

CUSTOMER VALUE AND SUSTAINABLE CHOICE BEHAVIOUR IN SOCIAL COMMERCE

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ABSTRACT

The emergence of Social Commerce, facilitated by social media platforms such as Facebook, Snapchat, and Instagram, has revolutionized electronic commerce, reshaping consumer behavior and business dynamics. This study investigates the connection between customer value and sustainable choice behavior in Social Commerce, focusing on individuals aged 18 and above actively engaged with these platforms. Employing a convenience sampling method and a survey of 383 participants, a structural equation model was utilized to assess various hypotheses. The findings highlight the significant impact of word of mouth, intention, offers, and trust on purchase decisions within Social Commerce. These factors play pivotal roles in shaping customer perspectives, emphasizing the importance of integrating online brand communities into marketing and communication strategies. By leveraging social media, vendors can facilitate the discovery, sharing, recommendation, and transaction of goods and services, enhancing customer value and promoting sustainable choices. This study contributes to the understanding of consumer behavior in the context of Social Commerce, offering insights for businesses to adapt and thrive in an increasingly digital marketplace.

Keywords: Social Commerce, customer value, sustainable choice behavior, social media platforms, purchase decisions, online brand communities

1. INTRODUCTION

In recent years, the digital revolution has fundamentally transformed the way we shop, connect, and interact with businesses. The rise in social networking has significantly impacted the way we approach online shopping (J. Chen, 2015). This has provided birth to a new kind of e-commerce called social commerce, which harnesses Web 2.0 technology to construct customer-centric enterprises. At the core of this transition lies the developing notion of social commerce. Social commerce, a feature of electronic commerce (e-commerce), harnesses social networking platforms for facilitating numerous interactions and activities related to purchasing goods via the internet (Liang & Turban, 2011). This dynamic junction of social interactions and economic transactions has experienced tremendous expansion in recent years, heralding a new age of business potential. Projections show that the social commerce sector was prepared to rise to an anticipated value of around US\$80 billion by 2020, emphasizing its extraordinary ascen-

sion in digital commerce (Zafar et al., 2021). This increase illustrates not just the pervasiveness of social commerce but also its revolutionary potential in transforming the landscape of online retail and consumer participation. As social media platforms continue to expand and diversify, the synergistic link between social interactions and business is set to play an increasingly prominent role in the global economy. With the support of social media, consumers may now build relationships more promptly and participate in new types of engagement on numerous social platforms (Hennig-Thurau, 2004). This enables consumers to share information about their shopping experiences, interact with others during the purchase process, and even make direct purchases through some social commerce platforms (Liu et al., 2019).

Social commerce platforms also encourage customers to review, rate, recommend, and share their purchases, influencing others' purchase decisions (Hajli, 2015). Despite these improvements, there are minimal research that study the influence of social information on consumer buying choices. In the area of social commerce, reviews and ratings play a key role, providing consumers with a forum to offer their product opinion. This interchange of distinct opinions and experiences helps customers to make well-informed choices (Shadkam & O'Hara, 2013). This dynamic interaction not only develops a feeling of community but also increases the openness and trustworthiness of the social commerce ecosystem, eventually benefitting both customers and sellers. These social commerce platforms depend on social recommendations from customers who have firsthand experience with the products (Li et al., 2013). The notion of purchase intention, which signifies a consumer's cognitive inclination towards acquiring a particular product or service, is also pertinent in the realm of social commerce (Ling et al., 2010).

Customer engagement behaviors on social media have emerged as significant factors that strengthen relationships between businesses and customers (Ajiboye, 2019). This has become a focal point in both academic and business circles (Brodie et al., 2011). Social commerce has converted clients into proactive participants inside the digital marketplace, allowing them the capacity to join in promoting, selling, comparing, curating, and acquiring things (Shin, D. H., 2013). Prominent social networking sites like LinkedIn, Instagram, Facebook, and Twitter have been important in producing fresh company chances and boosting electronic sales transactions in the realm of social commerce (Liang & Turban, 2011). The growth of social commerce continues to surge each year, with social media, an integral part of Internet 2.0, revolutionizing information and communication flow and reshaping how users interact and build relationships (Vohra & Bhardwaj, 2019).

Sustainable consumption is described as "the utilization of goods and services that meet essential needs and enhance quality of life, while minimizing the consumption of natural resources, toxic substances, and the generation of waste and pollutants throughout the product or service's life cycle, in order to safeguard the needs of future generations" (Kilbourne et al., 1997). Over time, a rising number of consumers have expressed a willingness to embrace sustainable buying patterns (Tanner & Kast, 2003). However, this predisposition has not consistently converted into real purchase behavior (Young et al., 2010). Numerous research has revealed a limited association between customers' positive sentiments towards sustainable purchasing and their actual purchase behavior (Bar, 2003; Magnusson et al., 2001).

In Asian nations, research on sustainable buying behavior is sparse (Lee, 2014; Wang et al., 2014). Previous studies in the nation of India had largely focused on consumers' environmental attitudes (Joshi & Rahman, 2015). Only a few scholars have delved into the sustainable shopping habits of Indian consumers. To the best of the author's knowledge, there has been scarce research exploring consumer values and ethical decision-making in the realm of social commerce.

2. LITERATURE REVIEW

The development of electronic commerce in India is notable, with more people choosing to shop online due to discounts, convenience, and a wide selection of products. E-retail businesses use discounts as a key strategy to attract customers, employing various tactics like discount codes and incentive-based discounts (Nero & Raman, 2020). Personalizing sales offers based on purchasing habits is another method to entice clients.

