Influencing Factors of Consumers' Satisfaction and Purchase Intention toward Social Commerce Context in Hangzhou, China

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Abstract

Purpose: This study explores the impact of factors on customer satisfaction and purchase intention in the context of increasingly sophisticated and comprehensive social commerce in Hangzhou. The study results show that social commerce relies on social platforms for transactions and provides consumers with more diversified consumption modes through innovative ways such as social interaction and user-generated content. **Research design, data, and methodology:** The researcher used a questionnaire to collect 500 valid data from Hangzhou citizens who have experience in social commerce shopping. A combination of purposive and convenience sampling methods was used to analyze the data using Confirmatory Factor Analysis (CFA) and Structural Equation Model (SEM) to test the model's fit, reliability, and validity. **Results:** Customer Service, shipping, utilitarian value, hedonic value, trust in e-commerce, e-WOM engagement, and customer satisfaction all have a significant effect on customer satisfaction and purchase intention in social commerce. Customer service has the highest impact on customer satisfaction, followed by hedonic value on purchase intention and customer satisfaction. **Conclusions:** Nine hypotheses were confirmed to be able to achieve the research objectives. Therefore, social commerce enterprises should actively consider the above-influencing factors in their development and innovation to enhance the brand effect and market value.

Keywords: Hedonic Value, Trust, Social Commerce, Customer Satisfaction, Purchase Intention

JEL Classification Code: E44, F31, F37, G15

1. Introduction

With the rapid development of information technology, social commerce, as an emerging e-commerce branch, has gradually become the focus of consumers and enterprises because of its convenience and low cost. In social commerce scenarios, consumers search and buy independently by checking the sharing of opinion leaders or friends to assist in product decision-making. Social platforms give consumers an interactive experience of real-time communication with merchants, get shopping feedback quickly, and reduce the cumbersome decision-making process, such as comparing product information and screening prices, which greatly improves the user experience (Liang, 2020).

The advantage of social commerce is that it identifies a consumer need, evokes a desire to shop as a starting point, and creates purchase intent. Piron (1991) argues that purchase intention can be stimulated by environmental factors such as the actual product, the shopping environment, or the person accompanying the consumer in shopping. Social commerce makes use of the interactivity of social platforms and the content close to the public's life, which makes it easier for consumers to establish a psychological connection with the promotion of social platforms and generate a sense of identity and the reputation, trust, popularity, and social responsibility of enterprises and social platforms can influence consumers' sense of identification with the enterprise (Meng et al., 2020). Consumers' identification with and trust in social commerce will enhance their love for the product brand, generate customer trust, and further influence their purchasing behaviors.

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Social shopping has the advantages of both offline and online shopping, which stimulates consumers' purchasing behavior to a greater extent. Fu (2020), through the study, found that social commerce dissemination of commodity information is highly detailed and entertaining. The popularity of the social platform KOL (Key et al.) positively impacts commodity promotion and consumer trust. However, there is no significant impact on the conversion rate of commodities. Through KOL product detail display, the practical operation can reduce doubts about the product, enhance the consumer's trust, reduce their purchase risk, and generate positive purchase intention. Meanwhile, Turcott et al. (2015) found in their study that the social use of social media such as SNS is significantly higher than the information-seeking use and that consumers can obtain information about goods and word-of-mouth (WOM) more quickly through interpersonal exchanges on social platforms, and that this e-WOM engagement is more influential on consumer purchasing behavior.

In the highly competitive e-commerce market, customer satisfaction has become a key indicator for assessing its operational status and future strategic benefits. In the digital era, users' purchasing needs are no longer limited to the price and variety of products. However, more emphasis on the perfect, comfortable, and high-quality shopping experience, customer service quality of customer care, customer service interaction, and service integrity significantly impact user satisfaction (Mao et al., 2023). Therefore, how to improve customer service quality to increase user satisfaction has become an urgent problem for e-commerce enterprises.

The choice and innovation of social commerce logistics and distribution modes directly affect consumers' shopping experience and satisfaction; speed and punctuality are the key indicators of service quality; shipping services should respond quickly to consumer demand to ensure that each piece of goods can be delivered in time; punctuality emphasizes precision and accuracy, and completes the delivery within the agreed time, social commerce logistics and distribution stability is the key to gain consumers' trust and improve customer satisfaction (Lin, 2024).

Social commerce has become an emerging branch of the e-commerce industry, partly due to its lower prices than traditional e-commerce and transparent and intuitive product presentation. For pragmatic consumers, rational consumer behavior requires reference to the ease of purchase, product variety, quality, price, and ease of use of goods (Hirschman & Holbrook, 1982). Compared to functional value in the pragmatic perspective, emotional value (positive emotions such as curiosity, surprise, and entertainment experience) and social experience in the hedonic perspective have a more significant positive effect on repeat purchase intention of non-deterministic products (Zhang & Zhang, 2022).

Social commerce is even more widely developed and applied in a city like Hangzhou, where e-commerce is well-developed. This study aims to provide a reference for related enterprises by thoroughly researching the social commerce environment in Hangzhou and how it affects customer satisfaction and purchase intention.

