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Changes in Consumer Purchasing Behavior under Social E-commerce Platforms and Their Driving Role on Online Store Operation Models

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SUMMARY: *This study aims at investigating the emerging nature of social e-commerce characterized by diversified content and high degree of interactivity. As regards the empirical context, this research focuses on social e-commerce platform as the case. Specifically, this study explores how platform situational cues affect consumers' purchase intention and at the same time their impact on operation mode of online stores. Using SOR approach, flow experience and perceived trust are recognized as organism variables while consumer purchase intention is identified as response variable. Consequently, hypotheses are formulated and structural equation model is developed for assessing interdependencies among them. Furthermore, social e-commerce platform characteristics have been explored for measuring its impact on online store operation mode by employing multiple linear regression model. Data analysis is performed through the use of AMOS and SPSS. It is found out that opinion leaders and recommendation from promotion contribute directly and positively to consumers' purchase intention while there is no significant correlation between social interaction and purchase intention. The relationship between situational cues and purchase intention is mediated by flow experience and perceived trust. According to the regression equation: online store operation mode change = 0.993 + 0.314 × interaction mode + 0.256 × social relationship network + 0.238 × marketing means, social e-commerce platform characteristics positively affect online store operation mode change. Among them, the most driving effect lies in interaction mode.*

KEYWORDS: *SOR; structural equation; multiple linear regression; AMOS; SPSS; consumer purchase behavior*

1 Introduction

As a result of fast development of the Internet, e-commerce platforms became an important element of Chinese economy. The formation of successful e-commerce platforms, such as Alibaba and JD.com, resulted in the transformation of business and trade systems and consumer shopping habits in China. E-commerce started playing a more significant role as one of the key drivers of economic development in the country [1-3]. The fast development of e-commerce observed over the past few years can be explained by constant innovations in technologies and the growing access to the Internet. Thanks to the technologies provided by the Internet, companies are able to reach their customers all over the world and in any place at any moment in time. As a consequence, there are no restrictions connected with geographical proximity or distances in the sphere of e-commerce, which contributes to faster globalization [4, 5]. Under such circumstances, in addition to changes in consumer behavior and the continuing evolution

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of Internet technology, e-commerce becomes a rapidly developing segment. In such circumstances, it is necessary to update the business models of online retailers in order to boost efficiency, improve the experience of customers and sales volume [6]. Thanks to the right choice of data gathering techniques and monitoring of consumer buying behavior, online retailers may have a better insight into current demand on the market [7, 8]. As a result, the use of an advanced online marketing strategy based on consumer buying behavior will contribute to further development of e-commerce.

A research study related to consumer behavior focuses on consumer decision-making concerning product buying but also understands that consumer behavior includes actions which extend beyond buying. In their study, Huang et al. [9] conducted consumer behavior research among the various e-commerce platforms based on Internet-based datasets and observed that consumers generally exhibit loyalty to certain specified shopping platforms. They also found that 60% of consumers accomplish shopping within half an hour. Moreover, shopping frequencies in residential places were higher than commercial zones. These observations provide a lot of scope for improvement of online store operation models. Huseynov et al. [10] classified consumers into four categories by considering psychological aspects of consumption on e-commerce platforms and used a behavioral assessment model to assess shopping behavior among different consumer categories. Distributors can plan their marketing efforts efficiently and design better marketing mix based on the assessment outcome. Zhang et al. [11] used k-means clustering technique for classification of consumers on e-commerce platforms into four groups depending on their purchase behavior such as purchasing frequency and average spending with the objective of designing appropriate marketing strategies for encouraging purchase behavior. Lv [12] conducted comprehensive research on different e-commerce platforms, consumer behavior, consumption habit, and purchase process and performed detailed analysis of different consumer types for finding ways to reduce consumer addiction towards products. Sinha et al. [13] have done a research study on behavior on e-commerce platforms by adopting the latest intelligent technologies and integrating personalized recommendation systems based on user's long-term and short-term preference with two-layer attention mechanism for increasing prediction accuracy of repetitive purchase behavior.

