

## Impact of Social Commerce Constructs on Consumer Buying Intention

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### Abstract

**Purpose:** The current paper aims to measure the impact of impact of social commerce constructs on consumer buying intention.

**Design/methodology/approach:** An empirical study was executed to assess the impact of SCCs on buying intentions among consumers. The constructs of SCCs include three constructs, i.e., Recommendation and Referrals, Forums and communities, and Ratings and reviews. The other two constructs are trust and buying intentions. The data was collected through a survey conducted in Bangaluru city. The targeted populations were the consumers using social networking sites. 1000 consumers were identified from various sources for the main survey. The questionnaire was distributed through the Google forms. The questionnaire, which WhatsApp sent, and email, requested consumers to participate in the survey. Out of 1000 consumers, 900 consumers were filled and returned it. Out of 900 responses, 29 responses were discarded, and the remaining 871 responses were used for the final study, this will be considered as sample size for the study.

**Findings:** The study found that Web 2.0 applications attract individuals to interact and generate content on the internet. Consumers begin with it well and become customers by its trust and deluge of information on products. The study findings, inferences, limitations, and further deep research scope are work.

**Practical implications:** This study provides valuable insights to retailers to formulate their social commerce strategies as per decision factors results to have maximum engagement of consumers in social commerce. The consumers begin with it well and become customers by its trust and deluge of information on products.

**Research limitations:** The study responses were accumulated from the consumers who were engaged in social commerce purchases in the study region.

**Originality value:** This research outcome proposes the exclusive model for finding the social commerce intentions and use behavior of consumers using social support theory, relationship marketing presumption and information systems literature.

**Keywords:** *Social commerce constructs; Recommendation and Referrals, Rating and Reviews; Forums and Communities, Social Media; Social networking sites; Trust and Buying Intentions*