2. Literature Review

2.1 Purchase Intention

Purchase intention is a psychological variable that allows the study of how consumers tend to buy a certain product under certain conditions (Chakraborty, 2019; Mirabi et al., 2015). It is essentially a probability or likelihood, a complex process in which a consumer makes a purchasing decision that incorporates the consumer's influence on the price, perception, and value of a product, and the purchase intention may change (Mirabi et al., 2015; Teng et al., 2018).

The increase in purchase intention will directly affect the occurrence of purchase behavior, so purchase intention can also be considered as an accurate prediction of actual purchase (Pang & Wang, 2023). Several factors influence purchase intention; previous shopping experiences, consumer trust in brands and merchants, and positive comments on social media can all positively influence consumer purchase intention, and firms can utilize accumulated consumer perceived attitudes, marketing product value, and usability to increase consumer purchase intention (Kim et al., 2004; Kukreti & Yadav. 2023; Omar et al., 2012).

2.2 Customer Service

Customer service is a mechanism for responding to environmental change or diversity, where diversity consists of multiple demands placed on the business by market forces (Christopher et al., 1979). Effective customer service can be a powerful weapon for enterprises to occupy market share. This company's customer service is constantly being changed to adapt to patterns emerging in the environment; it considers the process during all transaction steps (Kyj & Kyj, 1987), from order processing to packaging and transportation, which shows a net output of the interrelationships (Lancioni & Kyj, 1989).

Quality customer service encompasses many aspects, including sales services in product selection and information support, resolving problems in the sales process, answering frequently asked questions via email and other means, providing the information needed by customers, completing credit and payment transactions, such as processing refunds and returns (Park & Kim, 2003; Zeithaml et al., 2002). According to Kassim and Abdullah (2010), service quality is

conceptualized as the customer's evaluation of the result and process quality of service. It can be used to compare the strengths and weaknesses of customer service experience, including how the customer receives the goods and how services are delivered to them.

Customer service can greatly impact how customers form an attitude toward the company in general, and customer service includes both the quality of the service process and the results of the service (Kassim & Abdullah, 2010). Consumers expect a satisfying user experience when engaging with vendors, and delayed responses and customer service that fails to provide timely and clear solutions can negatively impact the customer experience, reducing customer satisfaction (Susskind et al., 2003). Therefore, the following hypothesis was derived:

H1: Customer service has a significant influence on customer satisfaction.

2.3 Shipping

The basic shipping concept is maritime transport with multimodal cargo handling and transfer, covering every link of the entire logistics transportation chain (Jozef et al., 2019). It is classified as a service industry, and its demand is derived from trade (Yuen & Thai, 2015). For e-commerce, shipping could be broadly viewed as a logistic service; online logistic tracking will become a segment of shipping service systems to demonstrate how social commerce platforms cooperate with logistic companies to provide customers with a secure and comfortable shopping experience; it is also a method for gaining customer loyalty, and play a crucial role in ensuring the efficient transport of goods from origin to destination (Saura et al., 2008).

The shipping industry relies heavily on technology to enhance its operations: tracking systems, route optimization software, and supply chain management platforms are all examples of technology used in both areas. Timely and accurate deliveries are essential to meet customer expectations and maintain a positive reputation for the companies involved (Ma, 2017). E-commerce shipping is the last mile of online shopping, delivering products to the customer's home or business for those who want to get their hands on the goods easily; therefore, the timeliness of delivery is a key aspect that determines the shopping experience and influences customer satisfaction (Lee & Whang, 2001). Accordingly, the research hypothesis is:

H2: Shipping has a significant influence on customer satisfaction.

2.4 Utilitarian Value

Utilitarian value is a holistic evaluation based on specific consumer behavior, containing usefulness and purposeful

purchasing intention which relate to more practical reasons (Batra & Ahtola, 1991), defined as being "task-oriented, instrumental, rational and efficient" (Davis et al., 2013); which it is also named as goal-oriented value (Wang et al., 2007). It is an overall evaluation of product utility based on comparing what a consumer must sacrifice or get benefits in a goal-oriented purchase (Djelassi et al., 2018). Since utilitarian value stands on the pragmatic dimension, it is reflected in all aspects of the purchase task, including product quality, time and money spent, etc. (Geng & Chang, 2022).

Utilitarianism motivates consumers to seek the intrinsic utility of a product based on its price and service. Convenient, affordable, simple product design and uniform quality standards make it more desirable for utilitarian-driven consumers to purchase products and services that must offer value for money, which are the functional and monetary quality elements considered in the core concept of utilitarian values (Prebensen & Rosengren, 2016).

In addition, utilitarianism has a specific purpose, which helps retailers understand the resource allocation of their products by analyzing the sales volume and improving their competitiveness in the market (Djelassi et al., 2018). Therefore, utilitarian value consumers will feel relaxed due to the purpose of purchasing their preferred goods. However, they will not feel pleasurable during shopping, so holding the utilitarian value type has an inhibitory effect. Ryu et al. (2010) found utilitarian value would be the consumer's concern to purchase the product in an efficient and timely manner; utilitarian value tends to the consumer's concern about the fulfillment of the purpose of the purchase and tries to achieve their purpose with the least amount of stimulation and when the utilitarian value is fulfilled is that the purchase intention would be directly enhanced. The people's most basic needs are affirmed. Therefore, based on the above summary, this study proposes the following hypotheses for verification:

H3: Utilitarian value has a significant influence on customer satisfaction.