The existing body of scholarly literature on the effect of consumer purchasing behavior on e-commerce platform is indicative of the fact that there is considerable complexity and heterogeneity in the process, with lots of uncertainties involved, and therefore, there are many aspects at play. In addition, this literature may be used as a basis for the formation of online marketing strategies. Stephen [14] analyzed consumer experience in digital environments from various angles, including digital culture, digital advertisement, effects of digital environment on consumer behavior, as well as mobile and online word-of-mouth, concluding that information spread through social media plays a significant role in influencing consumers' purchasing behavior. Sulastini et al. [15] analyzed the consumer online purchasing behavior using questionnaires and hypotheses developed on the basis of collected data in order to determine how marketing factors influence consumers' purchasing behavior and provide marketing recommendations for strengthening the consumer base of online stores. Bucko et al. [16] used principal component analysis for collecting data and determining the factors responsible for shaping consumers' purchasing behavior online, finding out seven principal components and then improving the modes of operation of online stores using this core in order to increase their ability to influence consumer online purchasing behavior. Ang et al. [17] conducted an experimental study to determine how digital social viewing strategies impact real-life viewing experiences as well as willingness to engage in such behavior, discovering that social presence and synchrony characteristics in live-streaming services generate stronger viewing experiences, which contribute to the development of future purchasing participation.

Ali et al. [18] examined the effect of the pandemic on the online purchase behavior of consumers in Iraq using a literature review as well as Samsung sales data, finding that while the pandemic reduces the number of offline purchases, it promotes the development of online consumer purchasing behavior. Forghani et al. [19] used binary fuzzy linguistic representation model together with rough sets theory to collect linguistic data from the consumers of five online stores, detecting five principal components responsible for purchase behavior. One of the key recommendations was optimization of the online store's search engine as the most crucial online-store strategy impacting consumer purchase intention. Francis et al. [20] gathered consumer behavioral data using feedback of 385 people in order to estimate the effect of digital marketing strategies on consumer purchase behavior, with hypothesis testing and regression analysis proving significant impact of all the four independent variables being analyzed.

The objective of this study is to offer useful references for the creation of social e-commerce websites. The factors affecting consumer purchasing intentions are studied using a structural equation model with latent variables. With the help of AMOS, the study examines the relationship between social e-commerce website situation cues, such as opinion leaders, social interaction, and promotion recommendation, and flow experience, trust, and purchasing intention. At the same time, the study explores the relationship between interaction mode, social relationship network, marketing strategy, and operation mode of social e-commerce websites with the help of multiple linear regression analysis in SPSS.

2 Research design

Social e-commerce is a form of business created through the integration of social media and e-commerce. Different from conventional e-commerce platforms, social e-commerce platforms provide users with new situational stimuli, under which changes in consumer purchasing behavior are generated, while online stores continuously improve service quality and content presentation in order to form a new operating pattern.

This study incorporates the characteristics of the shopping environment on social e-commerce platforms and classifies situational cues into three dimensions: opinion leaders, social interaction, and promotional recommendations. It then examines how these factors influence consumers' purchase intention. On the basis of the SOR framework, flow experience and perceived trust are introduced as organism variables, while consumer purchase intention is treated as the response variable. Structural equation modeling is used to analyze the relationships among these variables and to explore, from multiple dimensions, how situational cues on social e-commerce platforms affect consumer purchase behavior.

2.1 Research hypothesis

2.1.1 Hypothesized relationship between situational cues and perceived trust

Consumers are generally more willing to seek assistance from professionals who possess stronger knowledge, richer skills, and more extensive experience in using products and services. Under such conditions, they are more likely to adjust their own responses, thereby making purchasing behavior more likely to occur. Social e-commerce platforms provide consumers with a rich source of information and communication platforms, and users share their purchasing tips and experiences with other users through active participation in social interactions, in which environment consumers are prone to let down their guards and have a sense of trust in products or services. Promotional recommendations are gas pedals that attract

consumers' attention and stimulate their purchases. In promotional activities, merchants use short videos or live broadcasts to visualize promotional products and activities in front of consumers' eyes, attracting their attention and thus generating a sense of trust. From this, H1a, H1b, and H1c are proposed.

H1a: Social e-commerce platform opinion leaders positively influence users' perceived trust.

