations on SMPs, share data, review, and endorse products or services, incrementally enhancing their trust in sellers (Lin et al., 2021). According to various studies, information-sharing activities on SC might give rise to various PR among clients, particularly regarding privacy and security. Perceptions of pleasure, indifference, and value may influence the dissemination of Insights regarding SMPs. While using SMP features can enhance trust by providing information, it is necessary to deal with the problem of information trustworthiness to reduce privacy risks. Thus, The consumer's perspective on information sharing relates to the assessment of purchasing behaviors (Hajli et al., 2017). This study's second hypothesis explores how information-sharing procedures on e-commerce platforms positively affect users' assessments of confidentiality PR (Bugshan & Attar, 2020).

This hypothesis posits that SCIN entails more significant ambiguity and intricacy than traditional e-commerce. This is because consumers are required to navigate through several sources of information, opinions, and influences from other consumers and online businesses. SCIN can also amplify consumers' perception of privacy vulnerability, information saturation, and opportunistic behavior, which might impact their online purchase conduct. Prior research has substantiated this idea by demonstrating elements related to SCIN, such as credibility, quality, and knowledge sharing, benefit PR.

H₂: *SCIN has a positive effect on PR.*

3.3 Social Commerce Information Sharing and Customer Relationship Quality

The consumer review system on Amazon.com enhances social interactions among users within SC (Chen et al., 2022). This approach encourages clients to develop strong relationships with customers elsewhere and e-vendors to acquire valuable information, facilitating informed purchasing decisions (Chen & Xie, 2008). Nonetheless, reviewer identity information influences audience assessments (Forman et al., 2008). This concern resulted from counterfeit ratings and reviews generated by external entities. False information will result in clients making erroneous purchasing decisions, diminishing loyalty and satisfaction toward E-vendors (Filieri & Mariani, 2021). Online suppliers must evaluate the necessity of encouraging reviewers to disclose additional identifying information to enhance client trust in the legitimacy of reviews and scores (Forman et al., 2008). Therefore, SCIN can assist corporations in fostering credibility, fulfillment, and commitment.

Several research studies have discovered that individuals in online settings tend to decrease uncertainty by engaging through increased engagements with digital companies and local community members. Trust measures are essential in SMPs to reduce transactional PR between two parties (Polat et al., 2023). Studies have discovered that credibility is crucial in various economic relationships with others, particularly in situations characterized by a significant PR, such as e-commerce (Becerra & Korgaonkar, 2011). Customer feedback, knowledge, and activities shared in forums and communities contribute to developing a social atmosphere (Hazzam et al., 2024). SCIN characteristics influence trust and performance, including credibility, the reliability of data, and the safety of transactions. This problem has arisen due to the creation of fraudulent ratings and reviews by external entities (Wu et al., 2020). Disseminating false information might cause individuals to make inaccurate assessments while making purchases, leading to reduced loyalty and happiness with online suppliers (Ibrahim et al., 2024). E-commerce providers should actively encourage reviewers to provide further information about their identification to instill confidence in consumers regarding the credibility of ratings and reviews (Tajvidi et al., 2020).

This hypothesis posits that SCIN facilitates enduring and mutually advantageous interactions between consumers and online vendors and among consumers. SCIN can enhance consumers' loyalty, dedication, and confidence in online retailers while fostering an experience of solidarity and association with similar consumers. Prior research has substantiated this concept by demonstrating that SCIN, including social capital, social engagement, and SMP, favorably impact the quality of relationships.

