

RESEARCH ARTICLE

Impact of social support, TAM constructs and consumers' purchase intentions in social commerce platforms: The pathway to post COVID-19

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ABSTRACT

Online social supports empower consumers to communicate and share their knowledge and experiences with each other through social commerce platforms. The communication becomes more important for online communities during the COVID-19 pandemic. Existing scholars have studied social commerce; however, lack of studies has focused on social supports and TAM constructs. Also, a growing concern on the reliability and validity of comments of online consumers would jeopardize the success of social commerce business. Therefore, the research addresses the research gap by proposing a conceptual model. On the basis of the technology adoption model (TAM), this research considers social supports, consumers online purchase intentions and the role of trust as a mediator in Malaysian context. A total of 200 respondents participated. The data are collected via online platforms and analyzed using PLS-SEM software. The results reveal that the social support, perceived ease of use and perceived usefulness have significant effects toward purchase intention in social commerce platforms. Meanwhile, trust mediated the relationship of social support and purchase intention. The present study discusses the research implications, limitations, and future directions.

Keywords: social commerce; social support; TAM; trust; purchase intention

1. Introduction

In recent years, social networking sites have become the primary source of news, opinions, and debate. The Web 2.0 technologies empower social communication and information sharing^[1]. Social networking sites allow users to share their views and suggestions that would benefit other users. Among the top social networking sites in the world currently are Facebook, YouTube, and WhatsApp^[2]. Social commerce is a new form of social business transaction that relies on network power. It enables businesses to build global outreach and build a good relationship with customers. The new concept of social commerce begins from the ideas of commercial and social activities, and later integrate them with social media platforms which then allow the online sellers and buyers do business with each other through online groups, communities, and marketplace^[3]. Social commerce allows customers to express their experience with the online sellers through reviews, and

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ratings^[4,5].

Social activities represent a transformation in consumers' way of thinking through collective assessment and decision^[6]. The diffusion of technologies in social commerce has influence consumers to participate and join in the platform without limits and time constraint. However, the speed technology evolution and the growing number of users in the platform lead to uncontrolled spread of information which has potentially raised as results of fake news, ratings and reviews, inaccurate information and rumors produced by online consumers^[4,6]. Among other challenges and issues faced by the consumers that intend to purchase online are i) products are different than the advertised, ii) the products do not reach to the buyers, iii) risk, iv) exposed to fraud scammers, and v) exposed of personal information data^[7].

The content of information sharing becomes valuable when social support exists^[6]. Social support is care or support offered by a group of people or a group of people and sellers^[4]. In the early stage of social commerce, the social support emerges when the consumers seek for advice and experiences from other consumers. Indirectly, it has the potential to influence trust in social commerce^[6]. The landscape of global retailing is transformed by the COVID-19 pandemic where consumers shifted their method of buying products from brick-and-mortar concept to online including social commerce platforms during the self-quarantine at home. The pandemic has forced the need for consumers to purchase online due to reluctant visit brick-and-mortar stores^[8]. During the COVID-19 quarantine period, people are active on social media and spend more time on social commerce platforms, which a key source of anxiety and rumors. Social support and TAM constructs can reduce the effect of false news and increase consumers trust in sellers^[4].

Nevertheless, limited studies have analyzed the social support effect on social commerce that specifically focuses on the post COVID-19. In addition, among the factors that influence consumers trust and purchase intention are convenient, valuable and straightforward website design and website performance^[9,10]. However, research on the design of social commerce is insufficient, particularly in post COVID-19. Hence, the aims of the research are to identify which constructs are impactful on purchase intention in the context of social commerce platforms which later help particularly the social media managers in improving the level of social support, perception of ease of use, perceived usefulness, trust and purchase intention after the pandemic. The paper includes a current literature review, theory, hypotheses development, a conceptual model, the methodology including results, discussion and conclusions as well as research implication.

2. Literature review

2.1. Technology acceptance model (TAM)

TAM was established by Davis^[11]. TAM is one of the most famous and popular core model that deals with individual intention and acceptance^[11]. In the TAM model, there are two dominant constructs representing the individual intention and acceptance towards the new system development which are perceived usefulness and perceived ease of use. Social commerce is a technological advancement that uses social networking site to communicate, to get information sources, to have social support, buying and selling activities^[9]. Thus, the useful and convenient system offered in social commerce has influence consumers intention to use the system^[9,10-12]. Scholars affirm that perceived ease of use and perceived usefulness are the stronger predictor of an individual intends to use in information technology^[10,13-15]. Therefore, TAM model is applicable in social commerce platforms setting.

