

Factors affecting encouraging people to participate in social commerce

Mohammad Mahmoudi Meymand (Associate Professor of Marketing)
Department of Business Management, Kish International Branch, Islamic Azad University,
Iran
drmahmoudim@yahoo.com

***Mostafa Ahmadzadeh** (Ph.D. Student of Marketing)
Department of Business Management, Kish International Branch, Islamic Azad University,
Iran
mahmadzadeh@mpc.ir

Ali Omid (Ph.D. Student of Marketing)
Department of Business Management, Kish International Branch, Islamic Azad University,
Iran
aliomidi121@gmail.com

Abstract

Today, social media have become an important tool in marketing. Customers attempt to gather information and decide to buy their products through social networks. The aim of this study was to investigate the triggers of customers to participate in social networks. For this purpose, due to the increase in turnout from the site digikala, users of the social network were studied. The research method in terms of the objective is an applied research and in terms of the nature and method is a descriptive method. Population of this study is the digikala website users who have a history of buying from the web site. The study sample includes all students of Islamic Azad University of Ahvaz who have registered in the digikala website. In this study, 300 questionnaires were distributed among students using simple random sampling method which 270 questionnaires were collected. Data were collected through a questionnaire, and structural equation modeling techniques and LISREL software were used to analyze the data. The results showed that all three factors, social support, social participation, and social network tracking are effective on social commerce intention, and can encourage customers to participate in social commerce and buy from the site.

Keywords: social commerce, social networks, social support, social network tracking, social participation.

Introduction

The increasing popularity of social media as an efficient tool for Sociability and sharing of information leads to a new form of e-commerce¹ in the name of social commerce (Jiang and Benbasat, 2007). Social media which combines user-generated content² and social networking features is used in order to create and circulate information in online social networks (Choi et al., 2011). Examples in this regard include social networking sites (SNSs), blogs, micro-blogs, Wikipedia, social shopping sites and other content sharing sites, like YouTube. Social Commerce is related to use social media for business transactions and activities that are created primarily by the social interaction and user contributions.

At present, the commercial impact of social commerce is clearly evident for many companies. According to Liang et al, adding business features to social networking sites and adding social networking features to e-commerce sites are two main procedures in social commerce. The third procedure in social commerce is the increasing use of social media by traditional offline companies for customer relationship management, brand communication, product promotion, and social shopping. Booz et al reported that, worldwide sales in social commerce has become almost six times, has increased from \$ 5 billion in 2011 to \$ 30 billion in 2015. Undoubtedly, the success of businesses that their aim is to take advantage of the economic value of social commerce is dependent on customer participation. Good understanding of customer motivation behind participation in social commerce can help to release the potential of businesses (Choi et al., 2011). Because, social commerce is less studied, this study examines motivation that leads to customer participation in social commerce (Parboteeah et al., 2009).

Customer participation behavior in social commerce includes both direct and indirect trading commercial transactions. Direct transactions refer to buying behavior during the purchase phase of a decision-making of customer process. Indirect transactions include electronic and word of mouth referral activities within the defined purpose, information search, selection process and after-sales of customer decision-making process and are determined by request and sharing business information on social media (Curty and Zhang, 2011). Given that, the

¹ **Electronic commerce**, commonly written as **e-commerce** or **ecommerce**, is the trading or facilitation of trading in products or services using computer networks, such as the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle, although it may also use other technologies such as e-mail.

² **User-generated content (UGC)** is defined as "any form of content such as blogs, wikis, discussion forums, posts, chats, tweets, podcasts, digital images, video, audio files, advertisements and other forms of media that was created by users of an online system or service, often made available via social media websites". It is also called **user-created content (UCC)**. It entered mainstream usage during 2005, having arisen in web publishing and new media content production circles. It is used for a wide range of applications, including problem processing, news, gossip and research and reflects the expansion of media production through new technologies that are accessible and affordable to the general public. Additionally, user-generated content may also employ a combination of open source, free software, and flexible licensing or related agreements to further reduce the barriers to collaboration, skill-building and discovery ("UGC") has also gained in popularity over the last decade, as user bases have grown on social media and content-based sharing sites.

customer's behavior of referrals and electronic word of mouth may affect the next purchase method, our study focuses on behavior of a customer referrals and word of mouth and sharing business information. The study uses the Stimulus– organism–response (S–O–R) model to examine the impact of technological features of social commerce on the virtual experiences of their customers and thus intend to request and share business information on social media(Dholakia et al., 2004).