H₃: *SCIN has a positive effect on Brand trust.*

H₄: *SCIN has a positive effect on Brand satisfaction.*

H₅: *SCIN has a positive effect on Brand commitment.*

3.4 Relationship quality and purchase intention

Several studies have described customer behavior in recurrent purchasing scenarios grounded in attitudinal precursors via diverse manifestations of the satisfaction-profit continuum. The sequence consists of interdependent variables, beginning with product or service and encompassing overall or relationship satisfaction (Fornell et al., 2016). A thorough synthesis and clarification of the different subconstructs of loyalty have been presented, demonstrating that loyalty includes mental attachment and apparent CRQ, which includes commitment, trust, and satisfaction, ultimately resulting in intentions for repeat patronage and subsequently leading to behavioral loyalty. Trust is the assurance of the dependability and integrity of the trade partner (Morgan and Hunt 1994). The commitment reflects a steadfast determination to maintain a valuable relationship. Satisfaction is a comprehensive assessment that arises from the overall experience of obtaining and using a product or service. Numerous researchers have explored the impact of various aspects of CRQ on PI and consumer behavior. In this final study, all three components of CRQ influenced referrals; however, only the commitment element had a significant effect on the quantity of services acquired. On the other hand, Cronin and Taylor (1992) established that customer pleasure had been primarily reflective of customers' objectives. Bloemer et al. (1999) determined that various CRQ features proved significant across distinct sectors.

The prevailing belief is that elevated levels of CRQ (or its customers) lead to increased buying intention. This aligns with broader models of customer behavior, including TRA and the Philosophy of strategic behavior (Ajzen, 1991). These hypotheses propose that perspectives influence behavioral intentions, resulting in behavior. Their comprehensive meta-analysis of Armitage and Conner (2001) determines that this methodology is legitimate and flourishing in diverse circumstances. While these models are typically utilized for newly introduced behaviors, they have also been effectively employed in studying customer-firm partnerships (Bennett & Rundle-Thiele, 2002).

This hypothesis posits that the quality of a connection indicates the level of happiness, trust, and commitment customers have with online vendors and other consumers in SC. A relationship's strength can also impact consumers' attitudes, preferences, and expectations regarding the online shopping experience, influencing their desire to purchase. Prior research has substantiated this idea by demonstrating that qualities related to the quality of a relationship, such as trust, loyalty, and commitment, favorably impact the inclination to buy (Cheng et al., 2019).

According to this theory, customers' perceptions of risk toward SC diminish when the quality of relationships is elevated. Customers may rely on online retailers and fellow customers for reliable, helpful, relevant information, influence, and social support. The nature of a relationship can also increase customers' comfort, security, and confidence when they shop online, lowering their perception of risk. Previous studies have validated this idea by showing that CRQ factors, like commitment, trust, and loyalty, negatively affect PR.

H₆: *Brand trust has a positive effect on PI.*

H₇: *Brand satisfaction has a positive impact on PI.*

H₈: *Brand commitment has a positive effect on PI.*

3.5 Risk and Purchase Intention

PR has become a significant factor in understanding customer behavior and PI in the past decade. When the PR matches the received reward, it can negatively impact digital clients' confidence and their intention to purchase (S. M. Forsythe & Shi, 2003). PR is characterized as anticipating consequences and a barrier to PI (Ventre & Kolbe, 2020). Also, Sharma and Kurien (2017) characterized PR as a suitable level of uncertainty associated with product use.

However, another study indicated that buyers with significant apprehensions regarding risk would seek greater detail concerning the product and proceed with purchases after acquiring more information and comprehension (Chen & He, 2003; Eggert, 2006; Petahiang, 2015). Thus, the following hypothesis is advanced:

H₉: *PR has a positive effect on PI.*

3.6 Mediator Hypotheses

SC directly impacts the desire to purchase by utilizing social interactions to establish trust and social evidence. Individuals usually buy when they receive positive evaluations and recommendations from their contemporaries (Hajli, 2015a). The hypothesis suggests that the quality of a relationship promotes a mediating role in the connection between SCIN and the PI. Establishing strong relationships marked by trust and satisfaction can significantly amplify the advantageous impact of SCIN on the desire to make a purchase. The mediation effect can be elucidated by decreasing perceived dangers and creating a reliable atmosphere (Morgan & Hunt, 1994; Palmatier et al., 2006).