2.2. Factors influencing purchase intention

Technology Acceptance Model (TAM) and Theory of Reasoned Action (TRA) are the theories that are applicable in online intention setting. Previous scholars agreed that social support, trust, perceived ease

of use and perceived usefulness enhanced consumers purchase intention^[6,10,12,15]. Providing information to users can reduce uncertainty as the risk perception is reduced^[16]. Consumer will seek information from the social communities when they are a lack of knowledge^[4,6,17]. Further, the social-technological in an online platform has influence the consumers to get information knowledge. When a consumer's knowledge products are high, it will this will enhance them to purchase intention in an online network^[17]. Previous scholars discovered that during the COVID-19 pandemic, consumers shift from traditional method of buying products (at physical store) to online shopping behavior^[18]. Consumers display different values and behavior when they feel insecure during the COVID-19 pandemic. Therefore, strong perceive threat to life promotes online purchase intention^[19]. Although previous scholars have examined social support, perceived ease of use and perceive usefulness, and buying intention, however, little is known in the context of post pandemic.

2.3. Social Support on social commerce

Social support theory assumes that an individual needs social interaction such as social affection, approval, esteem, identity, and security^[20]. Social support can derive from many sources such as friends, family, neighbors, coworkers, and organization. The theory has proven to be applied in the individuals' relationships on social commerce^[17]. Online social support is defined as online support from online users in social commerce platforms^[6]. It is an important element of social networking sites as the information sharing, and social communication and interactions among users such as caring, compassion, and empathy in online communities^[17]. This has progressively created a new supportive environment for online customers^[21], which in turn builds an online social atmosphere. Existing scholars admit that online social support is the initial motivation for users to engage in online social communities, and information sharing^[6,22]. The concept of traditional commerce environment with the integration of social media creates an innovative form of online commerce or e-commerce, called social commerce^[6]. Social commerce is a new stream in e-commerce that enables social media use in e-commerce platforms such as such as Facebook, LinkedIn, Instagram and Twitter. However, during the pandemic, the landscape of social commerce environment has shifted and accelerated. Social support is important in developing consumers trust online^[4,23]. This is mainly because consumers are self-quarantine at home either alone or with family or friends.

2.4. Trust in social commerce

In the advancement of the internet and the fastest growth of digital usage, consumers are concerns about their online business transaction and their privacy of information^[1]. Online transaction is risky particularly when consumers need to fill in their private information online such as home address and credit card details^[6]. Therefore, trust becomes the most significant element that customer paid attention to when doing online transaction through e-commerce^[24]. Previous literature found that social support influence purchase intention^[4]. It is because the availability of social support can increase consumers confident when participating in the online community that ultimately enhances purchase intention. The internet shaped new forms of support relationship among users in the platform. The information provided at commercial website is often different compared to the information delivered by experienced online consumers. During COVID-19 total lockdown, consumers are mostly shopping via online. Hence, trust is crucial in social commerce environments for all type of purchases whether expensive or discounted items^[4]. Besides, many previous researchers posit that trust is a critical path in the social commerce^[10,17,25]. However, studies on trust are restricted in social commerce^[26].

2.5. Perceive ease of use and perceive usefulness on social commerce

Perceived ease of use and perceived usefulness constructs are steamed from of TAM. The theory is explaining how the individual act and usage of technology towards intention. Social commerce platform is a system that offers useful navigation and easy to use features with information support to the users. The easier

and useful social commerce platform, the more users will use it as a medium of business transaction in future^[9,27]. Trust is established first then later it influences the perceived ease of use and perceived usefulness of social commerce design^[9]. These factors are perceived to be integral factors in developing consumers purchase intention during and after COVID-19 outbreak.

3. Conceptual framework and hypotheses development

Existing literature has utilized social support theory in social support constructs and has proven to be supported^[28]. Therefore, present study extends the relationship of social support, perceived ease of use, perceived usefulness, and purchase intention in the social commerce by integrating trust in the TAM model. The following paragraphs describe in the detail the suggested conceptual framework of the study.

3.1. Social support and trust

Social support is a characteristic that offers emotional and informational support mechanism whenever needed in a virtual community^[6]. Virtual communities have created value for social support through social interaction in the social commerce platform. The communication interaction in the platform has influenced online social support to participate in sharing personal experiences, comments and support about the products or services of brands^[4,9]. During the vulnerable time of pandemic, an individual spends most of their time on social media.