H5: Utilitarian value has a significant influence on purchase intention.

2.5 Hedonic Value

Hedonic value is fundamentally centered on pleasure, prioritizing enjoyment and gratification in pursuit of entertainment and experiential rewards (Djelassi et al., 2018). During enjoyment, pleasurable emotions and enjoyable experiences instantly satisfy the consumer and increase the individual's perceived value. Kautish et al. (2022) stated the hedonic value is non-instrumental, multisensory, experiential, imaginative, and affective, which shows personal desire for fun, enjoyment, sensual pleasure,

and fantasy; it emphasizes emotional satisfaction and perceived elements (Prebensen & Rosengren, 2016). The adventurous essence of hedonic value underscores the inherent entertainment and emotional capacity of shopping endeavors, untethered to attaining predetermined objectives (Ryu et al., 2010). Thus, hedonic value-oriented consumption is discretionary consumption behavior, which is not related to the purchase need but is driven by personal pleasure needs through the purchase of non-necessities (Gupta & Mukherjee, 2024).

Hedonic value makes consumers pay more attention to the uniqueness of the product. Adding hedonic function to existing basic products has little effect on consumers' purchase intention, which indicates that hedonic value is based on product aesthetics and design benefits (Noh et al., 2014). Hedonic value requires consumers to recognize it from personal preference rather than rationally choose from function, practicality, and cost performance (Azhari & Afiff, 2015). It regards consumers as sensors from the perspective of "hedonic-sensibility" and believes that such consumers pay more attention to abstract perception, aesthetic feeling, and symbolism in the consumption process. Both utilitarian and hedonistic attitudes have a significant positive effect on purchase intention, with hedonistic attitudes having the greatest impact on purchase intention in online consumption, and consumers pay more attention to factors such as taste, sensation, and emotion in the shopping process (Wei, 2015).

Based on numerous studies, hedonic value fosters a consumer mindset that embraces the inherent pleasure of shopping, enhancing identification with the social platform and boosting customer satisfaction. Furthermore, Hsu and Lin (2016) observed that a favorable shopping experience on social commerce platforms, characterized by enjoyment of the social shopping process, augments hedonic value, thereby intensifying the intention to purchase via such platforms. Therefore, the following hypotheses are proposed for the relationship between hedonic value, customer satisfaction, and purchase intention:

H4: Hedonic value has a significant influence on customer satisfaction.

H6: Hedonic value has a significant influence on purchase intention.

2.6 Trust in s-Commerce

Trust in social commerce (s-commerce) creates a comfortable and reliable environment through their own experience under the multi-dimensional assessment of consumers. In social commerce, trust is defined as the willingness of social commerce users to trust a seller's competence, integrity, and predictability because they trust the seller to take actions that are critical to the customer, regardless of their ability to monitor or control the seller

(Herrando et al., 2019; Kim & Park, 2013). Trust shows the positive effects on social commerce. It is a key factor in many transactional relationships, especially when there are uncertainties and risk factors (Farivar et al., 2017), and it can be used to reduce transaction costs when some uncertainty and risk factors may exist (Gefen, 2000; Liu et al., 2019).

Trust in e-commerce refers to the confidence, ability, and intention of a trading partner to uphold their commitment to the norms and commitments of the relationship (Schurr & Ozanne, 1985; Shirazi et al., 2021). It can also be understood as three types of beliefs: benevolence (caring about customers and looking out for their interests), competence (being able to meet customer needs), and integrity (Shi & Chow, 2015). Trust can create a comfortable shopping environment (Alnoor et al., 2022); the uncertainty and risk factors of e-commerce will be reduced with trust (Alnoor et al., 2022; Gefen, 2000; Tseng et al., 2023), and the purchase intention will be increased, which is an important factor for sustainable operation (Alnoor et al., 2022).

Social commerce is built on social interaction, where customers can decide whether to buy a product through product information and reviews from other users in the community, so building trust plays a role in facilitating purchase intention (Guo et al., 2021). Shirazi et al. (2021) proposed that user-generated content naturally forms an extension of product information in social commerce. User comments will also contain comments about the product supplier, which will have a cognitive impact on the potential customer, enhancing the understanding of the potential customer and the social platform and supplier, and a high degree of trust in e-commerce will increase the customer's intention to purchase as well as future re-purchase intention. This study introduces the following hypothesis based on the findings of previous studies:

H7: Trust in s-commerce has a significant influence on purchase intention.

2.7 e-WOM Engagement

Electronic Word of Mouth (e-WOM) engagement encompasses informal communication (Hennig-Thurau et al., 2003) that spans the spectrum of positive and negative remarks shared by potential, actual, or former consumers regarding a product or company, disseminated to the public via the internet (Hajli, 2020; Hennig-Thurau et al., 2003; Loureiro et al., 2017). As an informational intermediary, e-WOM leverages goods and services' unique attributes and usage patterns to gather consumer feedback. When customers are delighted with their social media shopping experiences, they actively contribute to the decision-making process of other shoppers by sharing positive word of mouth, thereby facilitating informed purchasing decisions (Beyari & Abareshi, 2019).