Researchers have hypothesized how people's PR plays a role in how SCIN affects their intention to purchase. The existence of a significant risk perception may diminish the positive impact of SC on purchasing intentions by heightening consumer uncertainty and the awareness of possible losses. (Wang et al., 2022). Similarly, when people recognize a minimal degree of risk, it might improve the effectiveness of SCIN in affecting their PI (Forsythe et al., 2006).

H₁₀: *Brand trust mediates the relationship between SCIN and PI.*

H₁₁: *Brand satisfaction mediates the relationship between SCIN and PI.*

H₁₂: *Brand commitment mediates the relationship between SCIN and PI.*

H₁₃: *PR mediates the relationship between SCIN and PI.*

3.7 Moderator Hypotheses

SC directly affects risk perception by including social aspects in the purchasing process. The participatory nature of SC might result in increased uncertainty and PR, as it heavily relies on user-generated materials and relationships with others (Liang & Turban, 2011). Favorable evaluations may decrease the perceived level of uncertainty by offering reassurance and social validation, whereas unfavorable evaluations might heighten the perceived level of uncertainty by emphasizing prospective problems and negative encounters (Mayzlin & Chevalier, 2003; Park & Lee, 2009).

H₁₄: *The positive relationship between SCIN and PR moderated by online reviews.*

H₁₅: *The positive relationship between SCIN and PI moderated by online reviews.*

4. Methodology

4.1 Data collection

The data for this research was gathered using online surveys directed at clients in the Turkish market engaged in SC. The study assessed SCIN, PI, PR, CRQ, and demographic information. Before gathering the primary data, a trial phase has been carried out to confirm the accuracy and legitimacy of the questionnaire. We included screening questions to identify individuals under 18 who had purchased from SMPs and used restaurant services within the past month. Of the 360 surveys

disseminated, 36 failed to satisfy the requisite criteria. Consequently, we examined the remaining 314 responses to evaluate our hypotheses. The gathered data was analyzed using suitable statistical techniques to evaluate the research hypotheses and assess correlations among variables. This report offers significant insights into SC's objectives within the Turkish market.

4.2 Measurement model

A seven-point Likert scale, with “strongly disagree” (1) and “strongly agree” (7) as the extremes, was used to score the measurement items. The three items on the SCIN Scale were adopted from Hajli (2015b). A 4-item scale of brand trust was adopted by Gurviez and Korchia (2002). We adopted the three-item brand satisfaction from the study of Aaker et al. (2004). A three-item measure from Fullerton (2003) was used to measure brand commitment. A 4-item scale of PR was adopted from the study of Hajli and Lin (2016) and P. A. Pavlou et al. (2007). Five items were modified from Pavlou and Fygenon (2006) for PI. Finally, a 4-item scale was used to measure the OR.

5. Results

5.1 Demographics

The demographic analysis indicated that 48.6% of the participants identified as female, whereas 51.4% identified as male. A notable percentage of the participants fell within the age range of 18-21, accounting for 52.1%, while those aged 22-25 comprised 47.9% of the sample. The participants' educational background revealed that a significant portion were seniors, accounting for 34.9% of the sample, while juniors and first-year students represented 29.8% each. Regarding online shopping behavior, most respondents purchased through Facebook pages (43%) and had experience buying products on SMPs. Fashion and clothing items were the most frequently purchased products, accounting for 45% of the total.

5.2. Reliability and validity results

The research involved the AMOS method for structural equation modeling to evaluate our hypotheses. To begin with, A confirmatory factor analysis (CFA) was performed using the approach known as maximum likelihood to evaluate the assessment framework and verify the constructs' foundational structure. The scores of fit associated with the scale structure ($\chi^2 = 1.97$, CFI = 0.97, NFI = .94, RMSEA = .05) demonstrated that the framework aligned effectively with the data, meeting the recommended criteria. Our study's results, presented in Table 1, confirmed the certainty of the survey items, with satisfactory Cronbach's alpha (α) values for all variables (Nunnally, 1978). Convergent validity was supported by high item loadings, ranging between .83 and .95. Composite reliability values exceeding .7 further confirmed our results. Establishing discriminant validity involved comparing the connection values between constructs with the square root of the average variance extracted (AVE) values, as illustrated in the table (Fornell & Larcker, 1981). The AVE values demonstrated greater magnitude than the correlation coefficients, indicating sufficient discriminant validity.

