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RELATIONSHIP QUALITY AS A MEDIATOR OF THE EFFECTS OF SOCIAL COMMERCE ON PURCHASE INTENTIONS

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Abstract

Although social commerce has emerged as a prominent form of e-commerce, it remains unclear how businesses can effectively foster and cultivate strong relationships with consumers in this realm. Hence, this study examines the relationship and impact of social interactions and technical elements on consumer purchasing intentions within the Thai market. The study investigates how factors such as social support, platform quality, interpersonal interactions, and relationship quality influence purchase intentions. The objective is to address the knowledge gap in the literature related to social commerce. Data were obtained from 1,815 Thai participants through an online questionnaire. Partial least squares structural equation modeling was utilized to test the research hypotheses. The collective findings indicate that interpersonal interactions and platform quality positively influence purchase intentions, with relationship quality serving as a mediator. However, neither emotional nor informational support significantly affected relationship quality or purchase intentions, highlighting a preference for trust in close-knit relationships over online reviews. Overall, this study offers empirical evidence and managerial implications that can help businesses develop strategies for engaging with social commerce.

Keywords: social commerce, relationship quality, social support, platform quality, interpersonal interactions

1. INTRODUCTION

Social commerce has transformed the digital shopping landscape, captivating the attention of industry insiders and marketing researchers (Busalim & Ghabban, 2021). Amazon and Alibaba are also integrating social features into their platforms, emphasizing the significance of social interaction in driving sales (Braojos et al., 2019). Initially, scholars considered social commerce as a subset of e-commerce (Huang & Benyoucef, 2013). However, although they share similar attributes, they are different in terms of community development

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and technical efficiency (Jia et al., 2022; Lin & Wang, 2023). For example, live-streaming services allow users to interact with the brand and other users (Zhao et al., 2023).

Moreover, social commerce has gained significant traction in Thailand (Cutshall et al., 2022). Platforms such as Facebook, Instagram, and TikTok, have reshaped the social commerce landscape, with each platform catering to different consumer behaviors and preferences (Liao et al., 2022). Studies have highlighted Thai consumers' preference for direct communication and reliance on peer advice (Changchit et al., 2022; Puwirat & Tripopsakul, 2019). The social commerce market continues to experience exceptional growth. Nevertheless, gaps remain in the theoretical and empirical knowledge on how Thai consumers perceive the values and benefits of social commerce, which drive their purchase intentions (Liao et al., 2022). This context underscores the importance of further research to unravel the unique setting of social commerce within the Thai market, particularly on how cultural factors influence the decision-making process.

Previous research has examined various behavioral intentions in the context of social commerce, such as trust, impulse purchases, word of mouth, and motivations (Hu et al., 2019; Leong et al., 2018). However, many studies have not comprehensively addressed the crucial attributes of social commerce that differentiate it from e-commerce, particularly the aspect of interpersonal interaction that fosters relationships between brands, platforms, and users (Anindito & Handarkho, 2022). For example, Liang et al. (2011) primarily focused on social support and website quality, neglecting to address how users perceive one another within the platform. Additionally, despite the distinctiveness of each dimension of relationship quality, the literature lacks a thorough investigation into how different variables foster each dimension of relationship quality or how each dimension of relationship quality drives purchase intentions differently (Sheikh et al., 2019). Furthermore, the study conducted by Sohn and Kim (2020) contributes valuable insights to the evolving landscape of social commerce. Their research delves into the attributes of social commerce and provides an explanation for the increasing population of users with purchase intentions. However, the comprehensive understanding of the interplay between various variables shaping different dimensions of relationship quality and their unique impacts on purchase intentions remains an underexplored area in current research. These knowledge gaps must be filled.

Therefore, this study aims to understand the factors influencing purchase intentions among consumers in social commerce by analyzing emotional and technical factors, such as social support, platform quality, and interpersonal interactions, in driving relationship quality for the benefit of purchase intentions. Distinctly, this examination can equip scholars with a deeper insight into the interplay of emotional and informational dynamics within social commerce. This study also provides clear insights for businesses to enhance their approach to engaging with their customers on social commerce platforms, potentially advancing their economic performance and consumer engagement within the domain of social commerce.

2. LITERATURE REVIEW

The concept of social commerce has gained significant traction since 2005 (Curty & Zhang, 2011). Social commerce combines social media with commercial activities, transforming the landscape of electronic commerce (Wang & Zhang, 2012). This transformation enables the creation of new shopping experiences and provides businesses with a highly efficient means to engage with global customers compared with traditional retail stores (Zhang et al., 2014). Despite its potential, social commerce has experienced several challenges, such as transaction-related issues, inappropriate recommendations, uninformed reviews, and concerns over returns on investment in marketing and customer acquisition (Zhou et al., 2023).

Consequently, future studies should concentrate on deciphering the factors that influence consumer behavior in various social commerce settings, the effects of platforms on user experience, and the development of strategies that enhance continuous growth (Hajli, 2014a; Sohn & Kim, 2020). The key areas of focus include understanding the role of platform quality, social support, interpersonal interaction, and relationship quality in driving purchase intentions. The reason is that these components are crucial in shaping consumer behavior in social commerce environments (Wang et al., 2016; Huang & Benyoucef, 2017). By thoroughly investigating these factors, researchers can provide valuable insights and guidance for businesses looking to excel in the social commerce arena and adapt to its ever-changing demands (Al-Adwan, 2019).

2.1 Relationship Quality

In the realm of social commerce, relationship quality is frequently cited as a significant variable that enhances the overall customer experience and directly impacts purchase intentions (Liang et al., 2011). Based on Hennig-Thurau and Klee (1997, p. 751), relationship quality is defined as "the degree of appropriateness of a relationship to fulfill the needs of the customers associated with that relationship." Indeed, Berry (1983) introduced the concept of relationship quality in the context of relationship marketing as the significance of cultivating and sustaining long-term customer relationships. Within social commerce, relationship quality has emerged as a crucial determinant in assessing a platform's effectiveness in fulfilling customers' needs and facilitating positive user experiences, ultimately driving purchase intentions (Hajli, 2014b). The development of relationship quality is grounded on solid theoretical foundations, such as social exchange theory. This theory posits that relationships are formed and maintained based on the perceived balance of benefits and costs (Homans, 1958). Thus, as users continually assess the value they receive from their interactions with other users, these relationships translate into intentions to purchase products or services similar to those offered by individuals with whom they have strong relationships (Sheikh et al., 2019).

Nevertheless, relationship quality is typically described as a multidimensional concept. Previous research has identified three dimensions of relationship quality: trust, satisfaction, and commitment (Garbarino & Johnson, 1999; Palmatier et al., 2006). Trust is the belief in a partner's reliability, integrity, and honesty, in fostering a sense of security and confidence in the relationship. Meanwhile, satisfaction represents the positive emotional response and fulfillment derived from a relationship that delivers its expected value. Commitment reflects the dedication and willingness to maintain a long-term relationship, entailing a sense of loyalty and a desire to invest in the partnership (Gustafsson et al., 2005). Collectively, these three components—trust, satisfaction, and commitment—can represent a user's comprehensive attitude toward a social networking service provider and are also described as relationship quality.

2.2 Social Support

The concept of social support originates from social support theory (Lakey & Cohen, 2000), which explains how social relationships impact an individual's thoughts, emotions, and actions. In the context of social commerce, social support plays a critical role in influencing consumers' attitudes, behaviors, and purchasing intentions (Molinillo et al., 2020). According to Liang et al. (2011), social support is a key motivation that users receive from their peers when they obtain support, such as shopping information, product knowledge, or purchasing experiences. Liang et al. (2011) categorized social support into two dimensions: emotional and informational support.

Emotional support incorporates situations when users receive messages that consist of emotional concerns, such as caring, empathy, and understanding (House, 1981). In social commerce, emotional support cultivates emotional bonds, encouraging trust and engagement among users (Cheng et al., 2019; Gao et al., 2022). In this sense, Hajli (2014b) revealed the impact of emotional support on enhancing relationship quality, thereby leading to purchase intentions. Similarly, Huang and Benyoucef (2015) also found that emotional support augments purchase intentions by bolstering trust, satisfaction, and loyalty. Therefore, emotional support is likely to impact relationship quality. Based on the above rationale, the following hypotheses are proposed.