E-WOM engagement embodies a desire to exchange product knowledge (Yang, 2019). Social media platforms facilitate swift and widespread dissemination of information, enabling individuals to access desired evaluations swiftly, which is also a long-term mutual benefit (Yang, 2019). Consequently, e-WOM engagement on social media motivates consumers to share their product experiences, influenced by past reviews, during subsequent shopping and sharing sessions (Beyari & Abareshi, 2019). However, social media brings the barrier of physical distance; consumers cannot distinguish the credibility of information from unknown people through textual content, and e-WOM with highly similar origins poses difficulties in assessing product performance and influencing purchase intentions (Park & Lee, 2009).

Highly engaged social commerce users generate a substantial level of e-WOM activity, wherein they offer more favorable evaluations of the services they encounter, ultimately increasing both purchase intention and purchase behavior (Pang & Wang, 2023). Furthermore, Pang and Wang (2023) in their study concluded that these engaged e-WOM participants exhibit greater enthusiasm in sharing their thoughts on social platforms, thereby fostering a positive influence on their subsequent purchase intentions. Therefore, this study proposes the following hypothesis:

H8: e-WOM engagement has a significant influence on consumers' purchase intention.

2.8 Customer Satisfaction

Customer satisfaction embodies a fundamental business philosophy centered on ensuring that all corporate endeavors are steered by the lens of satisfying customers' needs (Pan, 2017). This approach necessitates analyzing and addressing customer requirements from their perspective rather than solely focusing on the enterprise's interests or viewpoints, with a commitment to respecting and safeguarding customer interests to the fullest extent possible. Scholars such as Islam et al. (2011) and Gajewska et al. (2020) concur that customer satisfaction stems from a psychological response triggered when customer needs are met, constituting an assessment of the product or service itself and the extent to which it aligns with those needs. The satisfaction goal is achieved when customers' perceptions of the product or service outcomes surpass their initial expectations (Hunt & Chandran, 1991).

Customer satisfaction, the means for customer purchase, necessitates merchants to provide services to meet customer expectations (Oliver, 1997). For social commerce, it is first necessary to understand the needs of consumers and provide them with satisfactory products. This necessitates adhering to a user-centric approach, deeply understanding users' needs, and continually assessing whether one's products or services cater to the preferences of online consumers (Kursunluoglu,

2014). Social commerce can generally use big data analysis and processing to understand consumer evaluation of products and customer satisfaction (Pan, 2017). During online shopping, consumers seek functional fulfillment from products and prioritize the overall experience of the consumption process (Iglesias & Guillen, 2004). Customer experience is an inherent aspect of every business activity, shaped by the intricate interplay between individual internal activities and the enterprise's offerings, resulting in a subjective feeling that encompasses the entire consumer journey (Lin & Sun, 2009).

Kursunluoglu (2014) and Gajewska et al. (2020) argued that there is a strong relationship between satisfaction and purchase intention, emphasizing that the extent to which customers are content with a product or service directly influences their likelihood of making repeat purchases, recommending it to others, or even repurchasing. Additionally, Beyari and Abareshi (2019) stated that consumer satisfaction is a post-evaluation of the purchase decision by the customers. If the product can exceed expectations, they are satisfied and are willing to purchase the product or service. Similarly, Iglesias and Guillen (2004) also highlighted that overall satisfaction or dissatisfaction with the consumer experience is pivotal in determining future repurchase behavior. Therefore, the study proposes the following hypothesis:

H9: Customer satisfaction has a significant influence on purchase intention.

3. Research Methods and Materials

3.1 Research Framework

The conceptual framework is informed by previous research and adapted from four theoretical frameworks. First, Cao et al. (2018) investigated the effect of customer service (CS) and shipping (SP) on the relationship with customer satisfaction (CSF) in customer experience. Gan and Wang (2017) proposed that both utilitarian value (UV) and hedonic value (HV) have a direct and positive impact on promoting customer satisfaction (CSF)and purchase intention (PI). Also, customer satisfaction (CSF) directly impacts purchase intention (PI). The third theoretical framework is from Leung et al. (2020), which explored that trust in social commerce (TC) has a significant impact on purchase intention (PI). Yusuf et al. (2018) concluded that e-WOM engagement (WOM) has a positive effect on purchase intention (PI). The conceptual framework of this study is shown in Figure 1.
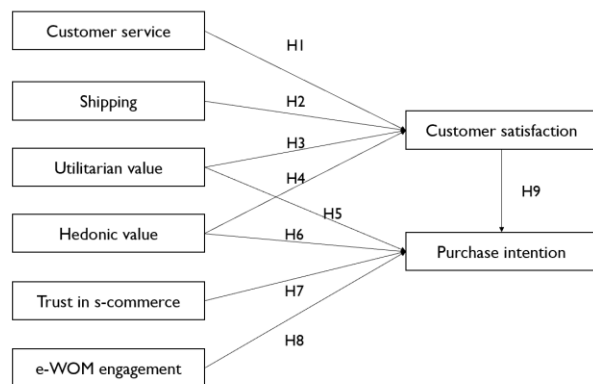
Figure 1: Conceptual Framework

H1: Customer service has a significant influence on customer satisfaction.

H2: Shipping has a significant influence on customer satisfaction.

H3: Utilitarian value has a significant influence on customer satisfaction.

H4: Hedonic value has a significant influence on customer satisfaction.