Table 1
Measurement model

	Item	Loading	Cronbach's
Social Commerce Information Sharing	SCIN1	.69	.83
	SCIN 2	.80	
	SCIN 3	.83	
	SCIN 4	.65	
CRQ: Brand Trust	BT1	.86	.95
	BT 2	.96	
	BT 3	.92	
	BT 4	.89	
CRQ: Brand Satisfaction	BST1	.82	.86
	BST 2	.83	
	BST 3	.84	
CRQ: Brand Commitment	BCT1	.84	.79
	BCT 2	.85	
	BCT 3	.61	
Risk	PR1	.90	.92
	PR2	.92	
	PR3	.90	
Purchase intention	PI1	.81	.86
	PI2	.85	
	PI3	.82	

Table 2
Discriminant Validity

	CR	AVE	PI	BCT	BT	BS	SCIN	PR
PI	0.866	0.683	0.826					
BCT	0.806	0.587	0.348	0.766				
BT	0.950	0.828	0.459	0.266	0.910			
BS	0.869	0.688	0.450	0.369	0.520	0.830		
SCIN	0.832	0.555	0.367	0.259	0.121	0.312	0.745	
PR	0.929	0.814	0.171	0.134	0.288	0.396	0.193	0.902

Table 3
HTMT Analysis

	PI	BCT	BT	BS	SCIN	PR
PI	0					
BCT	0.381	0				
BT	0.472	0.295	0			
BS	0.452	0.356	0.528	0		
SCIN	0.369	0.295	0.140	0.307	0	
PR	0.168	0.150	0.274	0.403	0.195	0

5.3 Hypotheses tests

The study's proposed hypotheses were assessed utilizing the SEM technique using AMOS. The structural model suited the data well, according to the fit indices of the structural path model ($\chi^2=2.60 < 3.00$; CFI = .94 > .90; NFI = .91 > .90; RMSEA = .06 < .08). Table 3's findings supported H1 and H2 by demonstrating that the SCIN significantly and favorably affected PI ($\beta = .24$, $p < 0.001$) and PR ($\beta = .29$, $p < 0.001$). Additionally, the investigation confirmed that SCIN positively correlates with trust, satisfaction, and commitment. In particular, the following were confirmed: H3 ($\beta = .15$, $p < 0.01$); H4 ($\beta = .30$, $p < 0.001$); and H5 ($\beta = .31$, $p < 0.001$). Furthermore, a strong and positive correlation existed between three factors of CRQ: commitment, contentment, trust, and PI. Hypotheses H6 ($\beta = .40$, $p < 0.001$), H7 ($\beta = .19$, $p < 0.01$), and H8 ($\beta = .12$, $p < 0.03$) were all supported by this. Hypothesis 9 is not supported, as Table 3 showed a negligible correlation between PR and PI ($\beta = -.03$, $p = -.79$). Table 3 summarizes these findings.

5.4 Mediation results

The mediation results were tested using Andrew et al. (2013) Model 4 of PROCESS SPSS (Version 3.3) (see Table 4). For N = 5000, Preacher et al. (2007) calculated the 95% bias-corrected bootstrapped CI. By proving the statistical significance of the indirect effect of SCIN on PI through trust (H10: $\beta = .04$, CI [.06, .95]), the results validated Hypothesis 10. Through the mediation role of satisfaction, the results of the bootstrap analysis also demonstrated a statistically significant indirect effect of SCIN on PI (H11: $\beta = .08$, CI [.035, .139]). Hypothesis 7 was confirmed. The results supported Hypothesis 12 by approving the statistical significance of the indirect effect of SCIN on PI through commitment (H12: $\beta = .05$, CI [.024, .099]). Lastly, the results showed that the indirect effect of SCIN on PI through risk is insignificant. Thus, Hypothesis 13 was not supported.

