



Social Commerce

Prof. Dr. Simon Fauser

Faculty Int. Business
Heilbronn University
Heilbronn

Prof. Dr. Marco Schmäh*

Marketing and Sales Management
ESB Business School, Reutlingen

Ali Celik MA

Supply Chain Manager/Teamlead Customer Service
Apontis Pharma, Monheim

Dr. Manuel Kern

Hitachi Solutions
CRM Leader, Freiburg

Alessandro Sibilio

MSc, OEM Liaison Manager
Petronas Lubricants International

Christina Weidemann

Research Assistant Int. Management
ESB Business School, Reutlingen
German

*Correspondence author: Marco.Schmaeh@Reutlingen-University.DE

ABSTRACT

The concept of “social commerce” refers to a synthesis of e-commerce and social media. Despite the rapid growth in users of and revenues from social commerce, so far little in-depth research has been conducted in Germany on this topic. The goal here, therefore, is to conduct schematic research of the literature and an online survey of German consumers to analyze the potential opportunities for companies.

Status of Social Commerce

Given the increasing networking opportunities that digitization provides as well as the low cost of procuring a variety of computers, ever more people have access to an increasing flow of information. The number of internet users in 2021, for example, rose to approx. 4.9 billion people worldwide, and of these 4.2 million used social media (Statista 2022a).

However, this constant accessibility of data confronts businesses with new marketplace rules (Kollmann, 2019, p. 6). At the center of this change is the consumer, whose buying behavior, along with the shift of social relationships to the digital world, has had a critical influence on digital trends. (Heinemann, 2021, p. 2). As a consequence, longstanding purchasing processes have undergone significant changes. Businesses have in turn been forced to adapt their marketing and sales channels to remain competitive and economically viable.

One answer to new customer needs is social commerce. In contrast to other growth markets, such as trailblazers like China and the US (Statista 2021b), so far very little relevant research has been conducted in Germany. Therefore, the goal of this study relating to social commerce trends is to analyze the

potential opportunities available to businesses concerning German consumers.

1. Defining Social Commerce

According to Kreutzer (2021, p.584-585), social commerce is an equal mix of social media and e-commerce. Ceyn and Scupin (2013, p. 152) describe social commerce as a particular form of e-commerce through which social networks become a sales channel with transaction capacities. The authors also stress that social commerce makes it possible for businesses to maintain customer relationships over the long term, thereby increasing the chances of successfully binding targeted groups of customers to products or services. The focus, then, is on personal relationships and active interaction between businesses and customers.

There is a variety of social commerce platforms that differ in terms of substance and involve a range of different business models. Pioneers in the sale of products and services via social media platforms include Instagram and Facebook (Heinemann, 2021, p. 283). The key properties of social media platforms lie in user communication. User-generated content is used to gain access to customer needs. By collecting external user data, it is possible to tailor products and services to the



individual consumer, thereby enhancing buying potential (Stallmann & Wagner, 2015, p. 67).

2. Existing Social Commerce Applications

In the following, we acquaint you with how current social commerce applications operate and the opportunities they present. The focus here was on the most widely used social media in Germany (Statista, 2022d). In presenting these social commerce applications, we are drawing on their respective websites, since current features and newly developed tools are not yet included in the literature on the topic.

The global company Meta encompasses the three largest commerce applications: Facebook, Instagram, and Whatsapp. Businesses can use Facebook and Instagram to set up online shops and upload products to a catalog (Meta, 2022a). This is one means of reaching out to customers, responding to customer queries, and performing other customer service activities. The Commerce Manager tool supports these activities by centralizing the management of online shops on Facebook, Whatsapp, and Instagram to achieve business objectives such as building an image, increasing sales, and expanding outreach (Meta, 2022b).

TikTok is, in essence, a social network that incorporates music videos and is used primarily by young users between the ages of 13 and 18 (Heinemann, 2021, p. 286). Once the app has been set up and a company profile has been created, you can link to other social networks using the TikTok code. The TikTok business account offers businesses a public profile and a variety of marketing tools (TikTok, 2022).