Social networking sites play a crucial role in consumers' purchase decisions, as users share their views and experiences related to products or services online (Hajli, 2015). Social media 'likes' significantly influence purchase decisions and recommendations on connected e-commerce sites. However, relationships between consumers and sellers in the social commerce community can be difficult to sustain, leading to the "social bubble" phenomenon (Zhang et al., 2023). Research by Wang et al. (2014) delved into sustainable consumption determinants, including individual values, environmental awareness, social norms, and government policies. Similarly, Saeed et al. (2019) found that information about sustainability shared on social networks impacts consumers' willingness to purchase sustainable products. Consumers actively seeking sustainability-related information rely heavily on social media, influencing their purchasing intentions.

Nero & Raman (2020) highlighted the growing preference for online shopping due to discounts, streamlined purchasing processes, and a broad range of products. E-commerce enterprises use discounts and innovative strategies to attract a larger customer base. Hamli & Sobaih (2023) noted that product variety, payment methods, and psychological factors significantly influenced online shopping behaviors during the COVID-19 pandemic, whereas convenience and trust had a lesser impact. Saranchana Asanprakit & Tanpat Kraiwanit (2023) revealed that social, motivational, technological, platform, and economic factors influence the adoption of online social commerce platforms, with motivational factors being key mediators. These findings highlight the importance for stakeholders to adapt to the evolving s-commerce landscape, particularly in emerging economies like Thailand. Calvin et al. (2023) found that sales and promotion, reputation, and user experience positively influence consumer behavior in e-commerce, with after-sales service having less impact.

Sofiane Laradi et al. (2024) emphasized understanding customer behavior in social commerce, focusing on utilitarian and hedonic value, perceived privacy/security, customer trust, and purchase intention. Despite extensive research on the emotional, psychological, and societal factors affecting ecologically and socially aware buying patterns, there remains a gap in understanding the comprehensive factors influencing online s-commerce adoption (Saranchana Asanprakit & Tanpat Kraiwanit, 2023). Sofiane Laradi et al. (2024) also identified a gap in examining the impact of perceived privacy and security on trust and purchase intentions, calling for further research across different cultural contexts.

Additionally, there is a notable gap regarding sustainable choice behavior and consumer values in social commerce, particularly in ethical decision-making and sustainable buying habits of Indian consumers. This research gap highlights the need for comprehensive studies in this area. Moreover, the potential effect of spirituality on consumer behavior remains unexplored, presenting an opportunity to understand the interplay between spiritual beliefs and sustainable consumption choices. This underscores the necessity of considering a broader spectrum of influences, including spirituality, in guiding consumer decisions in the evolving digital landscape.

3. CONCEPTUAL FRAMEWORK AND HYPOTHESES DEVELOPMENT

The proposed research framework seeks to investigate the relationship between customer choice and sustained purchasing intention, drawing on insights from previous studies. Specifically, the framework integrates key constructs established in prior research, namely trust, purchasing behavior, and word-of-mouth (WOM) intentions, as highlighted by Kim & Park (2013). Additionally, the service recovery model, introduced by Spreng (1995), provides further theoretical underpinnings by elucidating the connection between satisfaction, repeat purchases, and WOM intentions. Building upon these foundations, the suggested model comprises four major constructs: convenience, intention, offerings, and trust. These constructs serve as the pillars of analysis, aiming to uncover the intricate interplay between customer preferences, purchase intentions, and sustained loyalty in the context of consumer decision-making.

To sufficiently present the framework for this investigation, Figure 1 visually illustrates the interrelationships among the four major constructs: convenience, intention, offerings, and trust. Each construct represents a critical dimension influencing customer choice and sustained purchasing intention. By delineating these relationships, the framework provides a structured approach to understanding the factors that drive consumer behavior and influence long-term purchasing decisions. Furthermore, the inclusion of theoretical insights from previous studies enhances the robustness of the framework, grounding it in established literature and contributing to its theoretical validity. Thus, the proposed research framework offers a comprehensive lens through which to analyze the dynamics of customer choice and sustained purchasing intention, paving the way for a deeper understanding of consumer behavior in the contemporary marketplace.

3.1. CONVENIENCE

Convenience is undeniably one of the primary factors driving online shopping. Unlike traditional offline shopping, online shopping offers various advantages centered around ease and efficiency, making it a significant incentive for customers to opt for digital purchasing (Omotayo & Omotope, 2018). Studies by Tarhini et al. (2018) and Omotayo and Omotope (2018) highlight that online customers are particularly attracted to the convenience offered by online shopping.

One of the key aspects of convenience in internet marketing is the provision of home delivery services. This feature allows consumers to receive their goods directly at their doorstep, eliminating the need to visit physical stores and thereby saving valuable time and effort. The ease and simplicity provided by online shopping have significantly contributed to the growth and popularity of e-commerce, making it an attractive option for customers seeking efficient and hassle-free shopping experiences.

Moreover, online shopping platforms often offer features such as easy navigation, quick check-out processes, and personalized recommendations, further enhancing the convenience factor. These features collectively reduce the time and effort required for shopping, making it a more appealing alternative compared to traditional shopping methods. The ability to shop at any time, access a wider variety of products, and compare prices effortlessly adds to the overall convenience, driving more consumers to prefer online shopping.