H1b: Social interaction on social e-commerce platform positively influences users' perceived trust.

H1c: Social e-commerce platform promotional recommendation positively influences users' perceived trust.

2.1.2 Hypothesis on the relationship between situational cues and mindstream experience

Scenario clues are the triggers for consumers to generate mind-flow experience. Novel and unique content created by opinion leaders, live promotions with low prices for a limited period of time, and emotionally resonant evaluation content can effectively attract the attention of users, make them more focused in the browsing process, and generate mind-flow experience. Consumers browsing in the e-commerce platform will be attracted by the rich and interesting information presented by the platform, which will bring consumers a strong visual sensory impact, surrounded by attractive information, consumers will produce an immersive feeling and will feel pleasure, in the sense of pleasure, consumer concentration will be significantly increased, the platform will produce a feeling of attachment, and to achieve the oblivion of the state, thus they will ignore the passage of time and form a mindstream experience. Thus, hypotheses H2a, H2b, H2c are proposed.

H2a: Opinion leaders on social e-commerce platform positively influence users' mindstream experience.

H2b: Social interaction on social e-commerce platform positively influences users' mindstream experience.

H2c: Social e-commerce platform promotion recommendation positively affects users' mind-flow experience.

2.1.3 Hypothesis on the relationship between heart flow experience and purchase intention

After generating a mindstream experience, consumers are characterized by high involvement, strong motivation, no concept of time and loss of self-consciousness, which can often influence their purchasing decisions. E-commerce live broadcasting attracts consumers' attention through real-time pop-up interaction and flexible online product display, which makes consumers feel immersive and forget about time, i.e., generating a sense of social presence and a mind-flow experience, and prompts consumers to purchase goods in this atmosphere. From this, hypothesis H3a is proposed.

H3a: Social e-commerce platform users' mindstream experience positively affects consumers' purchase intention.

2.1.4 Hypothesized relationship between perceived trust and purchase intention

Platforms can increase consumers' propensity to buy by building trust with them, and it can effectively reduce consumers' perceived risk in the virtual environment, thereby increasing the probability of platform trading behavior occurring. When consumers perceive trust, they reduce their risk assessment of products and services, and this trust positively affects consumers' willingness to use and purchase products and services. This leads to hypothesis H3b.

H3b: Social e-commerce platform users' perceived trust positively affects consumers'

willingness to purchase.

2.1.5 Hypothesized relationship between situational cues and purchase intention

Situational cues on social platforms are used to direct consumers' attention by delivering specific information such as text and video to consumers in order to increase their interest in the product, thus enhancing the willingness to purchase. This leads to hypothesis H4.

H4: Situational cues on social e-commerce platforms positively influence consumers' purchase intention.

2.1.6 Hypothesized Mediating Role of Heart Flow Experience and Perceived Trust

Based on the S-O-R theory, external stimuli need to be mediated by an individual's psychological state and self-cognition, and ultimately have an impact on an individual's behavior, i.e., produce a reaction. Based on the previous assumptions, the mind-flow experience and perceived trust can not only receive the stimulation of the platform scenario cues, but also produce their own responses under their stimulation, and can also lead consumers to produce psychological changes through their own responses so that purchase behaviors can occur. Therefore, this paper argues that consumers' mindstream experience and perceived trust can play a mediating role between situational cues and consumers' purchase intention. Thus, hypotheses H5a and H5b are proposed.

H5a: Flow experience mediates the relationship between situational cues and purchase intention.

H5b: Perceived trust mediates the relationship between situational cues and purchase intention.

2.1.7 Assumptions on the relationship between social e-commerce platforms and online store operation models

Social e-commerce has exerted a broad and profound influence on the operation mode of online stores. This influence is mainly reflected in the following aspects. First, through social interaction and user-generated content, social e-commerce strengthens consumer engagement and purchase willingness. Compared with the one-way information delivery model of traditional e-commerce, social e-commerce places greater emphasis on two-way interaction and community-based connection. Secondly, social e-commerce utilizes social relationship networks for precision marketing, and achieves more efficient user conversion and dissemination effects through friend recommendation and community sharing. Traditional operations rely on search engines and advertising, with high user acquisition costs, while social e-commerce reduces marketing costs and improves marketing effects through the expansion of social relationship chains. Finally, social e-commerce has introduced new marketing tools such as live banding and KOL promotion, which enhances the intuitiveness and interactivity of product display and improves consumers' buying experience and trust. These changes not only promote the transformation and upgrading of the operation mode of online stores, but also promote the innovation and development of the entire e-commerce industry. Hypotheses H6a, H6b, and H6c are thus proposed.