Although Snapchat is not quite a social commerce app and instead simply provides a link to a homepage, it is nevertheless being profiled here. The reason is the function of Snapchat Augmented Reality (Snapchat, 2022). This involves

overlaying on-screen images such as photographs, live videos, or TV broadcasts with virtual information, such as text, 3D images, pictures, and videos. This feature lets businesses upload their products to Snapchat as 3D models and AR images so that customers can try them out like they would in the real world. A camera is used to project the 3D model at the proper position on the screen. Using the AR image feature, the product is incorporated into a photograph provided by the user.

According to Heinemann and Glaser (2016, p.41), Pinterest is likewise active in social commerce. The concept behind Pinterest is characterized as a combination of catalog and lifestyle magazines. Users create so-called pinboards on the platform (Heinemann, 2018, p.163). These pinboards are uploaded from the web onto Pinterest to interact with other users. Businesses can use the opportunities Pinterest provides by linking users from the pinboard directly to their shop website. (Kreutzer, 2021, p.471). Moreover, verified dealers can communicate additional information about brand value on their profile and show identification with other communities (ibid.).

3. Empirical Research

Below is a list of relevant reference works relating to social commerce (see Table 1). We developed hypotheses based on the publications analyzed. To verify the hypotheses relative to the status quo in Germany, an online questionnaire was employed as part of a hypothetical-deductive study of German consumers. The data collected to test the hypotheses were then evaluated using the online statistics calculator DATAtab and Excel. Where the results were consistent, the hypothesis was considered significant and thus verified (Kromrey, Roose & Strübing, 2016, pp. 24-31).

Table 1. Categorization of research status

Category	Subject Matter	Publications
User behavior	Consumer/customer purchasing decisions in the s-commerce environment as well as examination of influences that underlie purchasing decisions, such as trust, honesty, and stimulus	Beyari & Abareshi (2018)
		Kumar, Salo & Hongxiu Li (2019)
		Fu, Xu & Yan (2019)
		Hu, Chen & Davidson (2019)
		Lin, Wang & Hajli (2019)
		Chen, Zhu, Mantrala & Wang (2021)
Sahoo & Roy (2021)		
NetworkAnalysis	Attributes of social media and their effects on s-commerce, users, and businesses	Ooi, Hew & Lin (2018)
		Sura & Ahn (2019)
		Abou, Ali & Mostapha (2021)
Business Performance	The effects of s-commerce on business performance, e.g.. effects on a company's market value	Li, Larimo & Leonidou (2021)
Social Processes	Social processes in s-commerce activities and commercial user activities in social media	Alalwan et al. (2019)
		Riaz et al. (2021)
Planning and Designing a Website	Design processes and attributes of s-commerce websites that, for example, describe the principles and design models for s-commerce websites aimed at boosting transactions	Zhang, Liu & Ho (2020)



3.1 Hypothesis Development

The bulk of the studies listed in Table 1 provided evidence that trust in social commerce is associated with customer satisfaction and intention to buy. Subjective persuasion of individuals leads to trust in objects, such as groups, organizations, or websites and forms the foundation of consumer trust (Lin et. al., 2019, pp. 335-337). This in turn increases customer satisfaction. According to Beyari and Abareshi (2018, pp. 58-59) and Sahoo and Roy (2021, p. 249), a customer who is satisfied with a product also has a high degree of trust in the company from which the product was purchased. The following hypotheses were derived from these findings:

H1a Trust in social commerce is positively correlated with e-commerce satisfaction.

H1b Trust in social commerce is positively correlated with purchasing behavior.

H2 E-commerce satisfaction is positively correlated with purchasing behavior.

H3 Social support is positively correlated with trust in social commerce.

H4 The quality of information is positively correlated with trust in social commerce.

3.2 Methodology and background on random sampling

The online survey was conducted from 07/15 to 07/21/22 via the SoSci Survey platform. Test subjects were only allowed to fill out the questionnaire once. A total of 190 people completed the questionnaire.