Social media platforms appear to be a place for everybody to find support. Strong social support makes an individual in the platform feel connected with each other and formed a sense of trust indirectly^[4,6,17,22]. Social support functions as a stress buffer against the effects of common stressful health events including COVID-19^[29]. Scholars use social support to understand trust-related behaviors in consumers^[28]. Social constructs are vital in social media and social commerce as they enable informed decision-making, facilitate user engagement, provide social proof, foster a strong sense of community, and build trust and credibility, reduces risks associated with online transactions, enhances engagement through interactive content, and facilitates social interaction^[30,31]. Consistent with these studies, the present study applies social support theory to examine the influence of social support on trust in the context of social commerce. The present study assumes that trust is developed in the platform contain support, discussion and interaction of product knowledge and experiences, even after the pandemic. Therefore, this study proposes the following hypotheses:

H1: Social support is significantly influence trust in post COVID-19.

3.2. Trust and purchase intention

Trust is one of the most significant factors in the online transaction. However, online trust relationships are difficult to maintain. Trust is a sense of confident that a customer has towards a seller to deliver what should be delivered as promise. When customers perceive that online sellers are able to provide high quality products and services, customers will subjectively eliminate the influence of uncertainties in the shopping environment. Scholars found that trust has a positive impact on purchase intention in social commerce^[6,10,13,23,25,32].

During the pandemic, the customers are relying on the information shared by the social commerce's users as they were unable to go out to find the information needed. Higher level of trust is expected to increase the likelihood of consumer purchase intention in social commerce during COVID-19^[4]. The present study expects that the consumers are remain in the state of behavior after the post pandemic. Therefore, the study posits that:

H2: Trust is significantly influence purchase intention in post COVID-19.

3.3. Trust and TAM

Evidence suggested that trust is a focal point in social commerce as users rely on other users/community information, and support^[23,33]. Social commerce platform can reduce users' uncertainty by offering dynamic and highly interactive community where users can interact with other users. Eventually, users' trust may develop over time. Perceived ease of use and perceived usefulness identified as main components of the TAM. The higher the trust towards a platform, the higher the perception of individual on ease of use and usefulness of the technology. Scholars have proven the significant relationship between trust, perceived ease of use and perceived usefulness^[14,16,27,34,35].

During pandemic COVID- 19, consumers are relying so much on the social commerce platform to buy necessities products like foods to survive. Therefore, they have no choice but to adapt to and use the technological advancement. Most social commerce comes with security and privacy features with ease of use and usefulness interface which have attract the consumer to do business transaction there^[9,10,23]. For this reason, this study posits that:

H3: Trust significantly influence perceived ease of use in post COVID-19.

H4: Trust is significantly influence perceived usefulness in post COVID-19.

3.4. TAM and purchase intention

Technology Acceptance Model is a theoretical model which explains personal acceptance of information technology system^[11]. It is premised on the belief that the use of technology is influenced by behavioral attitude, itself influenced by perceived usefulness, and ease of use, and is determined by behavioral intentions. Perceived usefulness is an assessment of the benefits provided by technology to make it easier for users to obtain the desired services. In other words, good assessments of perceived usefulness resulted by using the technology. It has been proven that technology can increase productivity, effectiveness, task performance, and overall benefits. However, perceived ease of use refers as easy to use and willingness to use a system that requires not much efforts. Other scholars regarded it as level of difficulty in understanding and duration of use^[36]. Scholars has examined the TAM constructs as predictors of purchase intention in various contexts, and they discovered that perceived ease of use and perceived usefulness are significantly influence purchase intention^[12,15,37-41]. The social commerce platform is embedded with comprehensive features of technology and user-friendly interface platform can fasten the shopping processes. The platform has made their life easier where the customers are not necessarily need to go out to buy products or services as it can be delivered to the customers' doorsteps. This will directly influence the customers purchase intention^[9,37,39]. Even before, during and after the COVID-19 pandemic time, the perceived ease of use and perceived usefulness are consistently will resulting to consumers purchase intention^[42]. Therefore, this study hypothesized that:

H5: Perceived ease of use is significantly influence purchase intention in post COVID-19.

H6: Perceived usefulness is significantly influence purchase intention in post COVID-19.