H1a: Emotional support is positively associated with trust.

H1b: Emotional support is positively associated with satisfaction.

H1c: Emotional support is positively associated with commitment.

Informational support refers to the recommendations, knowledge, or advice of other users, which could help to solve problems that may arise (Taylor et al., 2004). Hajli (2014b) and Hossain et al. (2020) emphasized the role of informational support in boosting relationship quality and shaping purchase intentions. Empirically, users who perceive information as valuable are likely to be satisfied and establish trust and social commitment to others (Hieronanda & Nugraha, 2021; Sheikh et al., 2019). They are therefore more likely to make a purchase (Huang & Benyoucef, 2015; Liu et al., 2013). Accordingly, informational support is likely to influence relationship quality. Based on the above rationale, the subsequent hypotheses are posited.

H1d: Informational support is positively associated with trust.

H1e: Informational support is positively associated with satisfaction.

H1f: Informational support is positively associated with commitment.

2.3 Platform Quality

The concept of platform quality in this study is adapted from the concept of website quality (Huang & Benyoucef, 2013). Platform quality refers to the effectiveness of a digital platform in delivering services and information to users (Liang et al., 2011). This study modifies the terminology from "website quality" to "platform quality" to broaden the concept's scope, extending its applicability from websites to sophisticated digital platforms, such as mobile applications (Hajli, 2020; Liu et al., 2022). In addition to the website quality dimensions proposed by Liang et al. (2011), which include system and service qualities, it is proposed that the concept of platform quality should also encompass information quality (Wang et al., 2016). Based on the literature review, these dimensions have been found to significantly influence relationship building (Hsu et al., 2018; Raza et al., 2020) and purchase intentions (Busalim & Ghabban, 2021; Qalati et al., 2021) to varying degrees.

First, system quality refers to the technical aspects of a platform, such as performance, functionality, and ease of use (DeLone & McLean, 2004). A high-quality system should deliver a seamless, enjoyable, and efficient user experience, facilitating user interaction with the platform (DeLone & McLean, 2004). In this regard, a high-quality system that consistently provides a seamless and efficient experience cultivates a sense of reliability and dependability, thereby fostering trust and satisfaction among users (Rahman & Hossain, 2023). This case, in turn, makes users highly inclined to establish a loyal relationship and commitment to the platform (Hsu et al., 2018). Consequently, system quality is likely to affect relationship quality. Derived from the above rationale, the following hypotheses are proposed.

H2a: System quality is positively associated with trust.

H2b: System quality is positively associated with satisfaction.

H2c: System quality is positively associated with commitment.

Second, service quality refers to the responsiveness, dependability, and customization of services that a platform provides (DeLone & McLean, 2004). Service quality measures the support and services offered, encompassing aspects, such as reliability, assurance, and responsiveness (Liang et al., 2011). Studies examining the effect of service quality have found that when a platform's service quality consistently aligns with the users' needs and expectations, it heightens user satisfaction and trust (Su et al., 2016). This case, in turn, strengthens their emotional attachment and commitment to making future purchase decisions on the platform (Hanif & Evanita, 2022). As a result, service quality is likely to impact relationship quality. Based on the preceding reasoning, the subsequent hypotheses are suggested.

H2d: Service quality is positively associated with trust.

H2e: Service quality is positively associated with satisfaction.

H2f: Service quality is positively associated with commitment.

Last, information quality refers to the relevance, accuracy, and comprehensiveness of the content provided on a platform (Bugshan & Attar, 2020). It reflects the extent to which information is timely, personalized, and precise (Wang et al., 2016). Studies have demonstrated that platforms can foster positive customer satisfaction and trust by offering credible and reliable content, thereby encouraging purchase decisions (Danniswara et al., 2020; Saima & Khan, 2020). Moreover, high information quality reduces the perceived risk of making a wrong purchase decision, making users feel confident and committed to buying again from the platform (Liu et al., 2016a). Hence, information quality is likely to influence relationship quality. Given the above rationale, the following hypotheses are proposed.

H2g: Informational quality is positively associated with trust.

H2h: Informational quality is positively associated with satisfaction.

H2i: Informational quality is positively associated with commitment.

2.4 Interpersonal Interactions

Interpersonal interactions refer to social exchanges of information that occur between individuals on social commerce platforms (Zhou et al., 2023). These interactions can take many forms, including direct messaging, product reviews, comments, and recommendations (Harrigan et al., 2021). From a social psychology viewpoint, Newcomb (1961) explained that individuals are likely to form and maintain emotional relationships with others who are similar in terms of their attitudes, values, and experience. In this sense, users on the platform may exhibit emotional proximity toward each other when they share similar interests or experiences with products from a mutual platform (Berger, 2014). Based on Zhou et al. (2023), interpersonal interaction in the field of social commerce is defined by individual similarities, familiarity between interacting parties, and the expertise of group members.

First, expertise refers to the perceived knowledge, skills, or competence of other users in a specific domain (Liu et al., 2016b). Users who are perceived as experts can exert influence on others' purchasing decisions by providing credible advice (Sohaib, 2021; Wu et al., 2018). When a user who is viewed as an expert endorses a product, other users are likely to trust and lean toward that recommendation (Li et al., 2018). Moreover, this case fosters confidence in users and contributes to their overall satisfaction and commitment as they feel greatly engaged with the platform (Hossain et al., 2021). Subsequently, expertise is more likely to affect relationship quality. Derived from the preceding reasoning, the following hypotheses are suggested.

H3a: Expertise is positively associated with trust.
H3b: Expertise is positively associated with satisfaction.
H3c: Expertise is positively associated with commitment.

Second, similarity refers to the degree to which individuals perceive that they share common characteristics, interests, and attitudes with others (Byrne, 1969). Empirical studies have consistently shown that individuals tend to be highly receptive to those who are similar to themselves, which heightens their sense of trust (Fu et al., 2020). Moreover, Sohaib (2021) found that as a user develops a sense of similarity with other users on the platform, they become highly satisfied with their shopping experience as they view themselves as part of a group. Furthermore, as they cultivate a sense of belonging and identification with the community, it ultimately drives their commitment to engage and transact on the platform (Zhou et al., 2023). In accordance, similarity is likely to impact relationship quality. Hence, the following hypotheses are suggested.

H3d: Similarity is positively associated with trust.
H3e: Similarity is positively associated with satisfaction.
H3f: Similarity is positively associated with commitment.

Last, familiarity refers to the depth of mutual acquaintance and prior interactions between individuals. It is often based on previous interactions or shared experiences (Liu et al., 2016b). According to Kaya et al. (2019), increased familiarity can lead to strong bonds and trust between individuals, signifying a great sense of understanding and motivation to make purchases (Monfared et al., 2021). Furthermore, as individuals become highly familiar with other users, they tend to be greatly satisfied when they interact or share information with those whom they consider trustworthy peers (Cheng et al., 2020). As individuals repeatedly have positive experiences and satisfactory engagements, they eventually develop emotional bonds that make them feel committed to the community on the platform that they perceive as having familiarity (Wang et al., 2021). Collectively, these dimensions reveal a dynamic relationship that may significantly enhance users' relationship quality and heighten their purchase intentions. Thus, the subsequent hypotheses are presented.

H3g: Familiarity is positively associated with trust.
H3h: Familiarity is positively associated with satisfaction.
H3i: Familiarity is positively associated with commitment.