Table 2. Descriptive analysis of demographic data (n=190)

Demographic data from random sample		Absolute	Relative
Sex	M	81	43%
	F	109	57%
Age	18-19	14	7%
	20-29	111	58%
	30-39	43	23%
	40-49	9	5%
	50-59	3	2%
	60	10	5%
Education	Did not graduate	3	2%
	Secondary or Middle School Diploma (Vocational or) university-qualifying high school diploma	21	11%
	Vocational training	48	25%
	College or university degree	33	17%
Have you ever ordered anything on a social-commerce platform?	Several times a week	85	45%
	Once a week	6	3%
	Several times a month	0	0%
	Once a month	22	12%
	Several times a year	0	0%
	Never	101	53%
How many hours do you spend on average on social media?	Less than 1 hour	61	32%
	1 hour	14	7%
	2 hours	9	5%
	3 hours	44	23%
	More than 3 hours	34	18%
	None	84	44%
Which of the following social commerce platforms are you familiar with? (multiple answers allowed)	Facebook	5	3%
	Instagram	157	83%
	TikTok	163	86%
	Snapchat	136	72%
	Pinterest	120	63%
Which of the following types of goods could you imagine yourself purchasing from a social commerce-platform?	Facebook	96	51%
	Clothing and shoes	87	46%
	Jewelry and watches	15	8%
	Electronic products	10	5%
	Household goods and devices	9	5%
	Furniture, lamps and decorative items	10	5%
	Books, e-books and audio books	10	5%
	Food	5	3%
	Beauty products	21	11%
	Toiletries	2	1%
	Hobby and leisure products	10	5%
	Toys	4	2%
Health and wellness products	7	4%	



3.3 Analysis of the results

After analyzing the demographic data, the mean, standard deviation, and variance were calculated for the items (see Table 3). Backhaus, Erichson, Gensler, Weiber und Weiber (2018, p. 435 et seq.) recommend applying factor analysis to reduce a large number of independent variables to a smaller

number of factors. A correlation index was created at the outset to establish their suitability. This identified positive correlations allowing for a reduction of factors. For this purpose, additional calculations of the items were performed, namely commonality and rotating component matrix.

Table 3. Descriptive analysis, commonality and rotated component matrix

n= 190	Mean	Standard Deviation	Variance	Extraction Commonality	Rotated Component Matrix (varimax)
Info. Support: Properly assessing the products I want to buy.	5.12	1.71	2.92	0.84	0.92
Info. Support: buying the right products.	5.11	1.71	2.93	0.88	0.94
Info. Support: Obtaining assistance with my purchasing decision.	5.28	1.76	3.1	0.86	0.93
Emotional. Support: encourages me in making purchasing decisions.	5.12	1.85	3.42	0.86	0.93
Emotional. Support: gives me the assurance needed to make purchasing decisions.	5.04	1.82	3.29	0.88	0.94
Emotional. Support: makes online shopping more enjoyable(reversed)	4.8	1.99	3.96	0.81	0.9
Quality of information: correct.	4.71	1.93	3.72	0.86	0.93
Quality of information: relevant.	4.81	1.82	3.31	0.86	0.93
Quality of information: thorough.	4.66	1.94	3.77	0.86	0.93
Quality of information: reliable.	4.58	1.97	3.87	0.87	0.93
Quality of information: easy to use.	5.15	1.8	3.24	0.82	0.9
Quality of information: up-to-date.	5.06	1.82	3.31	0.78	0.88
Trust in social commerce platforms: The services provided by social commerce platforms always meet my expectations.	4.67	1.94	3.77	0.88	0.94
Trust in social commerce platforms: One can count on social commerce platforms to be good websites.	4.66	1.95	3.79	0.87	0.93
Trust in social commerce platforms: Social commerce platforms are trustworthy.	4.67	1.96	3.85	0.89	0.94
Trust in social commerce platforms: The services provided by social commerce features always meet my expectations.	4.67	1.99	3.95	0.89	0.95
Trust in social commerce platforms: Social commerce features can be considered good features.	4.82	1.85	3.42	0.85	0.92
Trust in social commerce platforms: Social commerce features are trustworthy.	4.79	1.87	3.48	0.88	0.94
Trust in social commerce platforms: is honest.	4.46	2.01	4.03	0.86	0.93
Trust in social commerce platforms: always concerned for others.	4.34	2.03	4.11	0.87	0.93
Trust in social commerce platforms: reliable.	4.52	1.97	3.87	0.87	0.94
Trust in social commerce platforms: provide good comments and ratings.	4.75	1.98	3.94	0.79	0.89
Satisfaction: I am generally satisfied by my experience with social commerce platforms.	4.9	1.86	3.48	0.94	0.97
Satisfaction: I am generally happy my experience on social commerce platforms.	4.74	1.89	3.58	0.93	0.96
Satisfaction: I feel secure in my experience on social commerce platforms.	4.69	1.98	3.92	0.91	0.95
Purchasing behavior: I ordinarily buy products on social commerce platforms.	4.45	2.16	4.68	0.93	0.97
Purchasing behavior: I often buy products on social commerce platforms.	4.18	2.22	4.94	0.92	0.96
Purchasing behavior on social commerce platforms: I would like to buy products on social commerce platforms.	4.54	2.14	4.6	0.9	0.95