H6a: Interaction methods such as social interaction and UGC drive the transformation of online store operation mode.

H6b: Social relationship networks drive the change of online store operation mode.

H6c: Marketing methods such as live streaming and KOL promotion drive the change of online store operation mode.

2.2 Modeling

2.2.1 Model of Factors Influencing Consumer Buying Behavior

Based on the relevant assumptions proposed in the previous section, the model of factors affecting consumer purchasing behavior constructed under the SOR theoretical framework is presented in Figure 1.

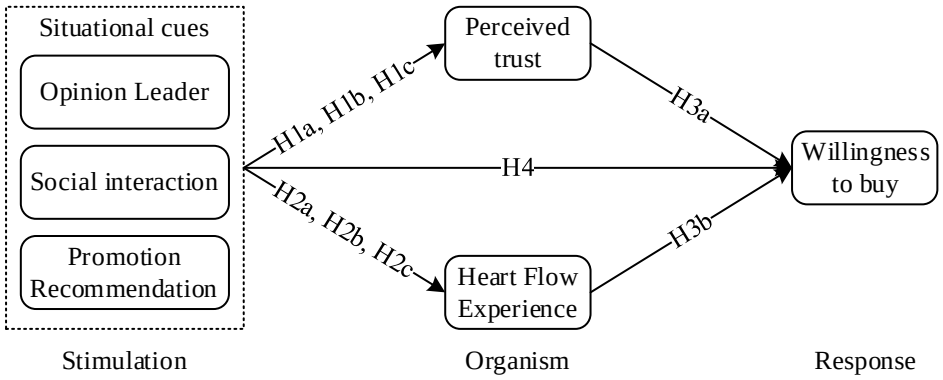

Figure 1: Model of factors influencing consumer purchase behavior

2.2.2 Multiple linear regression modeling

Changes in the operating mode of online stores are usually shaped by the combined influence of multiple factors. For this reason, a multiple linear regression model established through the screening and optimization of several explanatory variables is more consistent with reality and more accurate and objective than a univariate linear regression model built on only one independent variable. To test whether Hypotheses H6a, H6b, and H6c are valid, this study extracts three independent variables, namely interaction mode, social relationship network, and marketing means, and uses them to construct a multiple linear regression model in which the dependent variable is the change in online store operation mode. The following multiple linear regression model is therefore established:

$$Y = \beta_0 + \beta_1 X1 + \beta_2 X2 + \beta_3 X3 + \varepsilon \tag{1}$$

Among them, Y denotes the change in the operation mode of the online store, and $X1$ to $X3$ denote the interaction mode, social relationship network, and marketing means, respectively. β_0 is the constant term, β_1 to β_3 are the regression coefficients, and ε is the error term.

3 Empirical analysis

3.1 Data collection and descriptive statistical analysis

Data collection is primarily done by using an online questionnaire survey. The Likert scale is used in measuring items. The respondents are the users of the social e-commerce platform. There were 400 questionnaires that were sent out. After screening, there are 350 valid questionnaires left, giving a percentage rate of 87.5%. It shows that the survey is accurate and valuable for use. The descriptive statistics about the sample are shown in Table 1. There are 105 males and 245 females who participated in the study. Participants above 35 years old are 39.14%

of the entire sample size, which is the biggest group. On the other hand, participants below 18 years old are only 15 (4.29%), the smallest group. The number of participants from the other age groups is not far different from each other. This means that social e-commerce gains more attention from young and middle-aged people. When it comes to the time spent on the social e-commerce platforms, 36.29% of the respondents said that they had been members for more than a year, which is more than one-third of the entire sample size. It shows that many of them have formed a habit of shopping on social e-commerce platforms. In terms of the frequency of shopping on social e-commerce platforms, 48% of the respondents shop on the platform once to three times per month.