5.5 Moderation results

Additionally, Model 1 of the macro-PROCESS was employed to explore the communication impact of OR on the interaction between SCIN and PI. As illustrated in Table 3, the OR insignificantly moderates the effect of SCIN and PI ($\beta = -.11$, 95% CI (-.35, .12)). Thus, Hypotheses 14 was not supported. (see Table 5). Similarly, the OR insignificantly moderates the impact of SCIN and PR ($\beta = .04$, 95% CI (-.28, .37)), and Hypotheses 15 were not supported.

Table 3
Hypothesis testing (Direct Relationships)

	Direct Relationships		β	S.E	p	Result
H ₁	SCIN	PI	.24	.07	***	Accepted
H ₂	SCIN	PR	.29	.08	***	Accepted
H ₃	SCIN	Brand trust	.15	.05	.01	Accepted
H ₄	SCIN	Brand satisfaction	.30	.06	***	Accepted
H ₅	SCIN	Brand commitment	.31	.07	***	Accepted
H ₆	Brand trust	PI	.40	.06	***	Accepted
H ₇	Brand Satisfaction	PI	.19	.07	.01	Accepted
H ₈	Brand commitment	PI	.12	.05	.03	Accepted
H ₉	PR	PI	-.03	.04	.43	Rejected

($\chi^2=2.55 < 3.00$; CFI = .94 > .90; NFI = .92 > .90; RMSEA = .06 < .08)

Note: * $P \leq 0.05$, ** $P \leq 0.01$, *** $P \leq 0.001$.

Note: CI: confidence interval

Table 4

Hypothesis testing (Mediation analysis)

Paths	Direct relationship		Indirect relationship		
	beta	β	CI Low	CI High	Result
H10: SCIN → Brand trust → PI	.24	.04	.006	.095	Accepted
H11: SCIN → Brand satisfaction → PI	.24	.08	.035	.139	Accepted
H12: SCIN → Brand commitment → PI	.24	.05	.024	.099	Accepted
H13: SCIN → PR → PI	.24	.01	-.002	.043	Rejected

Table 5

Hypothesis testing (Moderation analysis)

	beta	CI	CI	P	Result
H14: OR × SCIN → PR	.04	-.28	.37	.79	Rejected
H15: OR × SCIN → PI	-.11	-.35	.12	.34	Rejected

6. Discussion and implementation

6.1 Discussion

Despite the recent SC literature prevailing trend and its substantial implications for online business and digitalization (Almahdi, 2021). Nonetheless, there remains to be a significant gap in research regarding the impact of digital commerce on customer behavior. In response, we used a sophisticated integrative framework to investigate the effect of SCIN on customers' PI within the online business. This study examines the mediating role of CRQ, encompassing commitment, satisfaction, and trust, alongside PR in the relationship between SCIN and PI. Additionally, it investigates the influence of OR as a moderating factor within the context of Turkey. This line aligns with various scholars (Hajli et al., 2017; Yin et al., 2019). The authors of this research observe a significant SCIN impact on customers' intentional behavior. Our findings extended from earlier studies that collected data from diverse countries' backgrounds. The study in Korea by Sohn and Kim (2020) analyzed how various elements of SC influence consumers' intentions to make purchases (Gan & Wang, 2017). Lu et al. (2016) examined the impact using data from the Chinese e-commerce market. N. Hajli (2019) highlighted similar influence results within the Iranian market.