Attention here is directed to the constructs of social support and trust in social commerce. In this model, social support is comprised of informational and emotional support, just as trust in social commerce consists of trust in social commerce platforms, social commerce features, and social commerce consumers. Factor loading was determined using total scales that generate the mean of the rotating components using varimax rotation within the factor. The results show a positive correlation. The factor loading for informational support is .93 and the factor loading for emotional support is .92. Furthermore, trust in social commerce correlates with the respective variables, because the factor loading is .94 for social commerce platforms, .94 for social commerce features, and .92 for social commerce consumers. Based on these results it can be concluded that there are high factor loadings within the constructs.

In addition, reliability or consistency within a scale was tested using Cronbach's alpha. This makes it possible to test the correlation between social support and purchasing behavior by

analyzing emotional and informational support with trust in platforms, their features, and consumers. The mean value index of the constructs was therefore generated and then tested concerning the reliability of the items using Cronbach's alpha. The smallest alpha value is .95, which means the items can be interpreted as excellent according to George and Mallory (2003).

Subsequent regression analysis is shown in Table 5. Hypothesis H1a and therefore the correlation between trust in social commerce and satisfaction with social commerce is significant ($R^2=.86$, $\beta=.93$, $p<.001$). Hypothesis H1b was likewise verified, showing the correlation between trust in social commerce and purchasing behavior ($R^2=.82$, $\beta=.91$, $p<.001$). Hypothesis H2 regarding the correlation between satisfaction with social commerce and purchasing behavior was also supported ($R^2=.78$, $\beta=.88$, $p<.001$). Lastly, because of trust in social commerce in connection with social support ($R^2=.75$, $\beta=.87$, $p<.001$) as well as the quality of information ($R^2=.84$, $\beta=.91$, $p<.001$), hypotheses H3 and H4 were also considered as significant.

Table 4. Hypotheses validation

Hypotheses	R	R ²	Beta	t	p	Significance
H1a SC trust-> SC satisfaction	0.93	0.86	0.93	34.34	< 0.001	supports
H1b SC trust-> SC purchasing behavior	0.91	0.82	0.91	29.26	< 0.001	supports
H2 SC satisfaction-> SC purchasing behavior	0.88	0.78	0.88	25.87	<0.001	supports
H3 Social support -> SC trust	0.87	0.75	0.87	23.70	<0.001	supports
H4 Quality of information -> SC trust	0.91	0.84	0.91	30.92	<0.001	supports

4. Implications for businesses

Current research and findings from empirical research indicate that the status of social commerce with German consumers can be characterized as demonstrating potential promise. 68% of the test persons surveyed have already placed an order via social commerce platforms. Moreover, 85% of test persons spend at least two hours on social media daily. For businesses, it is therefore imperative that they evaluate their social media presence and content (Riaz et al., 2021, p.111). For managers, it is important to develop online communities to acquaint themselves with the needs, ideas as well as criticisms of potential consumers. The data analyzed also indicate that social media platforms have not yet reached a saturation point and present opportunities for businesses to generate greater reach via social media platforms.