In essence, the convenience provided by online shopping is a major driver of its popularity. It transforms the shopping experience by offering time-saving and effortless options that align with the fast-paced lifestyles of modern consumers. This shift towards convenience is a critical factor in the sustained growth and widespread adoption of e-commerce.

H₁: Convenience exerts a favourable influence on consumer value and sustainable decision behavior in social commerce.

3. 2. INTENTION

The concept of purchase intention, rooted in the theory of planned behavior, has found significant applicability across various contexts. Typically used as a key metric to predict consumer behavior, it is important to recognize that convincing a customer to purchase a product can set off a series of subsequent actions (Shin, 2013). Social commerce platforms play a crucial role in this process by showcasing products that attract significant interest from potential consumers.

This phenomenon is closely linked to several underlying motivations. One of these is the desire for social validation, where individuals seek approval or affirmation from their peers regarding their purchasing decisions. Additionally, consumers often wish to educate others about products that have piqued their interest, sharing information and personal experiences that can influence the purchasing decisions of others. This educational aspect is particularly pronounced in social commerce, where user-generated content and reviews play a pivotal role.

Furthermore, social commerce fosters a sense of connection among users. By engaging with others on these platforms, consumers can build a community around shared interests and preferences, enhancing their overall shopping experience. This sense of connection can lead to increased trust and loyalty towards the platform and the products it offers. The act of purchasing and discussing products on social commerce platforms can manifest a feeling of pride. Consumers often take pride in their knowledge of products and their ability to make informed decisions. Sharing their purchases and experiences can be a way for them to express this pride and establish their identity within their social circles (Zhang & Benyoucef, 2016).

In summary, purchase intention in the realm of social commerce is driven by a complex interplay of factors including the desire for validation, the aim to educate others, the fostering of connections, and the expression of pride. Understanding these motivations is crucial for businesses looking to effectively engage with consumers and influence their purchasing behavior on social commerce platforms.

H₂: Intention exerts a positive influence on the customer value and sustainable choice behaviour in social commerce.

3. 3. OFFERS

In the context of social media, an “offer” refers to a promotional deal, discount, or incentive that businesses and brands share across various social platforms. This strategic approach aims to engage the target audience, attract potential buyers, and motivate them to perform specific actions, such as making a purchase or subscribing to a service.

These social media offers are typically communicated through posts, stories, or advertisements on platforms like Facebook, Instagram, Twitter, LinkedIn, and others. Users can interact with these offers by clicking on provided links, using exclusive discount codes, or following the instructions in the post or advertisement. Several strategies are employed to captivate customers and influence their purchasing decisions in the dynamic realm of social commerce, including: Discount Codes/Coupons, Giveaways/Contests, Flash Sales, Free Samples. These tactics leverage the interactive and viral nature of social media to shape purchasing choices and enhance customer engagement. By utilizing the unique features of each platform, such as Instagram’s visually appealing stories or Facebook’s targeted advertising, brands can effectively reach and influence their audience.

Social media offers are essential tools for businesses to engage with consumers, boost sales, and enhance brand visibility. Through well-crafted promotions, discounts, and incentives, brands can create compelling reasons for customers to interact with their products and services, ultimately driving growth and loyalty in the competitive landscape of social commerce.

H3: Offers makes a positive impact on the customer value and sustainable choice behaviour in social commerce.

