

# Examining Social E-Commerce Platforms by Mediating the Effect of Perceived Usefulness and Perceived Trust Using the Technology Acceptance Model

Han Cai, The Chinese University of Hong Kong, Hong Kong\*

## ABSTRACT

In the post-COVID-19 era, promoting the healthy development of social e-commerce platforms, taking into account the coordinated development of online social networking and online consumption, enhancing the shopping and sharing atmosphere of the platform, increasing the enthusiasm of distribution members, driving consumption traffic with social traffic, and achieving low-cost publicity and promotion increase the exposure of products. The key to solving the problem is to promote consumer participation, improve user conversion, and improve customer acquisition capabilities. The study is based on the stimulus-organism-response (S-O-R) theory. It introduces the technology acceptance model (TAM) and, according to the member life cycle theory and member value mining theory, will affect consumers' social presence factors in social e-commerce shopping situations. As independent variables, perceived trust and perceived usefulness are used as mediating variables to construct a research model that shows social e-commerce affects user conversion.

## KEYWORDS

Member Behavior, Perceived Trust, Perceived Usefulness, Social E-Commerce, Stimulus-Organism-Response (S-O-R), Technology Acceptance Model (TAM), User Conversion

## INTRODUCTION

With the advent of the Web 4.0 era and the continuous development of e-commerce platforms, various social media such as WeChat, Douyin, and Xiaohongshu have been used widely. Everyone sharing and the intersection of circles have brought continuous traffic and opened up the sharing economy (Alkhowaiter, 2022). Enterprises favor this kind of social e-commerce fission with lower cost, efficient dissemination of product information or services, and more immediate sales, and increasingly use it as a key channel for business promotion (Ghahtarani et al., 2020). However, the COVID-19 pandemic changed not only travel but also consumption scenarios (Hsu & Tang, 2020).

When social e-commerce became popular, various industries began to test the waters to obtain orders through private domain traffic (Xue & Liu, in press). As a result, membership-based distribution

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\*Corresponding Author

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social e-commerce based on the S2B2C (Supplier to business to customer) model has become popular. When consumers are on a social e-commerce platform, their decision-making process will be affected in many ways, including platform promotional incentives and influence from user interactions (Wang & Yu, 2017). Unlike other social e-commerce platforms, membership-based distribution-based social e-commerce based on the S2B2C model integrates suppliers and distributors to jointly serve end consumers. Users not only act as end consumers but also become distributors when promoting and distributing products (Zhou et al., 2022). The research uses quantitative research methods, takes the end consumers who have purchased goods or services on the social e-commerce platform as the research object, explores the relevant factors that affect user conversion in the social e-commerce consumption situation based on the S2B2C model, and provides relevant social e-commerce. The platform provides a theoretical and practical reference basis for enterprises to build and operate e-commerce platforms in the future (Kwangsawad & Aungkana, 2022).

Social commerce is a very complex business model first proposed in 2005. Yahoo.com introduced the concept of social commerce in related consulting (Wang & Zhang, 2012). In 2007, the academic community began to carry out research and research on content related to social e-commerce. Yao et al. (2022) proposed the concept of social commerce and believed that consumers, businesses, and communities are the three major elements. Obeidat et al. (2022) explained its operation from the perspectives of demand cognition, online advertising, recommendation mechanism, and social identity and analyzed the mechanism of how social networking sites affect purchasing decisions. Social e-commerce is a new business model that uses social media as a carrier to realize corporate promotion and commodity transactions through social media, such as following, sharing, and discussion. The study defines social e-commerce as social e-commerce is the combination of social media and e-commerce, through social networking sites, social media, e-commerce platforms, etc., based on online social networking and other forms, to provide support for the sale of goods or services, using a mode in which characteristic elements in social enhance the final business outcome.

In 2017, the business-to-customer supply platform (*supply-to-business-to-customer*, or *S2B2C*) model was first proposed by the chief of staff of Alibaba Group (Li et al., 2021). This model integrates the supply platform and cooperates with the business to provide better services for the customer (Wang & Yu, 2017). This model can provide new development impetus for social e-commerce and achieve customer-centric transformation. In this mode, the supplier guarantees the quality of service, the scale of customers; that is, the flow of customers is driven by businesses through the influence of the community. The interaction of frequent words can achieve ideal revenue. This model combines the supplier's front-end supply chain, endows the business with more power, and jointly provides better services to customers. S2B2C provides an opportunity for innovators to enter the market when it is difficult for B2C to achieve a real upgrade in the industry.

Distribution is a sub-commission system established through acquaintances and strong relationship chains (Kopczyńska, 2017). It is a new marketing model based on WeChat Moments and community sharing and communication. The multilevel distribution model and the acquaintance relationship chain achieve fission-type word-of-mouth promotion, letting consumers grow into distributors, continue to expand the coverage of sales, develop user products, and convert the value of fans into actual communication and sales commercial value (S. Liu et al., 2019).

According to member value mining theory, ordinary members, group leaders, and senior members are collectively referred to as distribution members (Chen & Sharma, 2013; Lo et al., 2015). When ordinary consumers enter the platform for the first time or access the platform through product posters or websites shared by distribution members, they are fans (Liu, 2018). Pay attention to the official WeChat account of the platform, fill in the simple information and register to become an ordinary member (Schiffauer, 2018). After the ordinary member shares the product, the user who accesses the sharing poster for the first time, the person who scans the code, can become a fan of the ordinary member (Hardon et al., 2019). If you are locked to become your subordinate, and you are a lifetime lock fan, you will get the commission for all purchases; ordinary members can also enjoy discounts

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