The survey as well as research findings demonstrated that trust in social commerce was a significant element of factors influencing German consumers (Beyari & Abreshi, 2018; Lin et al., 2019; Riaz et al, 2021). Social commerce differs significantly from e-commerce in terms of the human element because the consumer has priority rather than the product or the business (Riaz et al., 2021, p. 111). Furthermore, it can also be concluded from the survey results that informational and emotional support as well as good quality information bolsters trust in social commerce. This means that the consumer's access to information about products or businesses is fast, simple, and transparent.

Businesses can boost sales by creating a pleasant atmosphere in which users practice mutual social support and exchange qualitative information among themselves. It is important in this regard to employing a moderator, who can steer this intensive exchange of information (Lin et al. 2019, p. 353). Moderators can respond to customer requests for assistance and handle problems they encounter. This can consolidate customer satisfaction, which can in turn directly affect purchasing behavior. In addition to directly influencing a satisfied customer's transaction, recommendations by these customers can lead indirectly to other sales (Beyari & Abreshi, 2018, p. 69).

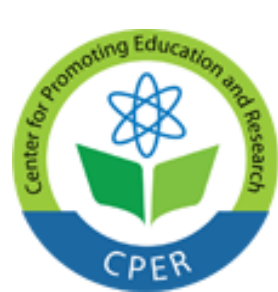
In a nutshell, this means that businesses that optimize their social commerce processes first can gain significant advantages over their competitors. Having a good image on platforms can expand a business's reach and develop and enhance brand image; this applies in particular to younger target audiences. Furthermore, trust in social commerce and satisfaction with social commerce was identified as significant factors. Alongside a platform's technical functionalities, above all, it is the content a community generates that makes a business successful.

In closing, it is important to bear in mind the limited size of the sample surveyed. It is recommended that larger-scale surveys be conducted as part of further research on social commerce, in particular in Europe.