2.5 Purchase Intentions

Purchase intentions are critical in social commerce, defined by Spears and Singh (2004) as a "conscious plan to purchase a brand." In social commerce, purchase intentions are shaped by a blend of individual, social, and platform factors that affect purchasing decisions (Huang & Benyoucef, 2017). Emotional aspects, such as a sense of belonging and social presence, can influence platform perceptions and user experiences (Dwivedi et al., 2019). Recognizing these emotional components offers a comprehensive understanding of purchase intentions, guiding businesses in tailoring strategies for sustained loyalty. According to Liang et al. (2011), relationship quality has a significant effect on purchase intentions, where trust emphasizes the role of cognitive processes in users' evaluation of social commerce. In particular, trust enhances purchase intentions by reducing perceived risk (Lăzăroiu et al., 2020), fostering a sense of security, and enhancing perceived value (Liu et al., 2021), making users highly inclined to purchase products from the platform. Hussain et al. (2021) examined the relationship between satisfaction and purchase intentions. They found that when a consumer has a positive experience, it fosters favorable attitudes that heighten consumer perceived values (Gan &

Wang, 2017), thereby increasing the likelihood of making a purchase decision. Chen and Shen (2015) examined the role of commitment in shaping purchase intentions, discovering that as customers establish a strong commitment, they develop an emotional attachment and dedication that makes them feel loyal and likely to purchase from the platform (Sohn & Kim, 2020). Collectively, as dimensions of relationship quality, trust, satisfaction, and commitment, may all play important roles in increasing purchase intentions.

H4a: Trust is positively associated with purchase intentions.

H4b: Satisfaction is positively associated with purchase intentions.

H4c: Commitment is positively associated with purchase intentions.

2.6 Mediating Role of Relationship Quality

Previous studies have revealed that relationship quality does not develop in isolation but rather serves as a mediator originating from multiple sources (Liang et al., 2011; Su et al., 2016; Zhang et al., 2016). Liang et al. (2011) revealed that relationship quality significantly mediates the impact of social support and platform quality. Their research indicated that although social support and platform quality can directly influence purchase intentions, relationship quality plays a crucial role in user retention and customer loyalty (Liang et al., 2011). Users who establish strong social support and platform quality may make purchases from the platform for pricing reasons, but this does not lead to a commitment to repurchase from the platform (Liang et al., 2011). In this sense, relationship quality serves as the binding factor that keeps users with the platform and is a critical element fostering continuous purchase intentions. Furthermore, Chen et al. (2022) empirically determined that relationship quality can mediate the relationship between interpersonal interactions and purchase intentions. Their findings demonstrated that positive exchanges of information and associations between users reinforce the perception of platform reliability, thereby fostering trust, satisfaction, and commitment to the platform (Zhou et al., 2023), subsequently motivating consumers to make purchase decisions (Horng & Wu, 2020). Overall, social support, platform quality, and interpersonal interactions, when mediated by relationship quality, can collectively promote strong loyalty, perceived value, and confidence in making purchase decisions with the platform.

H5: Relationship quality mediates the relationships of social support, platform quality, and interpersonal interaction, with purchase intentions.

2.7 Research Framework

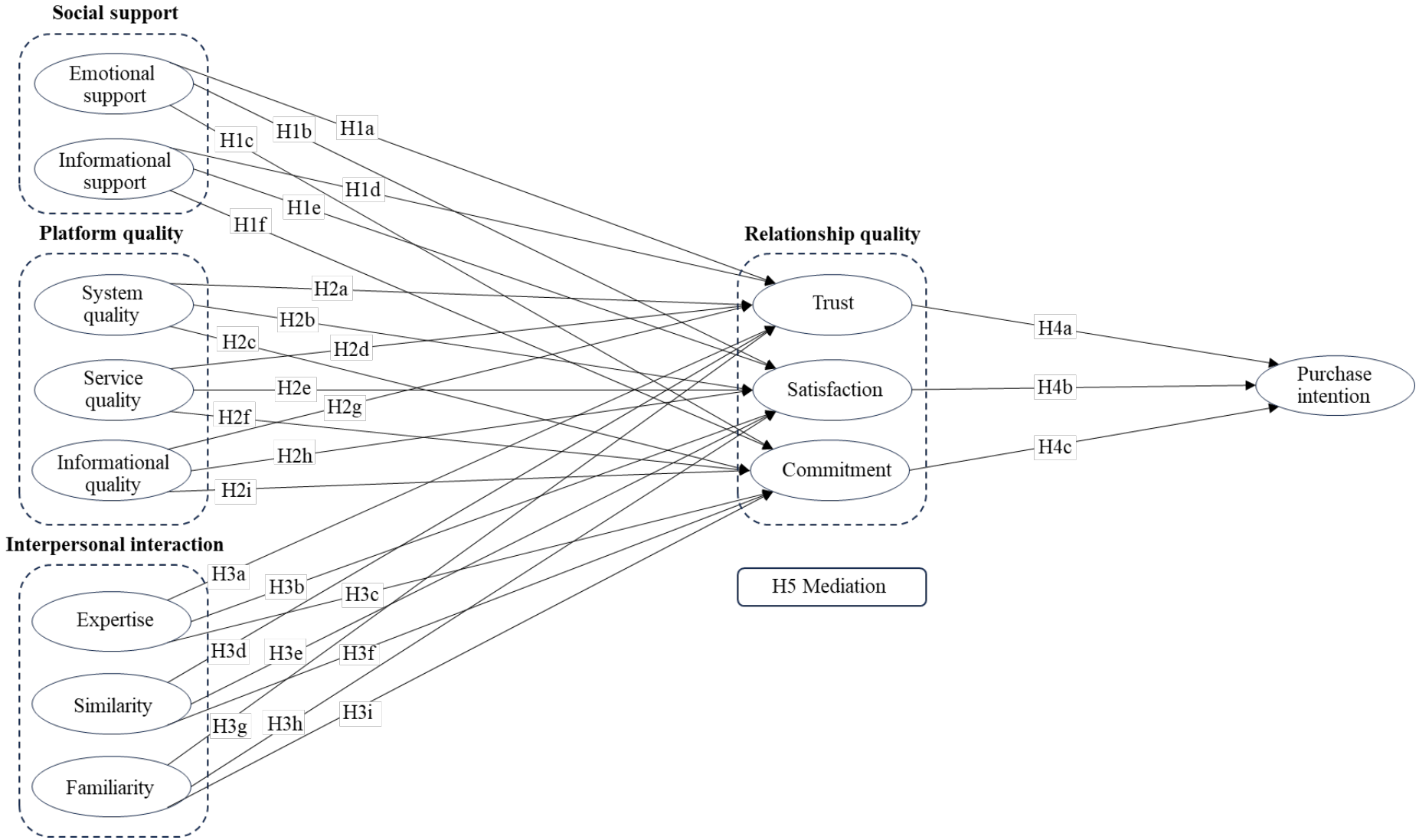
The proposed framework (Figure 1) in this research aims to address a limitation found in previous studies, specifically the neglect of emotional factors and platform quality, and their potential impact on consumer behavior (Wang et al., 2021; Akram et al., 2021). By integrating these elements into the framework, this research seeks to provide a robust understanding of how factors may influence purchase intentions in social commerce, enabling businesses to design marketing strategies and platforms that cater to consumers' emotional needs, preferences, and motivations, driving sales and fostering long-term loyalty (Molinillo et al., 2021).

3. METHODOLOGY

3.1 Research Instrument

Measurement scales from prior studies were incorporated but adjusted to align with the social commerce framework. Scales from Liang et al. (2011) were adapted to measure social

Figure 1 The Conceptual Model of Relationship Quality's Role in Social Commerce



support, platform quality, relationship quality, and purchase intentions using 8, 13, 12, and 9 questions, respectively. Extending from Liang et al. (2011), this study also incorporates informational quality scales from Wang et al. (2016) to assess platform quality. For interpersonal interaction, 12 questions were adapted from Liu et al. (2016b). All constructs were assessed on a five-point scale, with 1 indicating "strongly disagree" and 5 indicating "strongly agree" (see Appendix A).

This questionnaire has been approved by the Human Research Ethics Committee with number S01027/2023. Before the major data collection, the questionnaire was evaluated by several translators. Small changes were made accordingly, to improve clarity while maintaining the original aim of the questions. The questionnaire was translated from English to Thai to enable accurate understanding among respondents in the sample, using a backward-forward translation technique (Brislin, 1980).

A pilot test was conducted with 30 people familiar with social commerce platforms to ensure the survey's reliability, yielding a Cronbach's alpha score of greater than 0.80 (Hair et al., 2019). Furthermore, the finalized survey included three screening questions, such as the frequency of social commerce use, four demographic-related questions, and 58 questions addressing the five primary concepts.