H5: Utilitarian value has a significant influence on purchase intention.

H6: Hedonic value has a significant influence on purchase intention.

H7: Trust in s-commerce has a significant influence on purchase intention.

H8: e-WOM engagement has a significant influence on consumers' purchase intention.

H9: Customer satisfaction has a significant influence on purchase intention.

3.2 Research Methodology

For this study, the researcher applied a combination of probability sampling and non-probability sampling using an online questionnaire to conduct a survey on the target population regarding customer satisfaction and purchase intention. The questionnaire data was collected to analyze customer satisfaction and purchase intention factors. The questionnaire was designed in three parts: firstly, screening questions to find consumers who have social commerce shopping experience when they are over 18 years old and living in Hangzhou; secondly, demographic questions to find out the respondents' gender, age, educational background, income situation, and social commerce shopping habits; and finally a 5-point Likert scale was used to measure nine variables ranging from strongly disagree (1) to agree (5) of nine hypotheses to analyze strongly.

Before the questionnaire's formal implementation, the researcher conducted an expert rating of Item-Objective

Congruence (IOC) and pilot testing research technique by Cronbach's Alpha with 30 respondents to test the validity and reliability of the questionnaire content. After passing the validity of IOC at over 0.6 and reliability test at over 0.7, questionnaires were distributed to the target population for data collection. After collecting the data, the researcher will adopt confirmatory factor analysis (CFA) and structural equation model (SEM) methods to analyze the data using the statistical software SPSS AMOS 23.0. Finally, based on the data analysis, the research results are concluded.

3.3 Population and Sample Size

The research purpose calls for the target population to be consumers who live in Hangzhou and have experience in social commerce shopping. According to the sample size calculation for the structural equation model (SEM) (Soper, 2020), at least 444 respondents should participate in this study. The survey was distributed to 523 respondents, and after data screening, 500 valid questionnaires were obtained for this study.

3.4 Sampling Technique

The researcher first used purposive and convenience sampling methods in non-probability sampling to directly and accurately select adult citizens of Hangzhou who met the research objectives. Second, according to the Seventh Population Census Hangzhou Resident Population published by Hangzhou Municipal Government (2023), the respondents were divided into four age groups using the stratified sampling method in probability sampling. Finally, simple random sampling in probability sampling was used to distribute the questionnaires online to social platform users randomly.

The questionnaire data was collected over four months from January to April 2024, and the data was screened to ensure that the current group was Hangzhou citizens aged 18 years or older with social commerce shopping experience. The online questionnaire was distributed via E-mails, SNS links, and social media on various online platforms. Table 1 demonstrates the population and sample size of the research.

Table 1: Sample Units and Sample Size

Generation Lines	Population	Proportional Sample Size
15-19 years old	516,235	25
20-39 years old	4,328,556	208
40-59 years old	3,524,378	170
≧60 years old	2,013,297	97
Total	**10,382,466**	500

Source: Constructed by author

4. Results and Discussion

4.1 Demographic Information

The demographics were targeted at 500 participants; the results are shown in Table 2. Male respondents accounted for 43%, and 57% were female respondents. The age group met the expected demographic requirements, with 5% of respondents aged 18-19 years old; the largest percentage of respondents aged 20-39 years old, at 41.6%; 34% of respondents aged 40-59 years, and 19.4% of respondents aged 60 years old and above. Regarding educational background, 22% had a high school education or less, 52.8% had a Bachelor's degree, and 25.2% had a Master's or higher. The largest percentage of respondents had an average monthly revenue of more than 10 000 RMB, at 52.4 %; 28.8% were in the range of 5 000-10 000 RMB; 15% had an average monthly revenue of 2 000-5 000 RMB and 3.8% of them had less than 2000 RMB per month. Almost all respondents, 96.8%, use social commerce apps more than seven times per week; only 1.4% use social commerce apps less than four times per week, and 1.8% use social commerce apps between 4-7 times per week. From the statistics, the product purchase categories of social commerce are centered on clothing, daily necessities, foods, skincare/cosmetics, electronics, and mother and baby products; 10.4% purchased clothing, the largest proportion of daily necessities at 46.4%, foods, and skincare/cosmetics at 17.8% and 10.8% respectively, electronic products at 8.4%, and mother and baby products at 6.2%.

Table 2: Demographic Profile

Demographic and Behavior Data (N=500)		Frequency	Percentage
Gender	Male	215	43
	Female	285	57
Age	18-19 years old	25	5
	20-39 years old	208	41.6
	40-59 years	170	34
	60 years old and above	97	19.4
Education	High school education or less	110	22
	Bachelor's degree	264	52.8
	Master's degree or higher	126	25.2

Demographic and Behavior Data (N=500)		Frequency	Percentage
Average monthly revenue	Less than 2000 RMB	19	3.8
	2000-5000 RMB	75	15
	5000-10000RMB	144	28.8
	Higher than 10000 RMB	262	52.4
Social commerce APPs weekly use	2-3 times	7	1.4
	4-7 times	9	1.8
	Over 7 times	484	96.8
Social commerce purchase product categories	Clothing	52	10.4
	Daily necessities	232	46.4
	Foods	89	17.8
	Skincare / Cosmetics	54	10.8
	Electronic products	42	8.4
	Mother and baby products	31	6.2

4.2 Confirmatory Factor Analysis (CFA)

In this study, confirmatory factor analysis (CFA) was adopted to measure data quality, an important prerequisite to ensure that subsequent analyses are meaningful. Researchers use CFA to validate a theoretical or measurement model's fit, test theoretical hypotheses between underlying factors, assess the reliability and validity of measurement instruments, and better understand observed data (Brown & Moore, 2012). According to the structural reliability test, the internal consistency of all the dimensions is greater than 0.8, which indicates that the reliability coefficients are very good or excellent (Schrepp, 2020) in Table 3.