3.5. Trust as a mediator in the relationship between social support and purchase intention

Online social support influences online users, but they would not necessarily automatically trust the online support from a community as it takes time to develop the trust. The social support theory and trust transfer help the scholars to understand the influence of content and experience shared on social commerce platform^[17]. Trust is stem from social support due to the informational and emotional support of other consumers in an online community that facilitates the building of trust in a relationship^[6]. Online businesses formed a pleasant environment to develop the customers' trust on the sellers and increases their purchase intention in social commerce. Trust can be formed through social support of an online community where people feel more

connected with one another^[4].

Existing studies have examined the consequences of trust. Scholars found that trust is positively associated with users' purchase intentions^[43]. In a similar vein, Algharabat and Rana^[44] discovered that trust generated from social commerce community platforms has a significant impact on users' purchase intention. During the pandemic, the online sellers establish and convey trustworthiness with the customers by providing sufficient information, fulfill its responsibilities and maintain its promises, and efficient purchase facilitation as they are eventually engaging in the financial transaction and overcomes psychological barriers related to online purchase^[10]. Thus, the present study expects that trust would mediate the relationship between social support and purchase intention even after the COVID-19. In line with existing literature, the present study incorporated trust in TAM, hypothesizing the following:

H7: Trust mediates the relationship between social support and purchase intention in post COVID-19.

4. Research methodology

The present study was conducted to test the relationship between the constructs by using questionnaire design. The study used a pre-test which involved three experts in the field of marketing and technology. According to Hawkins et al.^[45] to validate the questionnaire, three experts is qualified enough for beginner research. Then, the study conducted a full survey to collect the data and about 200 of valid respondents gathered, and the analysis which described below.

4.1. Instrument development

The research has five constructs: social support, perceived ease of use, perceived usefulness, trust and purchase intention. A seven point-Likert scale from 1, strongly disagrees to 7 strongly agree. Previous study^[46] claimed that 7-point Likert scales is a good scale arrangement because it resulted in a stronger correlation between the t-test result. Besides, a 7-point Likert scale more better because it reveals more explanation towards subject and practically to the "faculty of reason" from the view of the participants^[46]. Further, Churchill and Peter^[47] found that 7-point Likert scales be able to improve reliability and validity of the study. Supported by the previous study^[48] justified that 7-point Likert scale more suitable for the electronic distribution which are fit for the present study. The measurements of items based on the consumers who have social networking sites account, it is because they experienced with the activities such as interaction, integration, and commerce. Social support measures were obtained from a previous study^[49]. Besides, the trust has measured by Gefen and Straub^[50], and Han and Windsor^[51]. Meanwhile, perceived ease of use and perceived usefulness was gathered from Davis^[11] and the purchase intention was measured by a previous study^[52].

4.2. Data collection

The data collection was collected through a survey from three universities students in April 2022. For this study, five universities were targeted for the data collection due to good reputation university however, only three universities were agreed and allowed for data collection procedure. Study was found that about 92.7 percent of students actively engage in social media platforms in 2022^[53]. Based on the recent statistics about 67 percent of Malaysia youth are actively used social media platforms^[53]. Another study found that 99 percent of students aged between 15 to 24 years also actively engage with social media networking sites^[54]. Based on the above discussion therefore, study select university students as population for the data collection.

A total of 200 respondents participated and useable. Previous author^[55] stated sample size less than 100 as small, a sample size between 100 until 200 considered medium while, a sample size of more than 200 considered

large thus, considered acceptable in PLS. Meanwhile, Von Voorhis and Morgan^[56] specified in PLS technique as long as the sample size is more than 50 observations considered as reasonable sample size. Furthermore, the 10-times rule suggested by Barclay et al.^[57], it proposed the 10-times rule was accepted in the PLS-SEM literature. The analysis recommended that the minimum sample size should be equal to 10 times the largest number of structural paths at a particular latent construct in the structural model^[58]. Besides, Peng and Lai^[59] postulated that the 10-times rule of thumb for determining sample size adequacy for PLS analyses when the study have high reliability of finding measurement items are met. Therefore, based from above justifications this study were valid after met the 10-times rule recommended by the Barclay et al.^[57] including high reliability measurements items of the present study^[59]. Many previous studies are performed with small sample sizes even with the target population are large Hair et al.^[60]. PLS identified as desirable multivariate data analysis which ability to achieve and acceptable power at very small sample size^[61,62]. For the result of data collection, this study found that the total respondents reported 55 are males and 145 are females. The respondent's age range between 18 to 40 years above, 148 respondents age between 18 to 25, meanwhile 33 respondents age between 26 to 30, furthermore 15 respondents age between 31 to 39 and 4 respondents aged 40 and above.