Table 1: Descriptive statistics of sample Numbers

Project	Options	Number	Percentage
Gender	Male	105	30%
	Female	245	70%
Age	≤18	15	4.29%
	18~26	96	27.43%
	27~35	102	29.14%
	>35	137	39.14%
Disposable monthly income	≤1000	25	7.14%
	1000~3000	65	18.57%
	3000~5000	113	32.29%
	>5000	147	42%
Use the number of social e-commerce platforms	1	56	16%
	2~3	166	47.43%
	4~5	79	22.57%
	>5	49	14%
Use the social e-commerce platform length	≤1 month	22	6.29%
	2~3 months	85	24.29%
	4~6 months	116	33.14%
	≥1 year	127	36.29%
Browse the frequency of the social e-commerce platform	Little	52	14.86%
	Occasionally	107	30.57%
	Often	106	30.29%
	Always	85	24.29%
Social e-commerce platform purchasing experience	0	33	9.43%
	1~3	168	48%
	4~6	122	34.86%
	≥7	27	7.71%

3.2 Reliability and validity analysis of the questionnaire

The meaning of reliability is the degree of internal consistency and stability that exists between several items on a questionnaire when a particular variable is measured through the scale. For measuring the reliability of questionnaires, usually, the Cronbach's alpha is used, and its findings are presented in Table 2. The Cronbach's alpha value in our case is 0.953, which is greater than 0.9.

Table 2: Questionnaire reliability analysis

Cronbach's Alpha	Cronbach`s Alpha Based on Standardized Items	N of Items
0.871	0.953	28

Validity refers to the extent to which the questionnaire data can accurately test and reflect the scale items being measured. The validity results are shown in Table 3. The KMO value is greater than 0.9, indicating that the questionnaire passes the validity test. In addition, Bartlett's test of sphericity is significant at $p < 0.01$, showing that the correlations among the data are statistically strong and that the dataset is suitable for factor analysis.

Table 3: Questionnaire validity analysis

Kaiser -Meyer-Olkin Measure of Sampling Adequacy		0.912
Bartlett's Test of Sphericity	Approx.Chi-Squeare	1108.52
	Df	86
	Sig	0.000

3.3 Empirical Analysis of the Influence of Social E-commerce Platforms on Consumer Purchasing Behavior

3.3.1 Model hypothesis path testing

Hypothesis testing results for the proposed model considering those variables affecting consumers' decision to buy are provided in Table 4 below, wherein the use of the notation *** means $p < 0.001$. As follows from estimates for path coefficients obtained using structural equation modeling, the null hypotheses H1a, H1b, H1c, H2a, H2b, H3a, and H3b can be rejected. Indeed, the opinion leaders, social interaction, and promotion positively affect the flow experience of consumers. Furthermore, the opinion leaders and social interaction have a significant positive impact on perceived trust. Finally, flow experience and perceived trust positively affect purchase intention. At the same time, H2c cannot be accepted.

Table 4: Hypothesis test results

Research hypothesis	Path	Non-normalized path coefficient	SE	T	Sig.	Test result	Standardized estimate
H1a	Opinion leader → Cardiac fluid test	0.356	0.063	3.634	***	Support	0.253
H1b	Social interaction → Cardiac fluid test	0.741	0.113	5.631	***	Support	0.741
H1c	Recommendation → Cardiac fluid test	0.263	0.125	4.631	***	Support	0.263
H2a	Opinion leader → Perceived trust	0.169	0.076	2.631	***	Support	0.169
H2b	Social interaction → Perceived trust	0.369	0.115	4.631	***	Support	0.355
H2c	Recommendation → Perceived trust	-0.256	0.112	-0.711	0.159	Nonsupport	-0.229
H3a	Perceived trust → Purchase will	0.152	0.169	2.654	***	Support	0.206
H3b	Cardiac fluid test → Purchase will	0.336	0.158	5.314	***	Support	0.214

3.3.2 Tests of mediating effects of heart flow experience, perceived trust

In this research study, the analysis of mediation using the software AMOS is conducted through a non-parametric percentile bootstrap method. Mediation in this study is tested using 1,000 bootstrap samples with a 95% confidence interval. Mediation exists if the confidence interval does not include zero. However, in a case where the direct effect is insignificant, there is evidence of total mediation, implying that there is complete influence of the independent variable on the dependent variable through the mediator. This is evidenced by the bootstrap mediation test shown in Table 5. As can be seen from the results, both trust and flow experience serve as partial mediators in the path from situational cues to purchase intentions, thus validating hypotheses H5a and H5b.