This study has an important role in existing articles. First, with the exception of Liang et al, few studies have examined request and sharing business content in e-business. Existing research on the subject focused mainly focused on the drivers of user-generated content on various aspects. For example, Dougherty et al examined factors influencing customer usage and creating new content from by them in the social networks in terms of motivation. Zhang and Zhou examined social effect related to the role of contents in Chinese Wikipedia from the perspective of social influence. However, our study has several important ways and is different from existing articles. We focus on the definition of objective, search for information, the selection process and after-sales related to customer's decision-making process. We explain a kind of participation behavior in social commerce, ie request and sharing information on social media from the perspective of the experience of a virtual customer. Secondly, this study uses the Stimulus– organism–response (S–O–R) model to communicate between environments with technological environment of social commerce with customer participation behavior. Although, existing research has enriched our knowledge about the impact of the human-computer relationship on the customer behavior, but not examined emerging social media. Based on previous studies, three technological features, that is, perceived interactivity, personalization and Sociability are identified. These three features are key features of social business environment, and as a result, have impact on this new phenomenon. Thirdly, the framework of virtual client experience, including social support, presence and social have developed for social commerce environment, and the role of the three virtual experiences is examined at the instigation of the customer to participate in social commerce. We believe that this framework will be useful to examine the behavior and customer experience in a social commerce space.

Research literature

Stimulus– organism–response Model

S-O-R Model related to environmental psychology suggests that different aspects of the environment act as a stimulus which together affect the internal states of people, and in turn, create their behavioral responses (Dholakia et al., 2004). Baker et al have adopted the model in the field of retail and considered stimuli as environmental signs, namely, environmental conditions, functional / aesthetic design and social factors. Studies that have applied S-O-R Model for retail show that retail environmental stimuli affect internal states of customers, as a result, lead to their motion towards a store (Hausman and Siekpe, 2009). In online retail, incentives are related to features of designing an online environment which customers communicate with them. The internal states are related to emotional and cognitive states of customers, including feelings, experiences and assessments of them. These responses show consumer behavior such as purchase behavior, identification of the store, and online communications(Crocker and Canevello, 2008).

The use of S-O-R Model, as a global theory is useful for two reasons. First, the S-O-R model is widely used in previous studies on customer online behavior. For example, using the S-O-R model, Parboteeah et al., investigated effects of task and mood-related symptoms in a website on cognitive and emotional experiences of customers, online shopping behavior. Animesh et al, as well as used the S-O-R model to investigate the effects of technological features of the virtual world on virtual experiences of users and purchasing behavior (Liang et al., 2011). Their findings explain the applicability of this model in explaining internal reactions of people and behavioral responses to environmental stimuli. Secondly, given the vital role of technological environments and virtual experiences to influence customer behavior in social commerce, the SOR model provides an effective and structured method to evaluate the effects of technological features as virtual experiences on customers' environmental stimuli, and their intention to apply and share business information on social media.

Virtual experiences of customer as customers internal states (O)

S-O-R model shows that the effects of technological environmental irritants on the customer behavior are changed through customer experiences. Studies in the field of social commerce confirm an important role of the three categories of customer's virtual experiences in determining customer behavior, ie social protection, social participation and social stream (Hausman and Siekpe, 2009). This study includes three types of customer virtual experiences in the research model.

Social support is a multidimensional structure, and is defined as feeling or experience of the person of having importance, hearing answer, and get help from people in a defined social group(Choi et al., 2011). House insists that, social support, includes emotional, tools, and information and evaluation support. Because, content and social relations are the basic characteristics of social commerce, social support in social commerce revolves around information support and emotional support. Information support is in connection with the cognitive feeling of content in the form of recommendations, advice, or knowledge that may be useful for solving problems. Emotional support is related to passive experience related to emotional issues such as being important, understanding and empathy(Crocker and Canevello, 2008).