When the CFA model has a good fit, the Composite Reliability (CR) and Average Variance Extracted (AVE) of each dimension of the scale will be further examined when CR>0.7 and AVE>0.5 (Fornell & Larcker, 1981), means that the dimensions have good convergent validity and combinatorial reliability. According to Hair et al. (2006), when the factor loadings are greater than 0.7, a higher degree of factor loading reflects a strong relationship between the observed variable and the latent factor, suggesting that the observed variable has strong explanatory power for the latent factor. All estimates are significant, and indices are presented in Table 3.

Table 3: Confirmatory Factor Analysis Result, Composite Reliability (CR) and Average Variance Extracted (AVE)

Variables	Source of Questionnaire (Measurement Indicator)	No. of Item	Cronbach's Alpha	Factors Loading	CR	AVE
Customer service (CS)	Cao et al. (2018)	4	0.876	0.776-0.831	0.877	0.641
Shipping (SP)	Cao et al. (2018)	7	0.902	0.732-0.775	0.902	0.570
Utilitarian Value (UV)	Gan and Wang (2017)	5	0.874	0.735-0.784	0.876	0.585
Hedonic Value (HV)	Gan and Wang (2017)	5	0.855	0.709-0.758	0.858	0.548
Trust in s-commerce (TC)	Leung et al. (2020)	4	0.838	0.724-0.766	0.839	0.565
e-WOM engagement (WOM)	Yusuf et al. (2018)	4	0.823	0.711-0.756	0.823	0.538
Customer satisfaction (CSF)	Gan and Wang (2017)	3	0.889	0.850-0.855	0.889	0.728
Purchase intention (PI)	Gan and Wang (2017)	4	0.916	0.841-0.867	0.916	0.732

The validity analysis of this study used CMIN/DF, RMSEA, GFI, AGFI, NFI, CFI, and TLI as the indicators for the model fit analysis, and all the fitted indicators were within the acceptable values, as shown in Table 4.

Table 4: Goodness of Fit for Measurement Model

Fit Index	Acceptable Criteria	Statistical Values
CMIN/DF	≤5.0 (Tezel et al., 2021)	1.039
GFI	>0.9 (Schermelleh-Engel et al., 2003)	0.939
AGFI	>0.85 (Schermelleh-Engel et al., 2003)	0.928
RMSEA	<0.08 (Savalei et al., 2023)	0.009
NFI	>0.9 (Smith & McMillan, 2001)	0.941
CFI	>0.9 (Vicente, 2023)	0.998
TLI	>0.9 (Smith & McMillan, 2001)	0.997
Model Summary		**Acceptable Model Fit**

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, RMSEA = root mean square error of approximation, NFI = normalized fit index, CFI = comparative fit index and TLI = Tucker Lewis index

In addition, the study tested each dimension's discriminant validity. None of the dimensions exceeded the critical value, indicating that each dimension has independence, as shown in Table 5.

Table 5: Discriminant Validity

	CS	SP	UV	HV	TC	WOM	CSF	PI
CS	**0.801**							
SP	0.328	**0.755**						
UV	0.304	0.239	**0.765**					
HV	0.163	0.192	0.133	**0.740**				
TC	0.200	0.149	0.092	0.015	**0.752**			
WOM	0.236	0.192	0.204	-0.039	0.057	**0.733**		
CSF	0.501	0.427	0.417	0.379	0.145	0.114	**0.853**	
PI	0.363	0.295	0.459	0.395	0.280	0.334	0.508	**0.855**

Note: The diagonally listed value is the AVE square roots of the variables
Source: Created by the author.

4.3 Structural Equation Model (SEM)

Structural equation modeling (SEM) is a multivariate analysis method based on a general linear model (Ullman & Bentler, 2012), which can simultaneously deal with causality and measurement models between multiple latent variables, construct, and test path models between factors, and analyze causal relationships between factors (Lei & Wu, 2007). Tezel et al. (2021) suggest that the Chi-square degrees of freedom ratio (CMIN/DF) should not exceed 5, and the closer the indicator is to 0, the better the fit of the model to the data; Savalei et al. (2023) suggests that the RMSEA should be less than 0.05 for an excellent model fit, and less than 0.08 is in the acceptable range. SEM calculations of the model using SPSS AMOS version 23 resulted in the following fit: CMIN/DF=1.387, GFI=0.913, AGFI=0.900, RMSEA=0.028, NFI=0.919, CFI=0.976, TLI=0.974, the receivable values are shown in Table 6.