3.2 Sample and Data Collection

This study focused on consumers who made purchases through social commerce platforms, specifically Facebook, Instagram, and TikTok. These platforms were chosen owing to their wide range of interactive features and their popularity among businesses for social commerce activities. Data were collected in Thailand in June 2023 using a self-administered online survey with a set of structured questions. The researcher did not intervene in the data collection process to reduce potential bias.

This study adopted a convenience sampling approach to minimize potential biases. The survey link was shared on these platforms until the researcher received a sufficient sample. At the beginning of the survey, participants could view a brief introduction about the study's goals and provide their consent to participate by ticking a checkbox. Participation was entirely voluntary. If participants chose to engage, then they first encountered a screening question, followed by demographic-related questions, to ensure that they were part of the desired demographic. The survey then proceeded with the main questions. As a result, responses were received from 2,053 respondents. Among them, duplicate responses and those from the same IP address were excluded, yielding a total of 1,815 valid responses.

Specifically, regarding data distribution, 4.35% of respondents were below 21 years old, 20.50% were from Generation Z, 54.21% were from Generation Y, and 20.94% were from Generation X. This distribution underscores that the predominant segment of respondents fell within the Generation Y category. The findings of the study therefore provide insights into the purchasing behaviors and preferences of this economically active demographic. When examining purchasing behaviors, 52.89% of respondents spent between 100 and 500 baht per item. Another 40.11% had a typical spending range of 501–3,000 baht per item. Furthermore, 44.85% of respondents reported making purchases monthly. In terms of product preferences, fashion-related products were the most popular, favored by 40.44% of the sample. This was followed by beauty products at 24.35%, and then food items, which accounted for 13.83% of the sample. Analysis of the sampling process indicated that the respondent pool primarily consisted of female Gen Y individuals who engaged in regular fashion purchases within the 100-500 Baht range, suggesting a significant preference for such items within this demographic.

3.3 Data Analysis Procedure

Partial least squares structural equation modeling (PLS-SEM) was used to assess the study's hypotheses. This method is suitable for situations where data normality is not assumed (Hair et al., 2011). The analysis was performed using SmartPLS 4 as PLS-SEM is a variance-based structural equation modeling technique that is well-suited for complex models (Wold, 1982). The robustness of the estimations was also ensured using a bootstrapping method with 10,000 subsamples, and results being assessed at a significance threshold of 0.05.

4. RESULTS

4.1 Data Distribution

The mean values for each construct ranged from 3.17 to 3.97, with standard deviations ranging from 0.70 to 0.98. This result suggests that the sample collected is homogeneous, and the responses are centered around a similar point of opinion or perception. The tight range of standard deviation indicates that there is not a large variability in the responses, pointing to a consistent understanding across the respondents. This consistency in the data provides a solid foundation for subsequent analyses as it minimizes biases stemming from extreme outliers and disparate group opinions.

4.2 Measurement Model

PLS-SEM was employed to assess the fit of the hypothesized relationships between the constructs in the model. The model fit was assessed using the chi-square (χ^2) statistic (Segars & Grover, 1993) and the standardized root mean square residual (SRMR) (Hu & Bentler, 1998). The results of the PLS-SEM analysis showed a good model fit, with a χ^2 value of 13063.994 ($p > 0.05$) and an SRMR value of 0.047. This result suggests that the model is suitable for the data and can be reliably used for further analysis and interpretations (Hair et al., 2019).

The R^2 value, F Square, and path coefficients were used to assess the model's predictive capability and the relationships within the structural model (Hair et al., 2019). The R^2 values for the endogenous latent variables were calculated as follows: commitment stands at 0.478 (moderate), satisfaction at 0.460 (moderate), trust at 0.552 (substantial), and purchase intentions at 0.540 (substantial). Furthermore, the F square values underscore the significance of the predictor constructs. Out of the 27 relationships evaluated, 16 demonstrated small effects, and 10 showed medium effects, while only the relationship from satisfaction to purchase intentions exhibited large effects. Overall, this result suggests that the model is robust and captures key relationships effectively, with varying degrees of impact across the different constructs (Hair et al., 2019).

A confirmatory factor analysis (CFA) was utilized following the guidelines proposed by Hair et al. (2019) to evaluate the measurement model. The purpose of this evaluation was to determine the dependability and validity of the instruments used. Upon completion of the CFA, the structural model was employed to facilitate the testing of hypotheses. Key parameters including loadings, average variance extracted (AVE), and composite reliability (CR) values were examined in detail. As presented in Table 1, observed loadings also surpassed the recommended threshold of 0.7. In addition, the AVE values exceeded 0.5, and the CR values consistently satisfied the suggested 0.7 benchmark value (Hair et al., 2019; Matthews et al., 2018). These indicators validate the model's internal consistency and convergent validity.

In a complementary analysis, the variance inflation factors (VIFs) were analyzed, and all consistently showed values below 5 (Hair et al., 2011). This result indicates that no multi-

Table 1 Confirmatory Factor Analysis Results

Construct and Measurement Items	Standardized factor loading *>0.7*	VIF *<5*	CA *>0.7*	CR (Rho_a) *>0.7*	CR (Rho_C) *>0.7*	AVE *>0.5*
Interpersonal Interaction Expertise ($\bar{x}$ = 3.65; σ = 0.77)			0.901	0.902	0.931	0.772
IIEX_1	0.861	2.460				
IIEX_2	0.891	2.858				
IIEX_3	0.896	2.957				
IIEX_4	0.866	2.492				
Interpersonal Interaction Familiarity ($\bar{x}$ = 3.42; σ = 0.79)			0.871	0.873	0.911	0.720
IIFA_1	0.821	1.924				
IIFA_2	0.883	2.558				
IIFA_3	0.845	2.393				
IIFA_4	0.844	2.503				
Interpersonal Interaction Similarity ($\bar{x}$ = 3.63; σ = 0.79)			0.905	0.905	0.934	0.779
IISI_1	0.870	2.511				
IISI_2	0.900	3.072				
IISI_3	0.883	2.683				
IISI_4	0.877	2.567				
Platform Informational Quality ($\bar{x}$ = 3.59; σ = 0.77)			0.847	0.853	0.898	0.688
PQIN_1	0.856	2.463				
PQIN_2	0.848	2.079				
PQIN_3	0.867	2.459				
PQIN_4	0.740	1.553				
Platform Service Quality ($\bar{x}$ = 3.52; σ = 0.80)			0.915	0.915	0.932	0.662
PQSE_1	0.796	2.150				
PQSE_2	0.802	2.325				
PQSE_3	0.843	3.343				
PQSE_4	0.846	3.195				
PQSE_5	0.819	2.405				
PQSE_6	0.823	2.487				
PQSE_7	0.765	1.933				
Platform System Quality ($\bar{x}$ = 3.94; σ = 0.70)			0.847	0.851	0.887	0.567
PQSY_1	0.768	1.806				
PQSY_2	0.760	2.241				
PQSY_3	0.787	2.161				
PQSY_4	0.713	2.066				
PQSY_5	0.765	2.442				
PQSY_6	0.721	1.623				