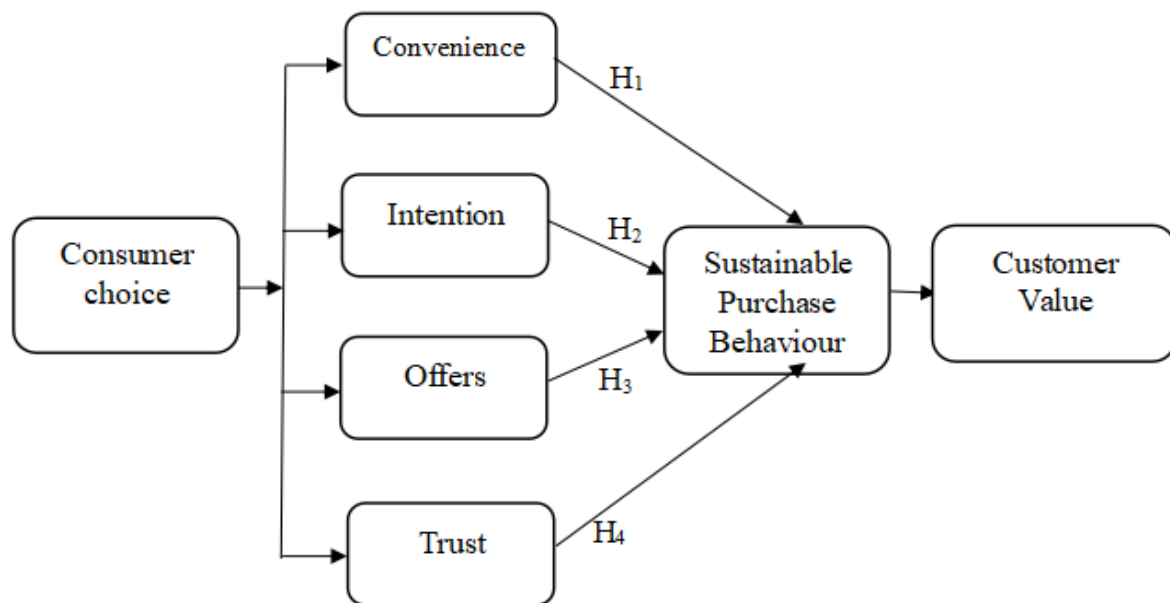
3. 4. TRUST

Trust serves as a vital pillar in the relationships between customers and sellers (Wu et al., 2010). According to Groß (2015), interpersonal trust is the cornerstone of commercial relationships. Nicolaou and McKnight (2006) argue that a shopping website providing timely, accurate, and responsive information fosters perceptions of competence, reliability, and compassion, thereby building trust in the source. Additionally, Bart et al. (2005) demonstrated that website interface qualities, such as style, presentation, and lack of errors, correlate with increased customer trust. Customers often perceive websites that project a professional image and offer quick, easy navigation as reputable. Consequently, higher interface quality—characterized by extensive and relevant content, a well-crafted layout, and visual appeal—supports heightened customer trust in social media platforms. Numerous studies have indicated that trust positively impacts purchase intention in the realm of social commerce (Akman & Mishra, 2017; Al-Adwan & Kokash, 2019; C. Liu et al., 2019).

Trust is fundamental in the relationship between customers and sellers, especially in social commerce. Websites that provide accurate information, exhibit a professional image, and offer user-friendly interfaces are more likely to earn customer trust, which in turn enhances purchase intentions.

H₄: Trust makes a positive impact on the customer value and sustainable choice behaviour in social commerce.

Figure 1



Source: (Primary data)

4. RESEARCH METHODS

4. 1. DATA ANALYSIS

A scientific approach to research methodology is critical for carefully evaluating the research challenge. This research is both descriptive and analytical in nature. The survey method is being used to gain valuable insights into customer value and sustainable choice behavior in Social Commerce. The primary data were collected from a total of 400 responses from individuals aged 18 and above, all of whom actively engaged with Facebook and other social commerce platforms. This initial sample aimed to capture a broad spectrum of user experiences and behav-

iors related to social commerce. However, during the data cleaning process, univariate outliers were identified and subsequently removed to ensure the reliability and validity of the analysis. After this rigorous cleaning, the final sample size was reduced to 383 respondents. This refined dataset was then utilized for the subsequent factor analysis. This step was essential to accurately identify underlying patterns and relationships within the data, thereby enhancing the robustness of the study's findings.

4. 2. SAMPLE AND DATA COLLECTION

Convenience sampling techniques were utilized for data collection, specifically targeting individuals who actively engaged with Facebook and other social commerce platforms on a regular basis. To gather responses, a web-based questionnaire was designed using Google Forms. This questionnaire was then distributed to respondents to capture their input.

In addition to distributing the questionnaire directly to respondents, the online form was also widely disseminated through social media channels and email. This strategy aimed to reach a broad and relevant audience, ensuring that the sample included individuals who were frequent users of social commerce platforms. By leveraging these digital distribution methods, the study was able to efficiently collect a substantial number of responses from the target demographic. This approach not only facilitated data collection but also enhanced the relevance and applicability of the findings to the population of interest.

Statistical Techniques

Leveraging the robust statistical capabilities of SPSS 22.0, data analysis encompassed several advanced techniques. Factor analysis was employed to elucidate the interrelationships among the constructs. This statistical method helped identify underlying patterns and dimensions within the data, providing a clearer understanding of how the constructs of convenience, intention, offers, and trust interact to influence customer value and sustainable choice behavior.

Descriptive statistics were utilized to summarize the socio-economic background information, providing a comprehensive demographic profile of the respondents. Additionally, reliability tests, such as Cronbach's alpha, were conducted to ensure the internal consistency of the questionnaire items. Inferential statistics, including correlation and regression analyses, were performed to test the hypotheses and explore the strength and direction of relationships between the constructs.

Table 1. Motivations for Using Social Commerce Platforms

S.no	Reasons	Frequency	Percentage
1.	Personal Use	172	44.9
2.	Business	37	9.7
3.	Educational Purpose	48	12.5
4.	Entertainment	40	10.4
5.	Updating knowledge	13	3.3
6.	Sharing Information	10	2.6
7.	Gaming	20	5.2
8.	Chatting	26	6.8
9.	Downloading	13	3.4

Source: (Primary data)

4. 3. INSTRUMENT DEVELOPMENT

The questionnaire was meticulously structured into three distinct sections to facilitate comprehensive data gathering and analysis. The initial section focused on eliciting socio-economic background information from social commerce users, offering crucial contextual insights into their demographics and preferences. This section aimed to capture essential details such as age, gender, education level, income, and geographic location, which are vital for understanding the diverse backgrounds of the participants and how these factors may influence their social commerce behavior.

The second section delved into assessing customer value. It aimed to understand the perceived value that users derive from engaging in social commerce. This included questions related to the benefits they perceive from convenience, the attractiveness of offers, the trust they place in the platforms and sellers, and their overall satisfaction with the shopping experience. A Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) was employed to capture nuanced responses, allowing participants to express the extent of their agreement or disagreement with various statements related to customer value.

The final section focused on sustainable choice behavior. This segment aimed to gauge the long-term purchasing intentions and loyalty of social commerce users. Questions explored their intentions to repurchase, recommend products to others, and continue using social commerce platforms in the future. The Likert scale was again utilized to capture detailed insights into the factors driving sustainable purchasing decisions.