4.3. Data analysis and findings

The present study applies the partial least square (PLS) technique of structural equation modelling. The PLS can simultaneously assess for validity and reliability of constructs^[63]. PLS has a good advantage when the technique requires for small sample size data^[58]. Also, PLS is good for exploratory research which fits the nature of this research^[50]. PLS-SEM is more favorable when the properties of the measures used are not ideal or in the case where a study mainly aims to reveal the relationships between constructs in a model. From the conceptual and practical perspectives, the purpose of PLS-SEM and multiple regression analysis can be rather similar, specifically to simultaneously examine the underlying relationships between constructs in a single model^[64]. PLS-SEM is also appropriate for the social and behavioral science studies that often do not comply with the data normality. Underlying the above discussion, PLS-SEM was deemed fitted for the present study.

4.4. Measurement model assessment

In order to fulfil hypotheses testing, the reliability should undertake to ensure the internal consistency of the constructs. In the PLS technique, it is recommended to compute the composite reliability, Cronbach alpha, loadings and average variance extracted. For this study, all the measurements are above 0.6^[65] considered acceptable. Further assessment was taken to test the validity of the research. The constructs validity was checked by discriminant validity (Fornell-Larcker criterion) to ensure each construct of the research model is different from other previous studies and model. These items are shown in **Tables 1** and **2** below.

Table 1. Constructs reliability analysis.

Constructs Name	Items	Loadings	CR	AVE	Cronbach Alpha
Social support (SS)	SS1	0.604	0.908	0.588	0.883
	SS2	0.760			
	SS3	0.775			
	SS4	0.767			
	SS5	0.820			
	SS6	0.834			
	SS7	0.784			

Table 1. (Continued).

Constructs Name	Items	Loadings	CR	AVE	Cronbach Alpha
Perceived ease of use (PEOU)	PEOU1	0.819	0.922	0.702	0.894
	PEOU2	0.879			
	PEOU3	0.884			
	PEOU4	0.821			
	PEOU5	0.782			
Perceived usefulness (PU)	PU1	0.750	0.928	0.648	0.908
	PU2	0.870			
	PU3	0.881			
	PU4	0.838			
	PU5	0.805			
	PU6	0.810			
Trust	TRUST1	0.782	0.922	0.597	0.903
	TRUST2	0.821			
	TRUST3	0.799			
	TRUST4	0.836			
	TRUST5	0.828			
	TRUST6	0.741			
	TRUST7	0.679			
	TRUST8	0.678			
Purchase intention (PI)	PI1	0.884	0.936	0.785	0.908
	PI2	0.891			
	PI3	0.909			
	PI4	0.860			

Table 2. Discriminant validity analysis based on Fornell-Larcker criterion.

	PEOU	PI	PU	SS	TRUST
PEOU					
PI	0.595				
PU	0.604	0.214			
SS	0.538	0.478	0.451		
TRUST	0.431	0.482	0.362	0.504	

4.5. Multicollinearity

The multicollinearity is to test whether the items are not correlated. Failed to conduct multicollinearity will affect the result dataanalysis^[66]. Thus, for this study, the multicollinearity for VIF found under a range of 1.5 to 2.5, which fit the rule of thumb^[67].

4.6. Structural model assessment

According to the results that are shown in **Figure 1** below, social supports were significant influence trust with *t*-statistics of 7.619 ($p = 0.000$) supporting H1, trust has significant influence purchase intention with the *t*-statistics of 3.990 ($p = 0.000$) supporting H2. Trust has significant influence perceived ease of use with the *t*-statistics of 6.243 ($p = 0.000$), therefore, supporting H3. Trust also found significant influence perceived

usefulness with *t*-statistics of 5.888 ($p = 0.000$), thus supporting H4. Moreover, the perceived ease of use significant influence purchase intention with the *t*-statistics of 7.794 ($p = 0.000$) hence, supporting H5. For the last hypotheses, H6 which is perceived usefulness found significant influence purchase intention with the *t*-statistics of 3.001 ($p = 0.003$). Therefore, supporting H6. The summary of the hypotheses testing is shown in Table 3.