Construct and Measurement Items	Standardized factor loading *>0.7*	VIF *<5*	CA *>0.7*	CR (Rho_a) *>0.7*	CR (Rho_C) *>0.7*	AVE *>0.5*
Relationship Quality Commitment ($\bar{x}$ = 3.90; σ = 0.83)			0.902	0.903	0.932	0.773
RQCO_1	0.892	3.004				
RQCO_2	0.903	3.233				
RQCO_3	0.881	2.569				
RQCO_4	0.841	2.091				
Relationship Quality Satisfaction ($\bar{x}$ = 3.97; σ = 0.78)			0.883	0.885	0.921	0.745
RQSA_1	0.896	3.459				
RQSA_2	0.919	4.152				
RQSA_3	0.889	2.966				
RQSA_4	0.735	1.453				
Relationship Quality Trust ($\bar{x}$ = 3.74; σ = 0.84)			0.909	0.911	0.937	0.787
RQTR_1	0.858	2.252				
RQTR_2	0.865	2.434				
RQTR_3	0.912	4.062				
RQTR_4	0.912	4.064				
Social Emotional Support ($\bar{x}$ = 3.17; σ = 0.98)			0.886	0.890	0.922	0.747
SSEM_1	0.786	1.751				
SSEM_2	0.884	2.652				
SSEM_3	0.899	2.950				
SSEM_4	0.883	2.783				
Social Informational Support ($\bar{x}$ = 3.63; σ = 0.89)			0.853	0.857	0.901	0.695
SSIN_1	0.847	2.152				
SSIN_2	0.854	2.101				
SSIN_3	0.862	2.237				
SSIN_4	0.768	1.615				
Purchase Intention ($\bar{x}$ =3.79; σ = 0.79)			0.947	0.948	0.955	0.703
PI_1	0.856	3.346				
PI_2	0.859	3.306				
PI_3	0.788	2.501				
PI_4	0.846	2.858				
PI_5	0.840	3.124				
PI_6	0.827	2.906				
PI_7	0.857	3.950				
PI_8	0.854	3.809				
PI_9	0.818	3.189				

Table 2 Fornell–Larcker Discriminant Validity Criteria

	1	2	3	4	5	6	7	8	9	10	11	12
Relationship Quality Commitment	**0.879**											
Interpersonal Interaction Expertise	0.542	**0.878**										
Interpersonal Interaction Familiarity	0.593	0.564	**0.849**									
Interpersonal Interaction Similarity	0.565	0.763	0.620	**0.883**								
Platform Informational Quality	0.557	0.642	0.519	0.630	**0.830**							
Platform Service Quality	0.547	0.619	0.536	0.592	0.775	**0.814**						
Platform System Quality	0.534	0.566	0.487	0.534	0.582	0.688	**0.753**					
Purchase Intention	0.627	0.614	0.473	0.625	0.570	0.561	0.485	**0.839**				
Relationship Quality Satisfaction	0.760	0.573	0.513	0.565	0.588	0.569	0.520	0.717	**0.863**			
Social Emotional Support	0.327	0.385	0.372	0.383	0.333	0.421	0.428	0.327	0.293	**0.864**		
Social Informational Support	0.368	0.453	0.368	0.426	0.372	0.444	0.531	0.392	0.355	0.730	**0.834**	
Relationship Quality Trust	0.785	0.581	0.618	0.592	0.646	0.628	0.488	0.664	0.804	0.317	0.342	**0.887**

Table 3 HTMT Discriminant Validity Criteria

	1	2	3	4	5	6	7	8	9	10	11	12
Relationship Quality Commitment												
Interpersonal Interaction Expertise	0.602											
Interpersonal Interaction Familiarity	0.665	0.628										
Interpersonal Interaction Similarity	0.625	0.845	0.689									
Platform Informational Quality	0.638	0.736	0.594	0.719								
Platform Service Quality	0.601	0.681	0.594	0.650	0.875							
Platform System Quality	0.606	0.641	0.564	0.603	0.681	0.772						
Purchase Intention	0.678	0.665	0.514	0.674	0.636	0.601	0.532					
Relationship Quality Satisfaction	0.852	0.643	0.581	0.633	0.682	0.632	0.596	0.784				
Social Emotional Support	0.366	0.431	0.417	0.427	0.382	0.470	0.489	0.357	0.332			
Social Informational Support	0.419	0.518	0.418	0.486	0.440	0.504	0.621	0.437	0.409	0.834		
Relationship Quality Trust	0.867	0.641	0.689	0.651	0.733	0.685	0.549	0.714	0.898	0.353	0.388	

Table 4 Structural Equation Model Results

Hypothesis	B	STDEV	t	P	Result
H1a - Social Emotional Support -> Trust	-0.015	0.023	0.665	0.506	**Not supported**
H1b - Social Emotional Support -> Satisfaction	-0.050	0.027	1.896	0.058	**Not supported**
H1c - Social Emotional Support -> Commitment	-0.008	0.027	0.301	0.764	**Not supported**
H1d - Social Informational Support -> Trust	0.002	0.027	0.093	0.926	**Not supported**
H1e - Social Informational Support -> Satisfaction	0.040	0.029	1.372	0.170	**Not supported**
H1f - Social Informational Support -> Commitment	0.025	0.030	0.851	0.395	**Not supported**
H2a - Platform System Quality -> Trust	-0.024	0.027	0.932	0.352	**Not supported**
H2b - Platform System Quality -> Satisfaction	0.122	0.029	4.187	0.000	Supported
H2c - Platform System Quality -> Commitment	0.166	0.029	5.690	0.000	Supported
H2d - Platform Service Quality -> Trust	0.189	0.030	6.237	0.000	Supported
H2e - Platform Service Quality -> Satisfaction	0.092	0.034	2.701	0.007	Supported
H2f - Platform Service Quality -> Commitment	0.037	0.034	1.082	0.279	**Not supported**
H2g - Platform Informational Quality -> Trust	0.253	0.029	8.665	0.000	Supported
H2h - Platform Informational Quality -> Satisfaction	0.204	0.032	6.333	0.000	Supported
H2i - Platform Informational Quality -> Commitment	0.161	0.031	5.167	0.000	Supported
H3a - Interpersonal Interaction Expertise -> Trust	0.082	0.030	2.720	0.007	Supported
H3b - Interpersonal Interaction Expertise -> Satisfaction	0.143	0.032	4.509	0.000	Supported
H3c - Interpersonal Interaction Expertise -> Commitment	0.057	0.032	1.808	0.071	**Not supported**
H3d - Interpersonal Interaction Similarity -> Trust	0.090	0.031	2.924	0.003	Supported
H3e - Interpersonal Interaction Similarity -> Satisfaction	0.118	0.032	3.624	0.000	Supported
H3f - Interpersonal Interaction Similarity -> Commitment	0.117	0.032	3.727	0.000	Supported
H3g - Interpersonal Interaction Familiarity -> Trust	0.300	0.023	13.345	0.000	Supported
H3h - Interpersonal Interaction Familiarity -> Satisfaction	0.148	0.025	5.819	0.000	Supported
H3i - Interpersonal Interaction Familiarity -> Commitment	0.298	0.026	11.648	0.000	Supported
H4a - Trust -> Purchase Intention	0.191	0.038	5.082	0.000	Supported
H4b - Satisfaction -> Purchase Intention	0.475	0.033	14.524	0.000	Supported
H4c - Commitment -> Purchase Intention	0.116	0.033	3.534	0.000	Supported

collinearity concerns exist within the data (Matthews et al., 2018). Notably, the majority of constructs adhered to the standardized factor loading threshold, with values exceeding 0.7. As presented in the table, the range for Cronbach's alpha values spanned from 0.847 to 0.947, whereas the CR values (CR Rho_a and CR Rho_C) varied between 0.851 and 0.955. Each of these metrics comfortably exceeds the established 0.7 threshold. From these results, the instruments used in the study are reliable and valid, providing a robust foundation for further analysis and valid conclusions.

The study employed the Fornell–Larker discriminant validity criteria to evaluate the discriminant validity of the model (Fornell & Larcker, 1981). As evidenced in Table 2, the square roots of the AVEs, presented on the diagonals, exceed the inter-correlations among the latent variables, underscoring the model's discriminant validity. In addition, to assess the convergent validity, the results from the heterotrait-monotrait ratio of correlations in Table 3 demonstrated that all values are below the 0.9 threshold (Henseler et al., 2015), indicating a

clear relationship between the indicators and their associated constructs. Overall, the findings underscore the model's competence for convergent and discriminant validity.

The structural equation modeling was evaluated using the bootstrapping approach with 10,000 subsamples to determine the significance of the path coefficients. All path coefficients were significant at the 95% confidence interval, as recommended by Hair et al. (2019). Based on the analysis (Table 4), nine of the 27 hypothesized relationships were not supported, while most hypotheses were generally supported. Among the supported relationships, satisfaction had the highest effect on purchase intentions (β = 0.475), whereas commitment had the least effect (β = 0.116). Interestingly, platform informational quality had the greatest effect on satisfaction (β = 0.204), whereas platform service quality had the least effect (β = 0.092). Most importantly, all relationships from social support and relationship quality were not supported, which is further discussed in the next section.