By structuring the questionnaire in this systematic manner, the study aimed to dissect and understand the intricate interplay between convenience, intention, offerings, and trust—four pivotal constructs shaping consumer behavior in the social commerce landscape. Each construct was thoroughly examined to determine its influence on customer value and sustainable choice behavior.

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4. 4. DEMOGRAPHIC PROFILE

In the table below, the demographic characteristics of the participating respondents are displayed, providing a comprehensive overview of the sample population. The table includes various demographic factors such as age, gender, educational background, and frequency of social commerce platform usage. By examining these characteristics, we gain valuable insights into the diversity and representativeness of the respondents. This detailed demographic breakdown helps to contextualize the findings and ensures that the analysis takes into account the varied backgrounds and experiences of the participants. The demographic data is crucial for understanding the potential influences on respondents' behaviors and perceptions related to social commerce platforms.

Table 2. Respondent Demographic Information

Participant Profile (n=383)			
		Frequency	Percentage
Age	18-30 years	133	34.7
	31-40 years	181	47.3
	41-50 years	37	9.7
	Above 50 years	32	8.4
Gender	Male	192	50.1
	Female	191	49.9
Educational Qualification	School level	11	2.9
	Diploma	18	4.7
	UG Level	64	16.7
	PG Level	188	49.1
	Professionalist	102	26.6
Occupation	Student	79	20.6
	Professional	92	24.0
	Businessman	36	9.4
	Government Employed	45	11.7
	Non – Government	61	15.9
	Homemaker	41	10.7
	Others	29	7.6
Monthly Income	Below 10000	103	26.9
	10000 – 20000	90	23.5
	20001 – 30000	31	8.1
	30001 – 40000	20	5.2
	Above 40000	139	36.3
Internet Access	Less than 1 year	25	6.5
	2 – 3 years	62	16.2
	4 - 5 years	16	4.2
	Above 5 years	280	73.1

Source: (Primary data)

4. 5. MOTIVATIONS FOR USING SOCIAL COMMERCE PLATFORMS

Table 1 presents a classification of the motivations for using social commerce platforms, offering general insights into the reasons behind their use. Among the nine major categories, the primary motivation is Personal Use, accounting for 44.9% of responses. This is followed by Educational Purpose (12.5%), Entertainment (10.4%), and Business (9.7%). Other notable motivations include Chatting (6.8%), Gaming (5.2%), Updating Knowledge (3.4%), Downloading (3.4%), and Sharing Information (2.6%). These categories highlight the diverse ways in which users engage with social commerce platforms.

4. 6. FACTOR ANALYSIS AND RELIABILITY ANALYSIS

Factor analysis and reliability analysis were conducted to explore the underlying factors and assess the internal consistency of the items related to consumers' perceptions and behaviors towards social commerce platforms. Factor analysis revealed several distinct factors influencing consumers' decisions, such as the attractiveness of advertisements, ease of product understanding, trust in product quality, availability of discounts and offers, and the convenience of

payment methods. Overall, these analyses provide valuable insights into the key factors driving consumer behavior in the context of social commerce, offering a nuanced understanding of the factors influencing purchase decisions and perceptions of online shopping platforms.

4. 7. KAISER-MEYER-OLKIN (KMO) AND BARTLETT'S TEST

The Kaiser-Meyer-Olkin (KMO) measure is an indication of how well suited the sample data for factor analysis. It is the ratio of the total of the squared correlations for all variables in the analysis to the squared correlations of all variables plus the sum of the squared partial correlations for all variables. The denominator of this ratio grows with the variance that is unique to pairs of variables (partial correlations), making the value of KMO smaller than one. Small values of KMO imply that factor analysis may not be suitable for the data Table 4 Kaiser (1974) argues that values of 0.9 or above are fantastic while values below 0.5 are unsatisfactory.

Bartlett's Test of Sphericity evaluated the null hypothesis that the correlation matrix an identity matrix (all the values in the diagonal are 1 and all the off-diagonal values (correlations) are zero) which would indicate no relationships among the variables, and thus no basis on which to proceed with factor analysis. A substantial test result permits us to continue with the factor analysis.

Table 4. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.874
Bartlett's Test of Sphericity	Approx. Chi-Square	6030.374
	df	171
	Sig.	.000

Source: (Primary data)

4. 8. COMMUNALITIES

Communalities serve as indicators of the proportion of variability within variables that has been accounted for by the extracted components in a statistical analysis, such as factor analysis. To illustrate, consider Trust in the product, which may be attributed to 81.8% of the variation, suggesting that a large portion of the variability in respondents' trust perceptions can be explained by the underlying factors identified. Similarly, the statement "I feel more information in one window" is accountable for 54.8% of the variance, indicating that this particular aspect contributes significantly to the overall variance in respondents' perceptions or experiences.

Table 5. Communalities

	Initial	Extraction
I feel more information in one window	1.000	.548
Repeated advertisement changed my mind	1.000	.662
Attractive advertisement	1.000	.811
Picture view of product influence me	1.000	.675
Easy to understand the usage of the product	1.000	.802
Recommend from known persons	1.000	.682
Trigger me for repeated purchase	1.000	.768
Trust of the product	1.000	.818
Guarantee buying	1.000	.681
I easy to find fake product	1.000	.806
I have familiar with a product	1.000	.722
I feel comfortable in buying	1.000	.795
I feel wide selection of product	1.000	.687
Easy return policy	1.000	.569
Easy comparison of product	1.000	.729
Received valid copen code	1.000	.803
I feel offer reached correct time	1.000	.719
I feel festival offer attract me	1.000	.694
Offered product quality was good	1.000	.749
Extraction Method: Principal Component Analysis.		