References

- About Ali, A. A., Ali, A. A. & Mostapha, N. (2021). The role of country of origin, perceived value, trust, and Influencer Marketing in determining Purchase Intention in Social Commerce. In: *BAU Journal - Society, Culture and Human Behavior*, 2(2), Article 10.
- Agrawal, A. (2022). The advent of Social Commerce in the light of Covid 19-Pandemic. In: Sruthi, S. et. al. (ed.), *Contemporary Research in Commerce und Management* (p. 98-103). Navamuvada: RED'SHINE Publication. Pvt. Ltd.
- Alalwan, A.-A., Algharabat, R.-S., Baabdullah, A.-M., Rana, N., P., Raman, R., Dwivedi, R. & Aljafari, A. (2019). Examining the impact of social commerce dimensions on customers' value cocreation: The mediating effect of social trust. In: *Journal of Consumer Behaviour*, 18(6), 431-446.
- Altobelli, C. F. & Hilger, D. (2013). F-Commerce - Opportunities and limitations of Facebook as a sales channel. In: Bruhn, M. & Hadwich, K (ed.), *Service management and social media: Potential, strategies, and tools* (pp. 469- 490). Wiesbaden: Springer Gabler.
- Ashoer, M., & Said, S. (2016). The impact of perceived risk on consumer purchase intention in Indonesia; a social commerce study. In: *Proceeding of the International Conference on Accounting, Management, Economics and Social Sciences*.
- Beyari, H. & Abareshi, A. (2018). Consumer Satisfaction in Social Commerce: an exploration of its antecedents and consequences. In: *The Journal of Developing Areas*, 52(2), 55-72.
- Ceyp, M. & Scupin, J-P. (2013). *Successful Social Media Marketing: Concepts, measures and practical examples*. Wiesbaden: Springer Gabler.
- Chen, L., Zhu, F., Mantrala, M. & Wang, N. (2021). Seller creative selling in social commerce. In: *International Journal of Advertising*, 40(2), 272-291.
- DeGES, F. (2020). *E-commerce fundamentals: Strategies, Models, Instruments*. Wiesbaden: Springer Gabler.
- Diekmann, M., Grab, H., & Bomm, S. (2012). *eCommerce is not worth it*. Gescher: Shopmacher.
- Döring, N. & Bortz, J. (2016). *Research methods and evaluation in the social and human sciences* (5th fully revised, updated and expanded edition). Berlin, Heidelberg: Springer.
- Eisend, M. & Kuß, A. (2019). *Fundamentals of Empirical Research: On methodology in business administration*. Wiesbaden: Springer.
- Facebook (2022a). *Support KMU's*. Accessed 05/12/2022 at https://about.facebook.com/de/supportsmallbusiness/personalized-ads/?_ga=2.220767071.630092938.1652372260-151531334.1652197286
- Facebook (2022b). *Facebook Marketing*. Accessed 05/13/2022 at <https://www.facebook.com/business/marketing/facebook>
- Fost, M. (2014). *E-commerce strategies for manufacturing companies: participating in growth with stationary retail structures*. Wiesbaden: Springer Gabler.
- Fu, S., Xu, Y. & Yan, Q. (2019). Enhancing the parasocial interaction relationship between consumers through similarity effects in the context of social commerce. In: *Journal of strategic Marketing*, 27 (2), 100-118.
- Gehrckens, M. & Boersma, T. (2013). Future Vision Retail - Does Retail Have a Right to Exist? In: G. Heinemann, M. Gehrckens, K. Haug, & dgroup (eds.), *Digitization of commerce with ePace - innovative e-commerce business models under timing aspects* (p. 51-76). Wiesbaden: Springer Gabler.
- George, D., & Mallery, P. (2003). *SPSS for Windows Step by Step: A Simple Guide and Reference. 11.0 Update* (4th ed.). Boston: Allyn & Bacon.
- Häder, M. (2010). *Empirical Social Research: An introduction* (2nd revised edition). Wiesbaden: VS Publishing for Social Sciences.
- Heinemann, G., Haug, K. & Gehrckens, M (2013a). New drivers of trade dynamics. In: G. Heinemann, M. Gehrckens, K. Haug, & dgroup (eds.) *Digitization of commerce with ePace: Innovative e-commerce business models and digital time advantages* (p. 4-7). Wiesbaden: Springer Gabler.
- Heinemann, G. (2013b). *No-Line-Handel: Supreme evolutionary stage in multi-channeling*. Wiesbaden: Springer Gabler.
- Heinemann, G. & Gaiser, C., W. (2016). *SoLoMo - Always-on in retail: The social, local and mobile future of omnichannel shopping* (3rd revised and updated edition). Wiesbaden: Springer Gabler.
- Heinemann, G. (2018). *The repurposing of app and smartphone shopping: Mobil Commerce, Mobile Payment, LBS, Social Apps and Chatbots in retail*. Wiesbaden: Springer Gabler.