In this study the bootstrapping technique was employed to assess the mediation effects. This method facilitates the estimation of robust path coefficients and an evaluation of the significance of mediating effects, ensuring that the identified mediation effects reflect genuine patterns in the data rather than random occurrences. As presented in Table 5, the results indicate that nine of the 24 hypothesized mediating relationships were unsupported. Notably, many of these were linked to the constructs of social emotional support and social informational support. This finding aligns with insights from Table 4, which highlight the lack of significant relationships between social support constructs and relationship quality constructs. Further analysis revealed that platform informational quality, mediated by satisfaction, exerts the most significant influence on purchase intentions (β = 0.097). Similarly, interpersonal interaction familiarity impacts purchase intentions most substantially through trust (β = 0.057) and commitment (β = 0.034). By contrast, a few relationships demonstrated minimal effects on purchase intentions: interpersonal interaction similarity via commitment (β = 0.014), interpersonal interaction expertise via trust (β = 0.016), and platform service quality via satisfaction (β = 0.044).

Table 5 Mediation Analysis: H5

Hypothesis	B	STDEV	t	P	Result
Social Emotional Support -> Trust -> Purchase Intention	-0.003	0.004	0.646	0.518	**Not supported**
Social Emotional Support -> Satisfaction -> Purchase Intention	-0.024	0.013	1.865	0.062	**Not supported**
Social Emotional Support -> Commitment -> Purchase Intention	-0.001	0.003	0.288	0.774	**Not supported**
Social Informational Support -> Trust -> Purchase Intention	0.000	0.005	0.091	0.927	**Not supported**
Social Informational Support -> Satisfaction -> Purchase Intention	0.019	0.014	1.350	0.177	**Not supported**
Social Informational Support -> Commitment -> Purchase Intention	0.003	0.004	0.790	0.430	**Not supported**
Platform System Quality -> Trust -> Purchase Intention	-0.005	0.005	0.901	0.368	**Not supported**
Platform System Quality -> Satisfaction -> Purchase Intention	0.058	0.015	3.969	0.000	Supported
Platform System Quality -> Commitment -> Purchase Intention	0.019	0.007	2.936	0.003	Supported
Platform Service Quality -> Trust -> Purchase Intention	0.036	0.009	4.074	0.000	Supported
Platform Service Quality -> Satisfaction -> Purchase Intention	0.044	0.016	2.675	0.007	Supported

Table 5 (Continued)

Hypothesis	B	STDEV	t	P	Result
Platform Service Quality -> Commitment -> Purchase Intention	0.004	0.004	1.004	0.316	**Not supported**
Platform Informational Quality -> Trust -> Purchase Intention	0.048	0.011	4.343	0.000	Supported
Platform Informational Quality -> Satisfaction -> Purchase Intention	0.097	0.016	5.944	0.000	Supported
Platform Informational Quality -> Commitment -> Purchase Intention	0.019	0.007	2.840	0.005	Supported
Interpersonal Interaction Expertise -> Trust -> Purchase Intention	0.016	0.007	2.333	0.020	Supported
Interpersonal Interaction Expertise -> Satisfaction -> Purchase Intention	0.068	0.016	4.251	0.000	Supported
Interpersonal Interaction Expertise -> Commitment -> Purchase Intention	0.007	0.004	1.534	0.125	**Not supported**
Interpersonal Interaction Similarity -> Trust -> Purchase Intention	0.017	0.007	2.359	0.018	Supported
Interpersonal Interaction Similarity -> Satisfaction -> Purchase Intention	0.056	0.016	3.380	0.001	Supported
Interpersonal Interaction Similarity -> Commitment -> Purchase Intention	0.014	0.006	2.384	0.017	Supported
Interpersonal Interaction Familiarity -> Trust -> Purchase Intention	0.057	0.012	4.939	0.000	Supported
Interpersonal Interaction Familiarity -> Satisfaction -> Purchase Intention	0.070	0.013	5.579	0.000	Supported
Interpersonal Interaction Familiarity -> Commitment -> Purchase Intention	0.034	0.010	3.559	0.000	Supported

5. DISCUSSION

Despite the growth of social commerce, understanding of how platform attributes affect consumer purchase intentions is limited. Although some studies have explored its attributes (Chen et al., 2019; Esmaeili et al., 2020), aligning consumers' buying intentions remains challenging for retailers (Xiang et al., 2022) as social commerce is still in its early stages with scarce evidence providing significant insights (Liao et al., 2021). The results of the findings demonstrated in the previous section shed light on and contribute to the social commerce body of knowledge by highlighting how interpersonal interactions, platform quality, social support, and relationship quality are associated with each other to yield purchase intentions. Such evidence also endorses several conceptual studies while providing new insights that are relatively unknown.

First, the empirical findings demonstrate that various interpersonal interaction factors, such as expertise, familiarity, and similarity, including platform quality attributes, such as platform system quality, platform service quality, and platform informational quality, have a positive impact on relationship quality. Commitment, satisfaction, and trust, are characteristics of this relationship quality. This result is consistent with Zhou et al. (2023) and Liang et al. (2011). Moreover, Liang et al. (2011) identified only platform system quality and platform service quality, while this study revealed that platform informational quality also has a positive effect on relationship quality. This finding suggests that users pay close attention to and highly value information from a social commerce platform. This finding is aligned with the information processing theory (Atkinson & Shiffrin, 1968), which demonstrates that

consumers systematically process and interpret informational quality, drawing upon their past experiences as a gauge for credibility, relevance, and value before making decisions (Teofilus et al., 2020). This result underscores the importance of providing clear, accurate, and timely information because consumer decisions are profoundly influenced by the quality of available information. Thus, companies that want to promote repurchasing and word-of-mouth should focus on providing effective information that facilitates consumer decision-making on the platform (Al-Adwan et al., 2022).

In contrast to Liang et al. (2011) who found that social support significantly influences social commerce intentions and is mediated by relationship quality, this study revealed otherwise. Based on the findings, neither emotional nor informational support significantly influence relationship quality or purchase intentions. This case may be a result of cultural differences between the samples, as this could shape how consumers shop and interact online. To explain, Hofstede's cultural dimensions revealed that Thais are characterized by their strong collectivism (Hofstede, 1984), but this collectivism may refer to trust in close-knit circles of friends and family, not online peers. Although social commerce platforms make reviews easily accessible, these Thais often place greater trust in close-knit circles over anonymous reviewers (Changchit et al., 2022). Endorsing this view, Daowd et al. (2021) also found that word-of-mouth from close peers still holds a significant influence, particularly among Generations Y and Z. These dynamics highlight the nuanced role of online social support in shaping consumer behavior, particularly in cultures that deeply value offline interpersonal relationships.

All the findings indicate a significant mediating role of relationship quality in the connection between interpersonal interactions and platform quality toward purchase intentions. However, the relationship between platform service quality (a part of platform quality) and commitment (a part of relationship quality) is not significant. This case implies that platform service may not be as important in fostering user commitment, which could be attributed to users possibly valuing other elements of the platform or interpersonal interactions when establishing commitment. The reason may be that consumers perceive services such as delivery timing, ease of returns, payment processes, and privacy protection, as fundamental and taken for granted. Therefore, they are not committed to the platform for these services. Based on Oliver's (1980) expectation confirmation theory, as services become highly standardized, users frequently regard foundational services as hygiene factors (Herzberg et al., 1967). In line with this, the findings of Cui et al. (2022) also suggested that consumers are not merely satisfied when a platform or shop provides a fundamental service they expect. Instead, satisfaction intensifies when consumers feel prioritized or treated in a way which makes them feel special (Ahani et al., 2019). Additionally, Zhu et al.'s (2020) research established a positive correlation between website trust and Gen Y online repurchase intentions in Bangkok, emphasizing the need for online retailers to prioritize trust-building strategies and implement dynamic promotional campaigns to attract and retain this demographic. This underscores the critical role of surpassing basic service expectations in cultivating trust and driving repurchase intentions among the Gen Y demographic. Overall, this finding shed light on the intricate interplay of various factors in social commerce, emphasizing the critical role of relationship quality in influencing consumer purchase behavior. These insights enhance understanding of the dynamics at play in digital commerce, providing guidance for shaping consumer engagement and purchasing strategies in the evolving landscape of online shopping. Therefore, this result underlines the importance of relational dynamics, underscored by relationship marketing theory (Morgan & Hunt, 1994), which plays a crucial role in cultivating user commitment to a platform.