Source: (Primary data)

4. 9. TOTAL VARIANCE EXPLAINED

The following section provides comprehensive details regarding all extractable components, presenting their corresponding eigenvalues, the percentage of variance attributed to each component, and the cumulative variance explained by each factor in addition to the preceding factors. It's noteworthy that the primary component elucidates 51.04% of the total variation observed in the dataset, indicating its substantial explanatory power. The second component accounts for 9.48% of the variance, followed by the third and fourth components, which contribute 6.12% and 5.56%, respectively. Importantly, no statistical significance is observed in the remaining variables, suggesting that these factors do not significantly contribute to the overall variance in the analysis.

Table 6. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.699	51.046	51.046	9.699	51.046	51.046	3.627	19.090	19.090
2	1.801	9.480	60.526	1.801	9.480	60.526	3.623	19.071	38.161
3	1.164	6.127	66.653	1.164	6.127	66.653	3.433	18.067	56.228
4	1.057	5.563	72.216	1.057	5.563	72.216	3.038	15.988	72.216
5	.938	4.938	77.154						
6	.727	3.827	80.981						
7	.592	3.117	84.098						
8	.528	2.780	86.878						
9	.409	2.152	89.029						
10	.361	1.898	90.927						
11	.320	1.686	92.613						
12	.292	1.537	94.150						
13	.262	1.382	95.532						
14	.218	1.147	96.679						
15	.170	.895	97.573						
16	.139	.733	98.307						
17	.123	.645	98.952						
18	.110	.579	99.530						
19	.089	.470	100.000						

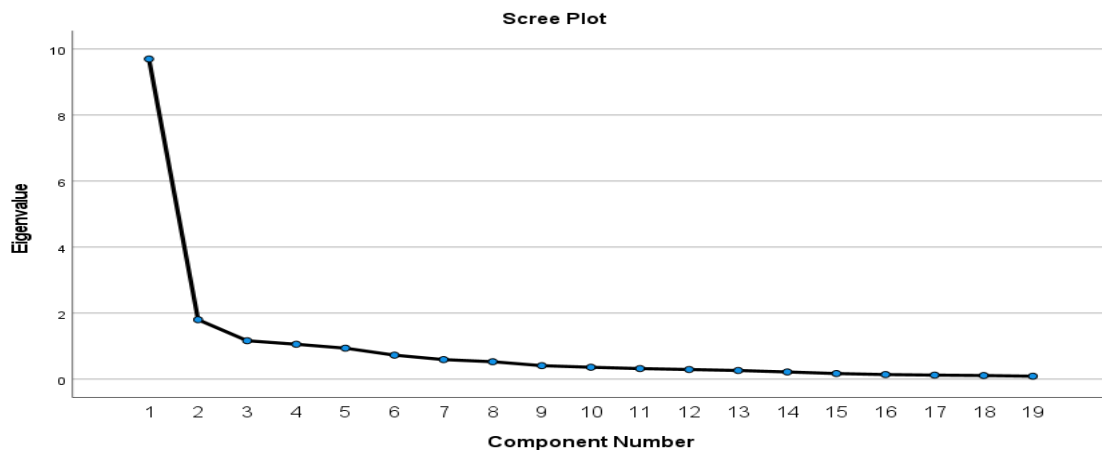
Extraction Method: Principal Component Analysis.

Source: (Primary data)

4. 10. SCREE PLOT

The scree plot graphically depicts eigenvalues plotted against all factors. It acts as a great tool for choosing how many elements should be maintained. The key juncture is when the curve starts to level off.

Figure 2



Source: (Primary data)

4. 11. EIGENVALUE

This metric represents the normalized spread associated with a particular component or factor in the analysis. It's important to note that the sum of eigenvalues does not necessarily equal the number of items included in the analysis. This is because each item contributes one unit to the overall variance, and eigenvalues reflect the extent of variance explained by each component, which may vary.

4. 12. ROTATED COMPONENT (FACTOR) MATRIX

Rotation is employed with the aim of mitigating situations where the measured variables exhibit high loadings. Although rotation does not alter the fundamental structure of the data, its primary objective is to enhance the interpretability and comprehensibility of the research findings. By adjusting the orientation of the axes in multidimensional space, rotation facilitates the identification of clearer and more distinct patterns among the variables, thereby aiding in the extraction of meaningful insights from the data.

Table 7. Rotated Component Matrix

	Component			
	1	2	3	4
I feel comfortable in buying	.795			
Easy to understand the usage of the product	.748			
I feel wide selection of product	.693			
Easy comparison of product	.625			
I feel more information in one window	.607			
Received valid coupon code		.812		
I feel offer reached correct time		.782		
Offered product quality was good		.657		
Easy return policy		.634		
I feel festival offer attract me		.529		
Attractive advertisement			.844	
Repeated advertisement changed my mind			.748	
Picture view of product influence me			.726	
Trigger me for repeated purchase			.705	
I easy to find fake product				.746
Trust of the product				.704
I have familiar with a product				.665
Guarantee buying				.590
Recommend from known persons				.571
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 9 iterations.				