- Heinemann, G. (2021). *The new online commerce: Business models, business systems and benchmarks in e-commerce* (12th revised and expanded edition). Wiesbaden: Springer Gabler.
- Hollerbach, M. (2021). *Youtube's shopping feature: A groundbreaking move in social commerce?* Accessed 05/04/2022 at <https://t3n.de/news/youtube-shopping-social-commerce-1385770/>
- Holtforth, D., G., Geibel, R., C. & Kracht, R. (2020). *Key factors in e-commerce: Innovations, economies of scale, data orientation and customer centricity* (2nd revised edition). Wiesbaden: Springer Gabler.
- Hu, X., Chen, X. & Davidson, R. (2019). Social Support, Source Credibility, Social Influence, and Impulsive Purchase Behavior in Social Commerce. In: *International Journal of Electronic Commerce*, 23 (3), 297-327.
- Huang, Z., & Benyoucef, M. (2013) From e-commerce to social commerce: A close look at design features. In: *Electronic Commerce Research and Applications*, 12(4), 246–259.
- Hutzschenreuter, T. (2000). *Electronic Competition*. Wiesbaden: Springer Gabler.
- Instagram (2022). *Instagram Shop*. Accessed 05/14/2022 at <https://business.instagram.com/shopping>
- Kitzmann, A. (2009). *Mass psychology and the stock market: This is how expectations and emotions determine price trends*. Wiesbaden: Springer Gabler.
- Kollmann, T. (2019a). *E-Entrepreneurship: Basics of starting a business in the digital economy* (7th revised and expanded edition). Wiesbaden: Springer Gabler.
- Kollmann, T. (2019b). *E-Business: Fundamentals of Electronic Business Processes in the Digital Economy* (7th revised and expanded edition). Wiesbaden: Springer Gabler.
- Kreutzer, R. T. (2021). *Practice-oriented online marketing: Concepts - Instruments - Checklists* (4th revised and expanded edition). Wiesbaden: Springer Gabler.
- Kromrey, H., Roose, J., & Strübing, J. (2016). *Empirical Social Research: Models and methods of standardized data collection and data analysis with annotations from a qualitative-interpretative perspective* (13th fully revised edition). UVK.
- Kumar, A., Salo, J. & Li, H. (2019) Stages of User Engagement on Social Commerce Platforms: Analysis with the Navigational Clickstream Data. In: *International Journal of Electronic Commerce*, 23(2), 179–211.
- Li, F., Larimo, J. & Leonidou, L.-C. (2021). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. In: *Journal of the Academy of Marketing Science*, 49, 51-70.
- Liang, T.-P. Ho, Y.-T., Li, Y.-W. & Turban, E. (2011). What Drives Social Commerce: The Role of Social Support and Relationship Quality. In: *International Journal of Electronic Commerce*, 16, 69–90.
- Lin, X., Wang, X. & Hajli, N. (2019). Building E-Commerce Satisfaction and Boosting Sales: The Role of Social Commerce Trust and Its Antecedents. In: *International Journal of Electronic Commerce*, 23(3), 328-363.
- Mafael, A. & Gottschalk, S. (2020). Consumer ratings under the microscope: An analysis of readers and writers. In: *NIM Marketing Intelligence Review*, 2, 41–45.
- Meta. (2022a). *Facebook Online Shop*. Accessed 05/10/2022 at <https://about.fb.com/de/news/2020/05/einfuehrung-von-facebook-shops/>
- Meta. (2022b). *Commerce Manager*. Accessed 05/10/2022 at <https://www.facebook.com/business/tools/commerce-manager>
- Meta. (2022c). *Whatsapp Business Platform*. Accessed 05/08/2022 at <https://developers.facebook.com/products/whatsapp>
- McCrindle, M. (2010). *The ABC of XYZ: Understanding the global generations*. Sydney: University of New South Wales Press.
- Molla, A. & Licker, P.S. (2001). E-commerce systems success: An attempt to extend and respecify the Delone and MacLean model of IS success. In: *Journal of Electronic Commerce Research*, 2(4), 131–141.
- Ooi, K.-B., Hew, J.-J., Lin, B. (2018). Unfolding the privacy paradox among mobile social commerce users: a multi-mediation approach. In: *Behaviour & Information Technology*, 37(2), 575-595.
- Pinterest (2022). *Pinterest Business*. Accessed 05/21/2022 at <https://business.pinterest.com/de/how-pinterest-works>
- Rauschnabel, P., A., Brem, A. & Ro, Y., K. (2022). What is augmented reality marketing? Its definition, complexity, and future. In: *Journal of Business Research*, 142, 1140-1150.
- Riaz, M.-U., Guang, L.-X., Zafar, M., Shahzad, F., Shahbaz, M. & Lateef, M. (2021). Consumers' purchase intention and decision-making process through social networking sites: a social commerce construct. In: *Behaviour & Information Technology*, 40(1), 99-115.
- Richter, C. (2021). *E-Commerce Trends in China: Social Commerce, Live-Streaming or New Retail*. Wiesbaden: Springer Gabler.