6. CONCLUSION

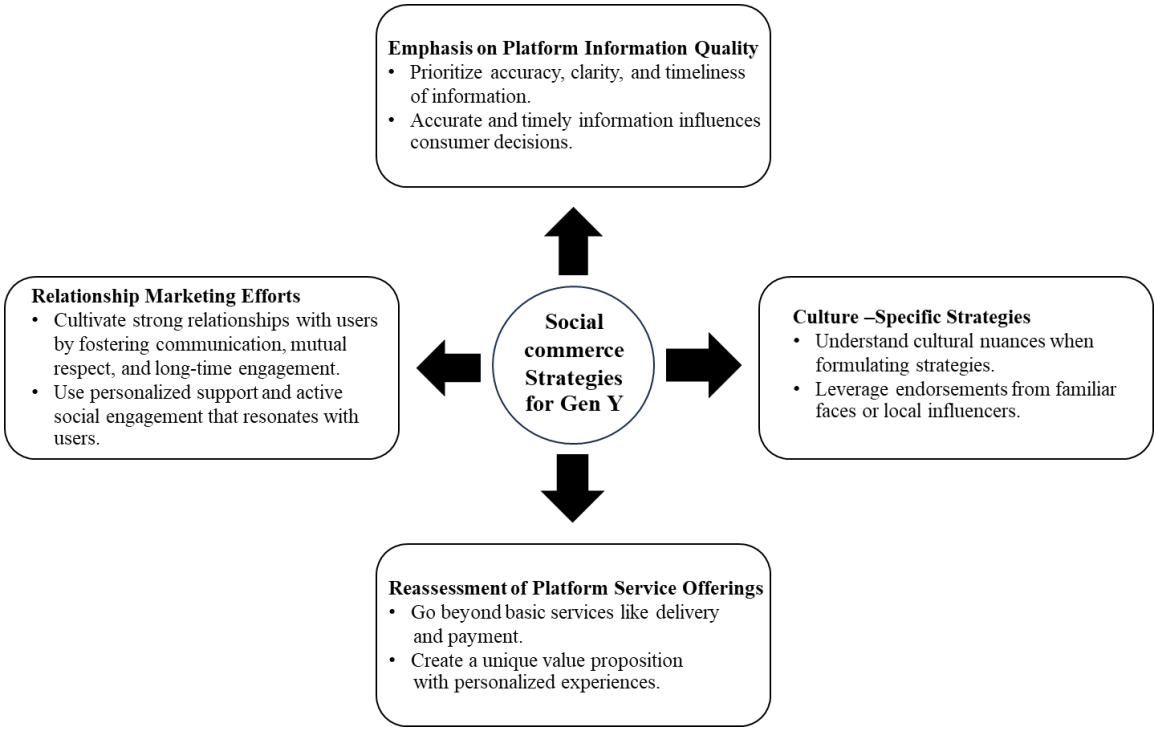
The results of the sample procedure indicate that females from Generation Y make up

the majority of our respondent pool. By analyzing the mediating role of relationship quality in the relationships of social support, platform quality, and interpersonal interaction with purchase intentions, this study provides deeper insights into the dynamics of platform and social attributes in fostering relationship quality which enhances consumers' purchasing intentions. More importantly, this study advances the present knowledge about platform quality, revealing that informational quality plays an important role in determining relationship quality, a dimension that has not been extensively explored before. Moreover, the cultural lens offers fresh perspectives, suggesting that Thais perceive and prioritize interpersonal interactions over social support from online peers in determining online purchasing behavior. Collectively, these findings not only align with some existing theories but also introduce new empirical evidence that can guide managers in constructing effective marketing strategies when associating with social commerce and implies how scholars should conduct research associated with social commerce in the future.

7. MANAGERIAL IMPLICATIONS

Understanding the determinants that influence consumer behavior is critical as businesses strive to maximize the potential of this platform. Research by Zhu et al. (2020) revealed the positive correlation between website trust and Gen Y online repurchase intentions in Bangkok. To attract and retain this demographic, online retailers should prioritize trust-building strategies alongside implementing dynamic promotional campaigns. This study suggests four managerial implications (Figure 2) that managers should follow to maximize the potential of social commerce for Thai consumers.

Figure 2 Social Commerce Strategies



1) **Emphasis on platform information quality:** Managers should prioritize the accuracy, clarity, and timeliness of the information provided. As shown in this study, users place significant emphasis on platform informational quality. Therefore, accurate and timely

information influences consumer decisions, enhancing the likelihood of repeat purchases and positive word-of-mouth. In order to maintain the quality of information on the platform, it is crucial to ensure that product descriptions are clear, accurate, and comprehensive, with timely communication of any updates or changes. Emphasis should be placed on preserving the authenticity of user-generated content, particularly reviews and ratings, as these significantly contribute to the perceived quality of information. Specifically, as the target demographic has a strong interest in fashion and beauty, managers should guarantee the provision of high-quality visuals and detailed product information tailored to the sophisticated preferences of these categories. Additionally, information should be adjusted to align with the communication style of Generation Y, characterized by directness and authenticity. Therefore, incorporating video content and live streaming for product demonstrations is anticipated to be highly effective.

2) **Culture-specific strategies:** Businesses must understand cultural nuances when formulating strategies on social commerce. For businesses targeting Thai consumers, there is a marked preference for trust in close-knit circles over online reviews. Thus, marketers should consider integrating interpersonal or localized strategies that leverage endorsements from familiar faces or local influencers to build and enhance trust among users while underscoring the need for culture-specific tactics. To implement this strategy, actively collaborate with local influencers who resonate with the female Generation Y demographic. Platforms should showcase stories or content series curated by these influencers, offering a mix of entertainment and information. Enhancing relatability and trust can be achieved by ensuring that these influencers represent the diversity within the demographic. Moreover, it is essential to create a more engaging user experience by actively incorporating cultural elements and local trends into the platform's marketing and communication strategies.

3) **Re-assessing platform service offerings:** Although foundational services such as delivery timing and payment processes are essential, they have become standardized expectations. Thus, these alone may not foster user commitment. Businesses should think beyond these hygiene factors and focus on creating a unique value proposition, such as personalized shopping experiences that make users feel special. To attract more women and younger individuals, similar to the demographic of this study, the platform should actively offer services featuring virtual try-ons for fashion items or beauty products, utilizing AR technology to deliver a personalized experience. The rationale behind this is that customization services have the potential to enhance the shopping experience. By presenting personalized product bundles or curated fashion boxes based on a customer's previous purchases and stated preferences, the platform can instill a sense of individual attention and care, making the consumer feel uniquely valued. Thus, tailoring recommendations according to user preferences, offering exclusive deals, and creating interactive and personalized content all contribute to enhancing the user experience. By following this strategy, the platform can craft a distinctive and memorable experience, fostering user engagement and loyalty.

4) **Relationship marketing efforts:** The findings suggest that user commitment does not arise merely from standardized services. Businesses utilizing social commerce should recognize the importance of relational dynamics and invest in cultivating strong relationships with users. This involves fostering communication, mutual respect, and long-term engagement. Strategies may include personalized customer support, active social media engagement, or initiatives that resonate psychologically with users, providing them with a sense of ownership for a brand. Furthermore, these activities should be designed with a specific focus on resonating with Generation Y women by integrating social causes and sustainability, elements significant to this demographic. Platforms should actively organize events or discussions centered around these topics to nurture community engagement. Likewise, loyalty programs should be customized to offer rewards that extend beyond mere transactions to experiential benefits, such as exclusive access to fashion events or beauty workshops. Clearly, organizing community-

building events that actively encourage user participation has the potential to strengthen users' sense of belonging and ownership in the brand.