Table 5: Test of cardiac fluid inspection and perceived trust intermediary effect

Path	Point estimate	Bootstrapping				Test result
		Bias-Corrected 95% CI		Percentile 95% CI		
		Lower	Upper	Lower	Upper	
Opinion leader→ Perceived trust→ Purchase will	0.125	0.001	0.706	0.002	0.752	Support
Opinion leader → Cardiac fluid test → Purchase will	0.123	0.021	0.771	0.023	0.773	Support
Social interaction→ Perceived trust → Purchase will	0.115	0.036	0.763	0.036	0.796	Support
Social interaction →Cardiac fluid test → Purchase will	0.325	0.014	0.741	0.016	0.756	Support
Recommendation→ Perceived trust → Purchase will	0.113	0.052	0.814	0.059	0.841	Support
Recommendation →Cardiac fluid test → Purchase will	0.263	0.063	0.825	0.061	0.813	Support

3.4 Empirical analysis of the impact of social e-commerce platforms on the operation mode of online stores

3.4.1 Correlation analysis

The correlation analysis approach is used to test the correlation between two or more variables. Correlation analysis determines the strength of relationship between variables without showing causation. In the current research, indicator values for each variable are calculated to compute the variable values. Inter-correlations among the variables, which are calculated using SPSS v.24.0 based on a sample of 350, are presented in Figure 2. As the findings show, interaction mode (X1), social relationship network (X2), marketing means (X3), and change in operation mode of online stores (Y) are significantly correlated at the 0.01 level. Therefore, hypotheses H6a, H6b, and H6c are validated, suggesting that interaction mode, social relationship network, and marketing means within social e-commerce contribute to changes in operation mode of online stores.

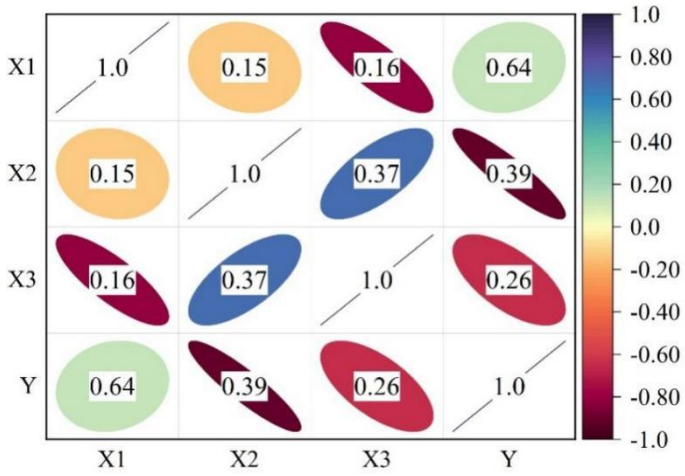

Figure 2: Pearson correlation coefficient

3.4.2 Regression analysis

In turn, after correlation analysis, the next step in analyzing relationships between variables is regression analysis. In general, regression analysis involves three types of tests. The first test is a goodness-of-fit test, which checks how well the data sample fits the regression equation and thus the degree to which the regression equation describes the empirical data. This indicator is usually defined by the value of the coefficient of determination R^2. The closer R^2 is to 1, the more accurately the regression line fits, while low values close to 0 indicate poor fitting. The second test is the test of the regression equation, the F-test, which determines the statistical significance of the linear connection of the dependent variable and all independent variables at once and is usually carried out using the technique of variance analysis (ANOVA). The third test is a test of the significance of individual regression coefficients, namely the t-tests. In this case, hypotheses about regression coefficients in general are checked using the sample data. Given that the test of significance of the regression equation proves only the statistical significance of the regression equation as a whole, meaning all regression coefficients, then this test does not prove the fact that unnecessary independent variables are not included in the regression equation. Therefore, each coefficient of the regression equation must be checked independently for its significance.