- Rossmann, A. & Sonntag, R. (2013). Social Commerce - The Influence of Interactive Online Media on Customers' Buying Behavior. In: German Dialog Marketing Association e.V. (Ed.), *Dialog Marketing Perspectives 2012/2013* (pp. 149 – 178). Wiesbaden: Springer Gabler.
- Sahoo, D. & Roy, P. (2021). Social Commerce Preferences in Emerging Economy: An Analysis Using Multidimensional Scaling. *The IUP Journal of Marketing Management*, 20(4), 245-264.
- Schmidt, E. & Rosenberg, J. (2015). *How Google works*. London: Hodder & Staughton.
- Snapchat (2022). *Snapchat Augmented Reality*. Accessed 05/19/2022 at <https://ar.snap.com/?lang=de-DE>
- Stallmann, F. & Wegner, U. (2015). *Internationalization of e-commerce businesses: Building blocks, strategies, implementation*. Wiesbaden: Springer Gabler.
- Statista (2022a). *Number of social media users worldwide from 2012 to 2022*. Accessed at <https://de.statista.com/statistik/daten/studie/739881/umfrage/monatlich-aktive-social-media-nutzer-weltweit/>
- Statista (2022b). *Share of mobile devices in all page impressions by region worldwide in 2021*. Accessed 04/15/2022 at <https://de.statista.com/statistik/daten/studie/217457/umfrage/anteil-mobiler-endgeraete-an-allen-seitenaufrufen-weltweit/>
- Statista (2022c). *Ranking of countries with the highest average duration of mobile Internet use worldwide in 2021*. Accessed 04/15/2022 at <https://de.statista.com/statistik/daten/studie/809553/umfrage/taegliche-dauer-der-mobilen-internetnutzung-nach-laendern-weltweit/>
- Statista (2022d). *Social media usage by platform 2021*. Accessed 05/13/2022 at <https://de.statista.com/statistik/daten/studie/800623/umfrage/nutzung-von-sozialen-medien-nach-plattform-in-deutschland/>
- Statista (2021a). *Number of Internet users worldwide from 2005 to 2020 and an estimate for 2021*. Accessed 04/15/2022 at <https://de.statista.com/statistik/daten/studie/805920/umfrage/anzahl-der-internetnutzer-weltweit/>
- Statista (2021b). *Share of social commerce users among Internet users by country in 2021*. Accessed 04/17/2022 at <https://de.statista.com/statistik/studie/id/111842/dokument/social-commerce/>
- Sura, S. & Ahn, J. (2019). The effects of service quality determinants on social networking site-based commerce: the Malaysian customers' perspective. In: *Total Quality Management*, 30(13), 1480-1494.
- TikTok. (2022). *TikTok Business Accounts*. Accessed 05/15/2022 at <https://www.tiktok.com/business/de/apps/business-account>
- Whatsapp. (2022a). *Whatsapp Business App*. Accessed 05/08/2022 at <https://www.whatsapp.com/business>
- Xintian, W. & Xiangdong, W. (2019). Socialization, Traffic Distribution and E-Commerce Trends: An Interpretation of the "Pinduoduo" Phenomenon. In: *China Economist*, 14(6), 56-72.
- Zhang, Y., Liu, L. & Ho, S.-Y. (2020). How do interruptions affect user contributions on social commerce? In: *Information Systems Journal*, 30, 535-565.