Social presence evaluates sense a user of mental communications with other users in a media(Jiang and Benbasat, 2007). Due to the nature of social relationships, environment provides channel social commerce for customers to build interpersonal communication with others that, as a result, they experience social presence. In this study, social presence is defined as the extent to which social commerce environment makes customer able to create personal, warm, intimate and friendly interaction with others(Curty and Zhang, 2011).

A stream is a holistic sense that is felt when people participate with all attachment (Dholakia et al., 2004). Stream describes a psychological status, as well as a good and enjoyable experience that people achieve it during carrying out their activities. By Hoffman and Novak, et al, stream was entered into online marketing and is recommended as a measure of a customer's online experience (Crocker and Canevello, 2008). Recently, it has been used to explain user behavior in online shopping, instant messaging, and buy by a mobile phone. A website enables its customers to experience the following: (1) integrated sequence of

responses by machine communication, (2) the inherent pleasure, (3) loss of consciousness and (4) self-reinforcing. Wang and Zhang have examined the evolution of social commerce, and detected special activities such as social search, social shopping, emotion management, social advice and social connections (Hausman and Siekpe, 2009). These activities are very interactive, enjoyable and adequate in social commerce, and will facilitate better learning of the client and increase exploratory behavior. Therefore, we argue that social commerce environment can create a streaming experience.

Stream is widely regarded as a difficult concept, and the articles are lack of consensus on the definition, and parts of it. Still, some studies in environment changed by the computer agree that stream includes four dimensions: Control, attention, curiosity, and intrinsic interest. Wang et al, suggested that, stream includes control, interest, attention and curiosity. Hausman and Siekpe found that the stream consists of four parts: Challenge, focus, control and pleasure. Animesh et al, evaluated the current of the four dimensions in the virtual world (Tsai and Pai, 2012). Derived from Qiu and Benbasat, stream is defined as perceived sense of control, concentration, attention, curiosity and intrinsic interest from engaging in social commerce.

Social commerce intention as a response (R)

In social commerce, a customer is exposed to different technological aspects or functions, including experiences and ranking provided by the client, social recommendations, user profiles, which leads to conduct his participation in social commerce (Curty and Zhang, 2011). Because, it is difficult to measure actual behavior, it is quite common that, behavioral intention is measured as a substitute for actual behavior, as has been shown that intention is a valid predictor of actual behavior (Choi et al., 2011). Thus, the social commerce intention namely to participate in social commerce, is used as a response in the research model. Because, we focus on cooperative behavior which is known as indirect business transactions; social commerce intention is used as request intention and sharing business information, that is the extent of what a customer wants to request and share commercial information in a social commerce environment (Curty and Zhang, 2011).

Environmental stimuli and virtual customer experience

Customers interact with social commerce environment, by creating and sharing content, such as boasting about their shopping experiences and sending shopping messages. Through such interactions, they introduce their customers, as well as present information and emotional support to others (Dholakia et al., 2004). According to social exchange theory, people interact with others when they benefit from them. Therefore, these customers also will obtain emotional and information values of interaction in social commerce and feel that are obliged to provide valuable information. Thus, social commerce environment has high perceived interaction, appropriate place for Self-representation, engaging content and support exchange among customer, and therefore providing a sense of social support (Hausman and Siekpe, 2009). Hence, we assume:

H1: The perceived interaction has a positive impact on the social support.

Interactive features in social commerce enable customers to explain a favorite picture of them (Novak et al., 2000). According to self-representation theory, people tend to present Social

self-concept among other users and so are stimulated to the use of the media to fulfill their desires. With deep engagement in the provision of self- impression, customers are looking to enjoy, and reach a state of loss of self-consciousness, as a result, a sense of stream increases (Hausman and Siekpe, 2009). In other words, captivating involvement in interactions and explorations with the media attract customers completely, which is likely to induce a stream experience.

Nowak et al found that sites with a higher level of interactivity promote users stream states (Kim et al.,2007). Therefore, we argue that interaction perceived in the social commerce environment can induce a stream experience:

H2: The perceived interaction has a positive impact on the social network.