The regression analysis of interaction mode and online store operation mode is reported in Table 6. The results indicate that the regression coefficient of interaction mode on online store operation mode is 0.263, with $p < 0.01$, showing a significant positive relationship. The coefficient of determination is $R^2 = 0.274$, suggesting that the regression line fits the data well, and the F value is 112.254. Taken together with the correlation analysis, these results indicate that interaction mode exerts a significant positive effect on online store operation mode, and therefore Hypothesis H6a is supported.

Table 6: The interactive mode and the return analysis of the operation of the store

Model	Unnormalized coefficient		Normalization factor	T	Sig.	R^2	F
	B	SE	Beta				
Constants	0.993	0.125	-	20.241	0.000	-	-
Interactive mode	0.314	0.036	0.263	10.254	0.000	0.274	112.254

The regression analysis of social relationship network and online store operation mode is presented in Table 7. The results show that the regression coefficient of social relationship network on online store operation mode is 0.324, with $p < 0.01$, indicating a significant positive association. The coefficient of determination is $R^2 = 0.053$, which suggests that the regression line is adequately fitted, and the F value is 49.114. Combined with the results of the correlation analysis, these findings indicate that the social relationship network has a significant positive influence on online store operation mode, and thus Hypothesis H6b is supported.

Table 7: The regression analysis of social networking and online store operation

Model	Unnormalized coefficient		Normalization factor	T	Sig.	R^2	F
	B	SE	Beta				
Constants	0.993	0.125	-	22.514	0.000	-	-
Interactive mode	0.256	0.041	0.324	11.634	0.000	0.053	49.114

The results of regression analysis related to marketing means and online store operation mode have been tabulated in Table 8. According to the findings of regression analysis, there exists a regression coefficient of 0.226 for marketing means on online store operation mode at the value of $p < 0.01$; thus, the relationship is statistically significant and positive. In terms of regression statistics, there is an $R^2 = 0.067$ coefficient of determination, which reflects the adequacy of the model. With regard to the correlation analysis findings, the results show that marketing means have a positive influence on online store operation mode, which supports Hypothesis H6c.

Table 8: The regression analysis of marketing means and online store operation

Model	Unnormalized coefficient		Normalization factor	T	Sig.	R^2	F
	B	SE	Beta				
Constants	0.993	0.113	-	28.634	0.000	-	-
Interactive mode	0.238	0.057	0.226	10.245	0.000	0.067	20.635

Based on the above-mentioned deep analysis of the results of the survey, it is clear that with respect to the direct effect test of situational cues on purchase intention (H4), opinion leaders and promotion advice have direct effects on purchase intention while social contact fails to meet the criteria. The mediating factors are flow experience and trust perception in situational cues and purchase intention. Moreover, social e-commerce plays an important role in driving change in online stores' operational models as presented below:

$$Y = 0.993 + 0.314X1 + 0.256X2 + 0.238X3 \quad (2)$$

4 Conclusion

This paper explores the influence of social e-commerce on purchasing behavior and its driving role in setting the mode of operation for the online stores using the techniques of structural equation modeling and multiple linear regression analysis. In summary, the empirical evidence leads to the following conclusions.

First, the opinion leader, social interaction, and promotional recommendation all exhibit statistically positive and significant influences on consumers' flow experience ($p < 0.001$).

Additionally, the opinion leader and social interaction play significant positive roles in consumers' trust perception ($p < 0.001$). However, the two factors have positive impacts on consumers' purchase intention ($p < 0.001$). On the other hand, the promotional recommendation does not have a significant influence on trust perception ($p = 0.159$).

Second, based on changes to the mode of operation of the online store, the interaction mode, social relationship network, and marketing method of social e-commerce platforms have driving effects of 31.4%, 25.6%, and 23.8%, respectively.

In conclusion, social e-commerce platforms can take the following measures. First, they need to build the relationship with fans to create a strong consumer-brand attachment. Second, they must make the advertisement more attractive and enjoyable so as to increase purchase intentions. Third, they need to increase awareness about their platform via reviews on the internet.

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