Table 6: Goodness of Fit for Structural Model

Fit Index	Acceptable Criteria	Statistical Values
CMIN/DF	≤5.0 (Tezel et al., 2021)	1.387
GFI	>0.9 (Schermelleh-Engel et al., 2003)	0.913
AGFI	>0.85 (Schermelleh-Engel et al., 2003)	0.900
RMSEA	<0.08 (Savalei et al., 2023)	0.028
NFI	>0.9 (Smith & McMillan, 2001)	0.919
CFI	>0.9 (Vicente, 2023)	0.976
TLI	>0.9 (Smith & McMillan, 2001)	0.974
Model Summary		**Acceptable Model Fit**

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, RMSEA = root mean square error of approximation, CFI = comparative fit index, NFI = normalized fit index and TLI = Tucker Lewis index

4.4 Research Hypothesis Testing Result

Each path in the research model positively predicted the corresponding variable in the data analysis with p<0.05 for each path, indicating that all hypotheses were supported and significant. The data in Table 7 shows that customer service has the greatest impact on customer satisfaction with a result of 0.404, followed by hedonic value, which has a stronger impact on customer satisfaction (β=0.324) and purchase intention (β=0.328).

Table 7: Hypothesis Results of the Structural Equation Modeling

Hypothesis	(β)	t-value	Result
H1: CS→CSF	0.404	8.750*	Supported
H2: SP→CSF	0.272	6.250*	Supported
H3: UV→CSF	0.296	6.606*	Supported
H4: HV→CSF	0.324	7.016*	Supported
H5: UV→PI	0.294	6.680*	Supported
H6: HV→PI	0.328	7.133*	Supported
H7: TC→PI	0.250	6.028*	Supported
H8: WOM→PI	0.317	7.307*	Supported
H9: CSF→PI	0.244	5.333*	Supported

Note: * $p<0.05$
Source: Created by the author

The result from Table 7 can be refined that:

H1 proves that customer service is one of the key influencers on customer satisfaction, exhibiting a standardized coefficient value of 0.404 in the structural path. Kyj and Kyj (1987) confirmed that good and fine-tuned customer service affects user attitudes and customer satisfaction in addition to factors such as price and product quality while retaining customers. H2 in the analysis results supported the hypothesis of shipping on customer satisfaction with a standard coefficient value of 0.272. Freight cost, delivery time, and timeliness of shipping services have a significant effect on customer satisfaction; free shipping can change customer's consumption behavior and make customers accept longer delivery time and maintain customer satisfaction (Gümüş et al., 2013; Lewis, 2006; Ma, 2017). H3 supports the significant effect of utilitarian value on customer satisfaction and obtains a standard coefficient value of 0.296. Azhari and Afiff (2015) illustrated that consumers are concerned with the practicality and efficacy of the product when it comes to utilitarian value. When the product meets the customer's practical needs, the customer can reach satisfaction. In terms of H4, the result shows that hedonic value significantly affects customer satisfaction with a standardized coefficient value of 0.324. Fischer and Arnold (1990) concluded that hedonic value consumers' satisfaction comes from immediate pleasure; hedonic value brings about a consumer mindset that psychologically accepts the pleasure of shopping and positively impacts customer satisfaction. H5 shows that utilitarian value significantly impacts purchase intention, and the standard coefficient value is 0.294. The utilitarian value brought by social commerce is reflected in the functional and instrumental benefits of social platforms; when utilitarian value consumers can find the goods they need from social commerce platforms, then the convenience and low shopping cost of social commerce will drive consumers to generate purchase intention and complete the purchase behavior (Gan & Wang, 2017; Hsu & Lin, 2016). H6 was analyzed at 0.328, indicating that the results support a strong

effect of hedonic value on purchase intention. Scarpi (2005) argued that hedonistic behaviors lead to stronger intentions to revisit the store and higher expenditures, including buying more than usual and spending more money. Hsu and Lin (2016) found that users can have a good shopping experience while using a social commerce platform and enjoy the social shopping process, which increases the hedonic value. The intention to purchase through social commerce will also increase. H7 analyses show that trust in e-commerce significantly affects purchase intention, with a standardized coefficient of 0.250. Social commerce is built on social interaction, where customers can decide whether to buy a product through product information and reviews from other users in the community, so building trust plays a role in facilitating purchase intention (Guo et al., 2021). The analysis of H8 shows that e-WOM engagement significantly affects purchase intention, with a standardized coefficient of 0.317. Meanwhile, H9 has a standard coefficient value of 0.244, indicating that customer satisfaction significantly affects purchase intention. Zeithaml et al. (1996) figured out that satisfaction is the user's perceptual response to the social user for the comparison between the expectations and the pre-use experience; the higher the satisfaction, the more the user will be happy to use the social commerce, the stronger the purchase intention.

5. Conclusion and Recommendation

5.1 Conclusion and Discussion

This study focuses on the significant influences on customer satisfaction and purchase intention in Hangzhou social commerce. Based on a conceptual framework consisting of nine hypotheses, the study examines the significant effects of customer service, shipping, utilitarian value, hedonic value, trust in e-commerce, and e-WOM engagement on customer satisfaction and purchase intention, respectively, as well as the significant effects of customer satisfaction on purchase intention. The survey was distributed online to people who live in Hangzhou and have experience in social commerce shopping. These respondents were over 18 years old, had more than five social shopping experiences, and used social commerce platforms more than two times a week. The questionnaire data were analyzed to investigate the factors influencing customer satisfaction with social commerce and purchase intention. Confirmatory Factor Analysis (CFA) was used to test the validity and reliability of the conceptual model, Structural Equation Model (SEM) analysis was applied to verify the reasonableness of the hypotheses, and the factors influencing

customer satisfaction and purchase intention were analyzed.