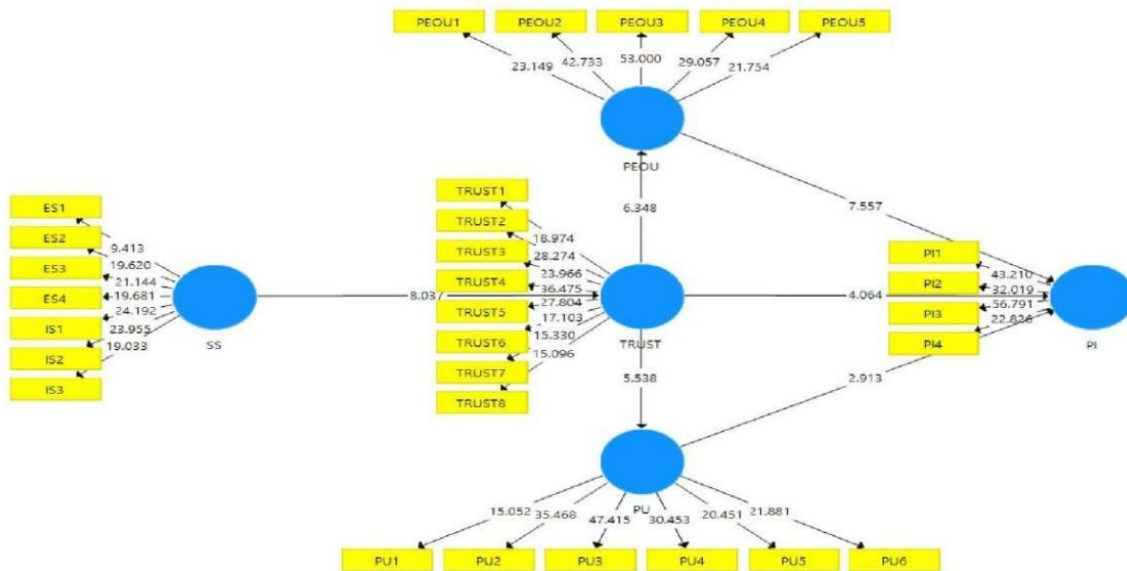


Figure 1. Path coefficient.

Table 3. Summary of the path analyses.

Hypotheses	Path	T-Statistics	P-values	Results
H1	Social Support → Trust	7.619	0.000***	Supported
H2	Trust → Purchase intention	3.990	0.000***	Supported
H3	Trust → Perceived ease of use	6.243	0.000***	Supported
H4	Trust → Perceived usefulness	5.888	0.000***	Supported
H5	Perceived ease of use → Purchase intention	7.794	0.000***	Supported
H6	Perceived usefulness → Purchase intention	3.001	0.003**	Supported
H7	Social Support → Trust → Purchase intention	3.271	0.001***	Supported

** $p < 0.001$, ** $p < 0.05$, * $p < 0.01$

4.7. Mediation analysis

Mediation analysis is a part of this study. Based on the researcher’s observation, limited studies have measured trust as a mediator function with social support and purchase intention. Hence, this study looking for that opportunity and measure the mediation analysis by represent the hypothesis testing H7. By fulfilled the mediation analysis this study has measured by using the bootstrapping approach as suggested by Preacher and Hayes^[68]. The finding revealed that there is significant indirect effect of trust with social support and purchase intention in social commerce. The result reported that based 95% bootstrap confidence interval with (CI = 0.222, 0.065). The finding discovered that trust mediates the relationship between social support and purchase intention in social commerce.

5. Discussion and conclusion

The objective of the present study is to identify which characteristics have significant influence purchase

intention in social commerce websites after post COVID-19. The study is to create a robust understanding of the factors that most influence of purchase intention in social commerce especially during endemic session. The study shows how social support, trust can fit under the technology acceptance model and its influence purchase intention. The study achieved by integrating social support, trust and the technology acceptance model to explain the phenomenon. While most of the previous research has focused purely on social commerce and purchase intention, this study must make a huge contribution by considering both social factors and technological factors in a single model after post COVID-19.

The finding of our research support H1 with social support is significant influence trust and the result in line with the recent study^[69]. Meanwhile the current finding of H2, trust found significant influence purchase intention, and the finding consistent with Wang et al.^[25]. Furthermore, the empirical result of H3 and H4, found trust is significantly influence perceived ease of use and perceived usefulness, and the result found consistent with the previous study^[70]. The result of H5 and H6 indicated perceived ease of use significant influence purchase intention, and perceived usefulness significant influence purchase intention. The result supported with previous research^[25,42,71,72].

