

## Consumers Trusting Beliefs and Intention to Continue Online Purchases through Social Commerce

Nishad Nawaz <sup>1</sup>, Vijayakumar Gajenderan <sup>2</sup>, Sudhakar Ashok <sup>3</sup>,  
Sathayanarayanan Archana Bai <sup>4</sup>, Ismai Raisal <sup>5</sup>, MAM Husain Ali <sup>6</sup>

<sup>1</sup> *College of Business Administration, Kingdom University, P.O. Box 40434 Riffa,  
Kingdom of Bahrain*

<sup>2</sup> *Department of Commerce, Sir Theagaraya College, Chennai-600 021*

<sup>3</sup> *Department of Commerce, Sir Theagaraya College, Old Washermenpet, Chennai-600  
021*

<sup>4</sup> *Department of Commerce, Sir Theagaraya College, Chennai-600 021*

<sup>5,6</sup> *Department of Management, Faculty of Management and Commerce, South Eastern  
University of Sri Lanka*

<sup>1</sup> n.navaz@ku.edu.bh, <sup>2</sup> viji\_tri2003@yahoo.com, <sup>3</sup> ashokgnc93@gmail.com,

<sup>4</sup> archanabai77@gmail.com, <sup>5</sup> ismarais@seu.ac.lk, <sup>6</sup> hussainm@seu.ac.lk

### **Abstract**

**Purpose:** The current paper aims to explore the impact of consumers trusting beliefs on the intention to continue making purchases through social commerce

**Design/methodology/approach:** The responses from the consumers were collected through the online survey by distributing a questionnaire via Google Form and received 600 responses. The collected responses were scrutinized and discarded 23 responses due to the responses were not filled properly. However, the study used the rest 577 samples for this research. This study uses purposive sampling of people who are directed to have social media accounts and who have made purchases via social interaction at least once with data taken from surveys.

**Findings:** This study proves that all trusting belief constructs are significantly supported. This study furnishes an understanding of the potential role of trusting beliefs in driving continuing purchases in the context of social commerce.

**Practical implications:** The outcome of the study proves that all trusting belief constructs are significantly supported. This study furnishes an understanding of the potential role of trusting beliefs in driving continuing purchases in the context of social commerce. This study is very helpful to the e-marketers for framing strategies.

**Research limitations:** The study is focused on assessing the consumers trusting beliefs and intention to continue online purchases through social commerce in Bangaluru city. The sample of this research is consumers who have engaged in social commerce.

**Originality value:** The finding of this study contributes consumers trusting beliefs and intention to continue online purchases through social commerce. The study's outcome is unique model for e-marketers to retain the customer's base.

**Keywords:** *Consumers, Social commerce, trusting beliefs, and Intentions to continue online purchases*