The study outcomes revealed that each of the observed variables in the conceptual framework positively and significantly influences customer satisfaction and purchase intention. Among several factors, customer service has the most significant impact on customer satisfaction. In their previous study, Cao et al. (2018) demonstrated that customer service has a positive and positive impact on customer satisfaction. This study also found that customer service has a direct impact on customer experience and that by providing timely, professional, and personalized services, demonstrating positive attitudes and empathy, communicating and collecting feedback on an ongoing basis, and exceeding expectations, firms can significantly increase customer satisfaction and loyalty, thereby gaining a competitive advantage in the marketplace. Secondly, the effect of hedonic value on purchase intention and customer satisfaction is also significant. Hedonic value emphasizes the benefits of products to consumers in terms of intrinsic stimulation, entertainment, and embodied personal values such as self-respect (Djelassi et al., 2018). When consumers perceive that a product can bring these enjoyments, pleasurable emotions and enjoyable experiences can instantly satisfy them and increase their personal perceived value. Their purchase intention (motivation) is also enhanced during the enjoyment process. e-WOM engagement also plays a significant role in influencing purchase intentions. Beyari and Abareshi (2019) proposed that e-WOM is an informative intermediary, leveraging the unique characteristics and usage contexts of specific goods and services to gather consumer feedback. When customers are pleased with their social media shopping experiences, they actively engage in positive e-WOM sharing, assisting other consumers in making informed purchasing decisions.

Consequently, this engagement with e-WOM influences purchase intention, with favorable WOM increasing customers' willingness to buy. Compared to hedonic value, customers with utilitarian value tend to consume more rationally (Zhang, 2009), so utilitarian value positively influences customer satisfaction and purchase intention, respectively. However, the significance of the effect is weaker compared to customers with hedonic values. Shipping services significantly impact customer satisfaction, and shipping is directly related to customers' overall experience in purchasing goods and subsequent services. Measures such as delivery speed, delivery accuracy, transparency of logistics information, return and exchange processes, and control of shipping costs can significantly improve customer satisfaction (Collier & Bienstock, 2006).

Similarly, trust in e-commerce significantly influences purchase intentions. Customers' trust in s-commerce reduces perceived risk, enhances brand loyalty, facilitates emotional connection, and improves the efficiency of purchase

decisions (Fan et al., 2019; Shanmugam et al., 2016). The last factor, customer satisfaction, also significantly influences purchase intention. Customer satisfaction is directly related to the consumer's willingness to buy the same product or service again and to recommend it to others. Customer satisfaction affects single purchase decisions and influences long-term purchase behavior. Satisfied customers will continue to pay attention to and purchase new or upgraded products of the brand or product, thus maintaining the continuity of purchase intention (Gajewska et al., 2020; Kursunluoglu, 2014; Pires et al., 2004).

5.2 Recommendation

The researchers found that the key factors influencing customer satisfaction and purchase intent in the Hangzhou social commerce environment are customer service, shipping, utilitarian value, hedonic value, trust in e-commerce, e-WOM engagement, and customer satisfaction. Therefore, social commerce enterprises can focus on the above aspects to promote the scale of social business. Social commerce is an important part of the digital economy, and its development and growth cannot be separated from the continuous innovation and application of digital technology; social commerce can be supported by big data, cloud computing, artificial intelligence, and other advanced technologies, to achieve a precise grasp of user needs and personalized recommendations to enhance user experience and shopping efficiency (Huaon, 2024). As the market demand continues to expand, social commerce platforms will gradually cover more categories, the social commerce platforms in addition to attracting high-quality brands, but also need to continue to increase investment in technological innovation, the use of big data, artificial intelligence, and other technologies to enhance the user experience and shopping efficiency. Social commerce companies can build on their daily customer service by analyzing customer data to understand customer preferences, purchase history, and feedback to provide product or service suggestions more relevant to their needs, enhancing customer satisfaction and a sense of belonging. In all aspects of product development, marketing, and customer service, enterprises should focus on enhancing the hedonic value of their products while satisfying utilitarian value to meet consumers' personalized needs and the psychological orientation of pursuing pleasure. Meanwhile, by continuously optimizing the shopping experience and service quality, enterprises can further enhance customer satisfaction and loyalty, improve customer trust and word-of-mouth publicity, and win competitive advantages in the market.

5.3 Limitation and Further Study

The limitation of this study is the demographic sample, specifically the use of local Hangzhou people with social shopping experience. As Hangzhou is the capital of e-commerce and a leader in Internet development, with a high degree of e-orientation from life and transport to government offices, the sample size may not sufficiently represent the whole, resulting in limited generalizability of the results. The study will likely have different analytical results if it investigates different regions, industries, or countries. Further research can be refined to product quality and price/performance ratio, brand image, the gap between customer expectations and actual feelings, and other aspects of the specific understanding of the impact on customer satisfaction and purchase intention. In addition, future research could be expanded based on individual factors such as customer needs, age, gender, and income and considering market environment factors.

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