In summary, this study's finding illustrates that social support as a support mechanism that able to build trust in a virtual community. The information support by experienced consumers makes users in the platform become trust that may further influence purchase intention thus, support H7 as a mediation function. Trust in this study qualifies as safety secure as we are aware that social commerce purchase intention has several potential risks especially in term of payment and information. Thus, in this context, trust mediate the relationship between social support and purchase intention in the online context. The more social support has interacted, the more consumers will trust, and the more system will be perceived by consumers that may lead to purchase intention.

6. Research implications

6.1. Theoretical implication

The present study makes important contributions to the existing literature. This study contributes to the body of knowledge by testing and validating a model with all variables into one single model in social commerce purchase intention after post COVID-19 Pandemic. The study model depicted on the statistical result shed light on the integration of social support, TAM constructs, trust, and purchase intention in developing the broader understanding knowledge of consumers purchase intention in the social commerce environments especially after the post Covid-19. Previous studies did not apply both theory in one single model in online purchase yet, scarce research has been conducted post COVID-19 where the tendency of online purchase intention fluctuate due to fear of COVID-19 and government policies. Therefore, social support is proved to be an essential determinant of trust in social commerce. Only a few studies have examined social support in social commerce, especially in the context of online purchase. Therefore, our study develops differs and unique from previous research in the literature on the integration of social environment and trust being used as a motivator in this pathway of social commerce studies. Besides, scholars will be able to manage and explore consumers purchase intention in a new pattern of social commerce purchase especially for the post COVID-19. Finally, the presence study focused on the significance model which may help consumers before intention to purchase. These interactions and support offer different opportunities for businesses who want to leverage their businesses strategies to meet the current view of social commerce environment.

6.2. Practical contribution

At the practice level, this study contributes to the managers and marketers by implementing new strategies

through social commerce platforms. The managers can develop new marketing strategies to advertise and introduce the products or services in an online virtual even after posting COVID-19 Pandemic globally. Companies can further enhance the level of social support to develop individual trust which may lead to purchase intention. For instance, using social networking sites such as Facebook or Instagram as main communication interaction which creating the social support by the consumers indirectly lead to trust and purchase intention.

Furthermore, social networking platforms play a significant role in strengthening the communication relationships between users and companies during post COVID-19. Social networking platforms not only provide online communication to be effective but also support them in social interaction-based form the experienced consumers after purchase certain products or services. Hence, marketers must understand the appropriate strategies to develop good features of social commerce platforms to target a niche market segment. Marketers can create information including good content to generate communication support which finally creates new consumers trust and future purchases.

Lastly, the present study proposes to the firms to apply social commerce sites for businesses to increase the numbers of trust and creating more valuable information and strengthen good relationship with the consumers. These platforms can offer prospects to active in communication which may influencing them in the buying intentions. The more comfortable to use of the system seems to be important element for consumers to attach in the online community. Therefore, this can highly achieve by companies to focus on this factor that would be the best way to contributing companies' profitability.

7. Limitations and future directions

This study has few limitations. First, this study only focuses on student's level, future research could generalize to real consumers' level and enlarge the scope of the existing knowledge regarding consumer purchase in the social commerce websites. Second, this study has not focused on one social commerce platform; therefore, future research should focus on one singleplatform such as Facebook and Instagram or else do a comparative study for future directions. Finally, this study underlines with TAM model, and that is possible in the future research may integrate with other theory such social integration theory and social presence theory. This study suggests the integrating to further clarification into theoretical implication in building the effectiveness of social commerce purchase intention. Previous literature^[73] has recommended integrating social support and the technology acceptance model in explaining consumers purchase intention. Therefore, by identifying factors influence in social commerce purchase intention thus typical important in firm managers and scholars.

Author contributions

Conceptualization, NM; methodology, AAMK; validation, KAH; formal analysis, NM; investigation, ZM; resources, NHH; data curation, AAMK; writing—original draft preparation, NM; writing—NM, ZM, KAH, NHH, AAMK; visualization, ZM; supervision, AAMK; project administration, KAH; funding acquisition, NM, ZM, KAH, NHH, AAMK. All authors have read and agreed to the published version of the manuscript.

Conflict of interest

The authors declare no conflict of interest.

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