A scholarly approach was taken to examine the impact of SC as a significant factor influencing CRQ, including elements such as brand commitment, satisfaction, and trust. There has been limited prior research investigating CRQ in the context of supply chains, particularly concerning variables like brand commitment, satisfaction, and trust. For example, research papers by Hossain et al. (2020) and Zhang et al. (2016) aim to examine the impact of CRQ (commitment, satisfaction, and trust) on customer behavior action. Therefore, the present research incorporates prior studies and separately examines brand commitment, satisfaction, and trust as three mediating variables. The results affirm a considerable influence mediating the role of brand commitment, satisfaction, and trust between SCIN and PI. Our study ensures that the significant impact of OR within SCIN is the primary issue affecting the client's decision-making procedure. Many researchers assert that user-generated content, often known as the digital version of e-WOM, is the most dependable primary source of information. Thus, the findings indicate the crucial moderating role of OR in the link between SCIN and PI.

6.2 Theoretical Implications

This research adds to how social media marketing works in numerous ways. First, a conceptual model unites SCIN, CRQ, and PR. The study examines the effects of SCIN on CRQ, PI, and PR, aiming to understand customer behavior and behavior intentions. Understanding CRQ in SCIN is crucial for businesses to nurture positive customer relationships, leading to increased loyalty, trust, and long-term business success. Second, this research contributes to the existing body of knowledge by broadening the understanding of customer behavior within online communities focused on SCIN. Specifically, this study CRQ is within the context of behaviors (e.g., trust, commitment, and satisfaction). Third, this study provides fresh insights into the function of SCIN in the SC sector by analyzing CRQ about SMPs from a multifaceted perspective. This paper additionally explores the connection between SCIN, PR, and PI within the context of SMPs. This study highlights SCIN as a significant factor influencing PR and PI regarding SMPs.

6.3 Practical implications

The research identifies several critical managerial and marketing implications for enhancing customers' brand value perceived through SMPs within e-commerce. First, this present literature spotlights SCIN positive effect on customers' decisions. Thus, SCIN significantly influences PI, formally and informally, by shaping customer relationships and fostering trust. As crucial to customers' daily activities, SMP goes beyond just being a communication platform (Alboji et al., 2024), which shifts the attitude of e-commerce platforms to a customer-centric approach (S. Kim & Park, 2013b). Therefore, e-commerce marketers should concentrate and invest in SCIN to enhance direct CRQ. Second, our research emphasizes the impact of brand communication level and transparency on customers' decision-making attitudes.

Involved and emotionally satisfied customers are likelier to interact with and consume the brand (Ibrahim et al., 2021). Therefore, managers within the online business should build long-lasting and deep relationships with customers to enhance the brand's value. E-commerce marketers and managers should leverage SCIN to encourage customer satisfaction and spread positive word-of-mouth and brand commitment. Third, trust plays a crucial role in shaping customer behavior regarding communication and sharing information in online businesses through SC. This trust impacts customers' perception of risk and their behavioral intentions. Trust is a crucial brand strategic asset, significantly shaping relationships with entities and other parties. Thus, PR is a major influence on customer behavior. SC activity (such as ratings and reviews, recommendations, referrals, forums, and communities) sustains brand trust and transparency (Ibrahim et al., 2024). Consequently, managers should focus on developing effective strategies for SC and customer relationships to enhance brand trust and mitigate customers' PR.

6.4 Limitations and Recommendations

The present study also encompasses limitations and multiple future research opportunities. The survey was conducted in a rapidly growing e-commerce market in a developed country (Akin, 2024), potentially restricting the applicability of the results to various economies. Future studies might recognize possible disparities in customer behavior and SCIN around various countries (Ibrahim et al., 2021). Our research explored how SCIN through SMPs influences customer behavioral intentions. To generalize the findings, future researchers can use a similar manner for each SMP (e.g., Instagram, Snapchat, TikTok) since each has distinct components (Jin et al., 2019). This study examines various influential elements of SCIN, such as CRQ and PR, and their impact on customers' PI. Hence, due to the distinct attributes of each product type, research consequences will need to be more generalizable. Further research will investigate individual item types and industries to enhance the comprehensive understanding of SCIN. Our study explores how SCIN affects the customer's PI. We recommend that future scholars investigate actual purchase behavior to achieve more realistic SC results (Alboji et al., 2024).

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