In conclusion, businesses aiming to reach Thai consumers through social commerce must actively adapt strategies that align with the unique cultural and behavioral dynamics of the market. Concentrating on four key areas—platform informational quality, culture-specific strategies, innovative service offerings, and relationship marketing—enables businesses to actively engage with and cater to the needs and preferences of Thai consumers. This approach maximizes the potential of their social commerce platforms. Derived from the insights of this study, these strategies provide a comprehensive framework for businesses to strengthen their social commerce presence and drive growth in the evolving digital marketplace.

8. LIMITATION AND FUTURE RESEARCH DIRECTION

Although this study has made significant progress in bridging various knowledge gaps in the realm of social commerce, notably, certain limitations remain, providing opportunities for future research to bridge these gaps even further. First, given the study's geographic confinement to Thailand, its findings may not easily generalize across varied cultural or regional contexts. Second, this study captures consumer behavior at a specific moment in time, which may not represent behaviors as social commerce platforms undergo functional changes. Last, although a broad set of variables has been explored, other unexamined latent factors may also influence consumers' purchasing intentions on such platforms. Future research can extend its scope beyond Thailand, incorporating cross-cultural and varied platform perspectives to discern overarching trends in social commerce behaviors and understand how emotional responses vary across cultures. Given the ever-evolving nature of social commerce, embracing longitudinal study designs could provide a clear picture of shifting consumer expectations and preferences. Finally, as emerging technologies, such as artificial intelligence and augmented reality, become increasingly prominent in social commerce, their potential to enhance consumer engagement cost-effectively should be investigated.

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Appendix A. Measurement Scales

Constructs	Codes	Items	Reference
Social Support Emotional Support	SSEM_1	When faced with difficulties, some people on Facebook/Instagram/TikTok are on my side with me.	Liang et al., 2011
	SSEM_2	When faced with difficulties, some people on Facebook/Instagram/TikTok comforted and encouraged me.	
	SSEM_3	When faced with difficulties, some people on Facebook/Instagram/TikTok listened to me talk about my private feelings.	
	SSEM_4	When faced with difficulties, some people on Facebook/Instagram/TikTok expressed interest and concern in my well-being.	
Social Support Informational Support	SSIN_1	On Facebook/Instagram/TikTok, some people would offer suggestions when I needed help.	Liang et al., 2011
	SSIN_2	When I encountered a problem, some people on the Facebook/Instagram/TikTok would give me information to help me overcome the problem.	
	SSIN_3	When faced with difficulties, some people on Facebook/Instagram/TikTok would help me discover the cause and provide me with suggestions.	
	SSIN_4	People on Facebook/Instagram/TikTok provide accurate information that allows me to make a good decision	
Platform Quality System Quality	PQSY_1	Facebook/Instagram/TikTok has a function that allows users to provide quick responses and feedback.	Liang et al., 2011
	PQSY_2	Facebook/Instagram/TikTok gives me a variety of alternatives for solving my problems.	
	PQSY_3	Facebook/Instagram/TikTok provides a friendly user interface.	
	PQSY_4	Facebook/Instagram/TikTok makes it easy to contact my friends.	
	PQSY_5	Facebook/Instagram/TikTok makes it easy to provide information to my friends.	
	PQSY_6	Facebook/Instagram/TikTok has up-to-date hardware and software	
Platform Quality Service Quality	PQSE_1	Facebook/Instagram/TikTok provides a dependable service.	Liang et al., 2011
	PQSE_2	Facebook/Instagram/TikTok tells the user the operational situation of its system.	
	PQSE_3	Facebook/Instagram/TikTok gives prompt service to users.	
	PQSE_4	Facebook/Instagram/TikTok is always willing to help users to apply its services.	
	PQSE_5	I feel safe when I use Facebook/Instagram/TikTok.	

Appendix A (Continued)

Constructs	Codes	Items	Reference
	PQSE_6	Facebook/Instagram/TikTok pays attention to the user's individual needs.	
	PQSE_7	Facebook/Instagram/TikTok understands the specific needs of its users.	
Platform Quality	PQIN_1	Facebook/Instagram/TikTok provides me with the precise information I need.	Wang et al.,
Information Quality	PQIN_2	The information content provided by Facebook/Instagram/TikTok meets my needs.	2016
	PQIN_3	I think the information content provided by Facebook/Instagram/TikTok is reliable.	
	PQIN_4	Facebook/Instagram/TikTok provides me with up-to-date information.	
Interpersonal Interaction	IIEX_1	Some users in Facebook/Instagram/TikTok are very knowledgeable	Liu et al., 2016a
Expertise		about many brands or products	
	IIEX_2	Some users in Facebook/Instagram/TikTok are experts on many brands or products	
	IIEX_3	Some users in Facebook/Instagram/TikTok are highly experienced in consuming the products	
	IIEX_4	Some users in Facebook/Instagram/TikTok have a lot of information and knowledge	
		about brands and products	
Interpersonal Interaction	IISI_1	With regard to the styles in brands or products, I am similar to some users in	Liu et al., 2016a
Similarity		Facebook/Instagram/TikTok	
	IISI_2	With regard to the tastes in brands or products, I am similar to some users in	
		Facebook/Instagram/TikTok	
	IISI_3	With regard to my likes and dislikes about brands or products, I am similar to users in	
		Facebook/Instagram/TikTok	
	IISI_4	With regard to preferences in brands or products, I am similar to users in	
		Facebook/Instagram/TikTok	
Interpersonal Interaction	IIFA_1	Users in Facebook/Instagram/TikTok are as familiar to me as good friends	Liu et al., 2016a
Familiarity	IIFA_2	I maintain close contacts with users on Facebook/Instagram/TikTok	
	IIFA_3	I have frequent interactions with other users on Facebook/Instagram/TikTok	
		through commenting or replying behavior	
	IIFA_4	I often communicate with users in Facebook/Instagram/TikTok	
Relationship Quality	RQCO_1	I am proud to belong to the membership of Facebook/Instagram/TikTok	Liang et al.,
Commitment	RQCO_2	I feel a sense of belonging to Facebook/Instagram/TikTok	2011
	RQCO_3	I care about the long-term success of Facebook/Instagram/TikTok	

Appendix A (Continued)

Constructs	Codes	Items	Reference
	RQCO_4	I think Facebook/Instagram/TikTok deserves my effort to maintain a relationship	
Relationship Quality Trust	RQTR_1	The performance of Facebook/Instagram/TikTok always meets my expectations.	Liang et al., 2011
	RQTR_2	Facebook/Instagram/TikTok can be counted on as a good social media platform.	
	RQTR_3	Facebook/Instagram/TikTok is a reliable social media platform.	
	RQTR_4	I have confidence in Facebook/Instagram/TikTok and think that Facebook/Instagram/TikTok has high integrity.	
Relationship Quality Satisfaction	RQSA_1	I am satisfied with using Facebook/Instagram/TikTok	Liang et al., 2011
	RQSA_2	I am pleased with using Facebook/Instagram/TikTok	
	RQSA_3	I am happy with Facebook/Instagram/TikTok	
	RQSA_4	I am happy with Facebook/Instagram/TikTok compared with other platforms	
Purchase Intention	PI_1	I am willing to purchase products/services from Facebook/Instagram/TikTok in the future.	Liang et al., 2011
	PI_2	I believe that purchasing products/services from Facebook/Instagram/TikTok is a good idea.	
	PI_3	I am more likely to purchase a product/service if it is positively evaluated by others on Facebook/Instagram/TikTok	
	PI_4	I feel confident in my ability to make a purchase decision using Facebook/Instagram/TikTok	
	PI_5	I believe that purchasing products/services from Facebook/Instagram/TikTok will be easy for me.	
	PI_6	I think that using Facebook/Instagram/TikTok to make purchases will save me time and effort.	
	PI_7	I plan to use Facebook/Instagram/TikTok regularly to buy products/services	
	PI_8	I intend to increase my usage of Facebook/Instagram/TikTok for purchasing products/services in the future	
	PI_9	I expect to continue using Facebook/Instagram/TikTok as my primary method for purchasing products/services	