Source: (Primary data)

The various studies on factors influencing e-commerce and social commerce provide a comprehensive understanding of the elements shaping consumer behavior and platform adoption. Here is a detailed summary of the findings from each study (Maia et al., 2018) discusses the factors influencing e-commerce in Pakistan, focusing on the growth of internet access, the impact of information and communications technology (ICT), the role of e-commerce in the ICT industry,

customer loyalty, and the importance of trust in e-commerce. (Aslam et al., 2019) discusses three main factors that influence consumers' purchasing intentions in social commerce: social support, social presence, and relationship quality. Social support refers to the care and support that individuals receive from others, which can be informational or emotional. Social presence plays a vital role in bridging the gap between members and consumers in social commerce platforms.

(Rashid et al., 2020) discusses the factors influencing consumers' participation in social commerce. It mentions that the trustworthiness of information shared by members, the ability to obtain the best prices, and the exchange of information about products and services are key factors driving participation.

(Saranchana Asanprakit & Tanpat Kraiwanit, 2023) discusses the integrating five variables: social factors, motivational factors, technological factors, platform characteristics, and economic factors. Additionally, motivational factors play a key role in mediating the relationships between these factors and platform adoption.

(Calvin et al., 2023) examine the factors such as sales and promotion, a favourable reputation of the e-commerce retailer, and a satisfactory user experience positively influence consumer behavior in e-commerce platforms. (Hamli & Sobaih, 2023) explores factors influencing consumer decisions, such as product variety, convenience, trust, payment methods, and psychological factors. The study found that product variety, payment methods, and psychological factors significantly influenced online shopping behaviors, while convenience and trust factors had a lower impact. (Sofiane Laradi et al., 2024) aims to explore factors such as utilitarian value, hedonic value, perceived privacy/security, and trust, is essential for retailers aiming to enhance consumer experience and access social connections.

Upon examining the above table, it becomes evident that the first rotated factor, Factor 1, elucidates strong correlations among variables such as 'I feel comfortable in buying,' 'Easy to understand the usage of the product,' 'I feel wide selection of product,' 'Easy comparison of product,' and 'I feel more information in one window,' with loadings of 0.795, 0.748, 0.693, 0.625, and 0.607, respectively. This factor can be interpreted as 'Convenience,' signifying a combination of several characteristics that make the shopping experience easier and more user-friendly.

Moving on to Factor 2, it is clear that 'Received valid coupon code,' 'I believe offer reached proper time,' 'Offered product quality was decent,' 'Easy return policy,' and 'I feel festival offer draw me' display loadings of 0.812, 0.782, 0.657, 0.634, and 0.529, respectively. These variables can be grouped under the category 'Offers,' reflecting the impact of promotional deals and discounts on customer behavior.

Factor 3 shows that 'Attractive Advertisement,' 'Repeated advertisement influenced my decision,' 'Picture view of product affect me,' and 'Trigger me for repeated buy' contain loadings of 0.844, 0.748, 0.726, and 0.705, respectively. These correlations suggest a factor that can be labelled 'Intention,' which captures the influence of marketing and visual stimuli on customers' buying decisions and their propensity for repeat purchases.

In the case of Factor 4, it is apparent that 'Easy to discover fake product,' 'Trust of the product,' 'I am acquainted with the product,' 'Guarantee of purchase,' and 'Recommendation from known individuals' hold loadings of 0.746, 0.704, 0.665, 0.590, and 0.571, respectively. These components can be combined based on their similar qualities to form a composite factor referred to as 'Trust.' This factor highlights the importance of product authenticity, brand familiarity, purchase guarantees, and recommendations in building customer trust.

In conclusion, the highlighted elements—Convenience, Offers, Intention, and Trust—play crucial roles in shaping customer preferences and influencing sustainable decision-making behavior within social commerce networks. Each factor encompasses a set of characteristics that collectively

contribute to a comprehensive understanding of consumer behavior in this context. Convenience enhances the ease of the shopping experience, Offers provide valuable incentives, Intention reflects the impact of marketing efforts, and Trust underscores the importance of reliability and authenticity. Together, these factors offer a robust framework for analysing and predicting customer behavior in social commerce.

Table 8. Component Transformation Matrix

Component	1	2	3	4
1	.532	.521	.475	.469
2	-.334	-.532	.750	.209
3	.640	-.296	.259	-.660
4	-.442	.599	.381	-.549
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.				

Source: (Primary data)

Table 9. Reliability analysis

Factor	Reliability Statistics			Scale Statistics		
	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items	Mean	Variance	Std. Deviation
Factor 1: Convenience	.878	.881	5	18.63	20.355	4.512
Factor 2: Intention	.882	.884	5	17.73	21.176	4.602
Factor 3: Offers	.853	.857	4	13.09	14.549	3.814
Factor 4: Trust	.878	.879	5	16.77	21.989	4.689

Source: (Primary data)

5. DISCUSSION

The fundamental purpose of this present study is to increase our grasp of the elements that drive sustainable consumer decision-making inside social commerce networks, an area that has received minimal earlier research. This paper delivers major theoretical and practical advances in this sector. The investigation found that customer decision-making is particularly connected with four important determinants: convenience, intention, offers, and trust. The primary purpose of this study was to obtain insight into the elements affecting sustainable customer decisions in social commerce networks.

The findings confirm that consumers are more inclined to choose the first option due to its convenience. They feel comfortable when making a purchase because the product's usage is easy to understand. Additionally, the wide selection of products allows for easy comparisons, and the presentation of comprehensive information in a single window contributes to this comfort in decision-making. The factor variables, namely "I feel comfortable in buying", "Easy to understand the usage of the product", "I feel wide selection of product", "Easy comparison of product", "I feel more information in one window" collectively fall under the domain of convenience.

Second, the result demonstrated that intention factor significantly enhancing consumer choice behaviour in social commerce. Moreover, the study's results underscore the major influence of the intention element on moulding customer decision-making in the setting of social commerce. Several factor variables were identified as influential, including the receipt of valid discount codes, a sense that the offers reached them at the right time, the perceived good quality of the offered products, the presence of an easy return policy, and the appeal of festival-related offers. Factor variables including "Received valid coupon code", "I feel offer reached correct time", "Offered product quality was good", "Easy return policy", "I feel festival offer attract me" are subsumed with the category of intention.

Third, the result demonstrated that offers factors significantly improving consumer choice behaviour in social commerce. Offers factors refer to the various elements or characteristics of product promotions, discounts, deals, or incentives that influence consumer decision-making and behavior. These factors are designed to attract and persuade consumers to make a purchase. The term encompasses a range of strategies and features that are used to create value for consumers and encourage them to take action. The factor variables encompassing "Attractive advertisement", "Repeated advertisement changed my mind",

"Picture view of product influence me", "Trigger me for repeated purchase" are categorized within the scope of offers.

Finally, factor revealed that trust factors significantly elevating consumer choice behaviour in social commerce. The trust factor is a critical aspect of consumer decision-making and behavior. It relates to the level of confidence and assurance a consumer feels toward a product, brand, or platform. Establishing trust is essential for businesses to build strong relationships with consumers and encourage them to make purchasing decisions. The factor variables denoting "Easy to find fake product", "Trust of the product", "I have familiar with a product", "Guarantee buying", "Recommend from known persons" are all encapsulated within the sphere of trust.

6. CONCLUSIONS

India stands as one of the world's largest consumer markets with substantial potential for sustainable goods. However, sustainable marketers encounter challenges in engaging Indian shoppers due to a scarcity of data concerning sustainable purchasing practices (Joshi & Rahman, 2019). This present study contributes to existing research by examining the factors that impact sustainable consumer decision-making in social commerce networks. The authors advocate that sustainable purchasing behavior should be ingrained in societal mindset, rather than merely treated as a marketable or advertisable concept.

This study has explored the intricate interplay between customer value and sustainable choice behavior within the dynamic landscape of social commerce networks. Through a comprehensive analysis of factors such as convenience, intention, offers, and trust, we have gained valuable insights into the mechanisms that drive consumers' decisions in this evolving digital era. The outcomes of this investigation add to a greater understanding of the dynamics at play.

The rise of social commerce has marked a paradigm shift, placing consumers at the centre of the digital marketplace. Our analysis underscores the paramount significance of customer convenience in influencing purchasing choices. Convenience is not only a convenience element but a vital motivator that impacts how customers perceive and interact with goods and services. The ease of understanding product usage and the availability of comprehensive information in a single window significantly impact consumer comfort, encouraging them to make informed choices.

The study illuminates the pivotal role of consumer intentions in shaping sustainable choice

behavior. Consumers' intentions act as a powerful force, driving their preferences and actions within the realm of social commerce. The alignment of businesses' marketing strategies with consumers' intentions can lead to more resonant engagement, higher satisfaction, and a more meaningful connection between brands and consumers.

The impact of offers and promotional strategies on consumer choice behavior is evident. The attraction of discounts, festival offers, and product quality performs a key part in attracting customer attention and influencing their selections. The timing of offers and their relevance to consumer needs further highlight the importance of a well-planned promotional approach. However, it's noteworthy that while offers may attract initial attention, trust and perceived value are essential to sustain customer loyalty beyond a single transaction.

Perhaps among the more striking outcomes of this research is the unquestionable influence of trust in affecting customer behavior. Trust is the bedrock on which sustainable relationships between businesses and consumers are built. Establishing trustworthiness is not confined to product quality alone but extends to factors such as authenticity, familiarity, and reliability. Social commerce platforms that prioritize creating a sense of trust are more likely to foster enduring customer relationships and encourage repeated sustainable choices.

6. 1. IMPLICATIONS FOR PRACTICE AND POLICY

The implications derived from this study are substantial for businesses navigating the complex landscape of social commerce. Strategic marketing initiatives should centre around enhancing convenience, aligning with consumer intentions, crafting irresistible offers, and cultivating trust. Online brand communities offer a platform for direct engagement, which can aid in building trust and familiarity.

From a policy standpoint, promoting transparent and ethical practices within the social commerce sphere is imperative. Regulatory bodies can work towards creating an environment where consumer rights are upheld, misleading practices are curbed, and sustainable consumption is encouraged.

6. 2. FUTURE AVENUES FOR RESEARCH

This work, in other words has offered useful insights into essential components of sustainable decision-making in social commerce, there are interesting topics for additional exploration. Exploring the fundamental psychological and emotional elements driving consumer decisions, investigating the impact of influencers and peer recommendations, and assessing the implications of developing technological trends provide promising paths for future research.

In conclusion, our research deepens our comprehension of the delicate interaction between consumer value and sustainable decision-making in social commerce networks. Through an in-depth assessment of convenience, intention, offers, and trust, we contribute to a thorough knowledge of how customers traverse this digital terrain. The information obtained from this research gives practical assistance for companies, improves scholarly discourse, and supports a more sustainable and consumer-centric approach to social commerce.

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