Perceived personalization in social commerce shows that, contents in social media effectively will link the personal priorities and needs of a client. Relevant recommendations are proposed in order to accurately match the unique priorities and needs of customers (Kim et al.,2007). In social commerce, the recommendations are divided into a specific category with labels such as personal recommendations or unique suggestions which create encouraging environment for clients. Thus, high personalization understanding is a good reason for customers to believe that, they are important and valuable for providers of social commerce, and they value and as a result, it will induce a sense of social support among them (Liang et al., 2011). Therefore, the third hypothesis is formulated as follows:

H3: Perceived personalization has a positive impact on the social support

Personalization strategies in social commerce include how to use social networking information to present social recommendations to targeted customers, such as a list of friends who have similar interests (Jiang et al., 2010). When customers find social recommendations in a media, will develop a stronger sense of social recognition and familiarity with other users in this environment. So, increase in customer recognition and familiarity with other customers, may lead to warm and close personal relationships, and create a sense of community among them. Kumar and Benbasat showed that personalization of a web-site has a positive relationship with perceived usefulness, and perceived social presence of this site (Liang et al., 2011). Therefore, it is reasonable to argue that a perceived personalization leads to feelings of social presence among customers in social commerce.

H4: Perceived personalization has a positive impact on the social participation.

Also, personalization includes how to use technology information to serve customers by unique interactions to each customer (Kim et al.,2007). Some of the projects related to social commerce offer custom functions, whereby customers are able to change their interaction to match with their priorities. Customers to meet their personal needs spend time, and money and make effort to being especial such as building profiles and providing their preferred identity (Hausman and Siekpe, 2009). According to the theory of customer involvement, customer participation in the customization process may lead to this issue that they are immersed completely in what they do, therefore, a stronger sense of stream be induced among them.

H5: Perceived personalization has a positive impact on the social network tracking.

Sociability by customers is experienced through mutual interactions in social commerce, where customers with similar interests advise and comment on the various services (Jiang and Benbasat, 2007). During these interactions, customers make their own online identities, and form networks to obtain social benefits, such as social support, friendship and intimacy.

Support by others is one of the major social values which are obtained by customers' interactions (Jiang et al., 2010). Therefore, the perceived sociability makes customers believe they have been considered, valuable, and supported by other clients on the network, which will satisfy their need for social support.

H6: Perceived Sociability has a positive impact on social support.

Customers' perceived sociability increases their social presence in social commerce. First, a social commerce environment which shows a higher level of Sociability, may increase social interactions and create a stronger sense of love, trust, belongingness and affection among customers (Hausman and Siekpe, 2009). These social interactions make the customers closer to each other, as a result, induce a sense of social presence among them. Secondly, the perceived level of Sociability determines whether environment having technology allows customers to easily interact with each other (Jiang and Benbasat, 2007). Perceived Sociability facilitates the development of close, warm and personal relationships among the customers, which in turn, will strengthen the sense of social presence. In addition, previous studies have estimated that the social presence is strengthened through saturated environment with high perceived sociability.

H7: Perceived Sociability has a positive impact on social participation.

Perceived Sociability is related to mutual interaction of customers, who are supported by the technology. Social interactions among customers help them to buy a product, to influence others, or produce an idea, that will lead to realize a sense of self-efficacy (Kim et al., 2007). When they feel that engagement in this environment reflects their personal values, social commerce will become more enjoyable and convenient. Thus, Perceived Sociability of customers will induce a stream experience (Liang et al., 2011). This argument is confirmed by empirical studies about e-commerce, which suggest that social interactions are associated with stream experience.

H8: Perceived Sociability has a positive impact on the social network tracking.

Virtual customer experience and social commerce intention

Stronger social protection facilitates mutual understanding and causes close relationships (Jiang et al., 2010). In other words, social support satisfies social needs of customers, and motivates them to interact with each other. By increasing the interaction and supportive information, customer relationships become more satisfying and stronger (Jiang and Benbasat, 2007). Previous research has shown that social support can improve relationship quality (Novak et al., 2000). Therefore, we argue that more social support enhances personal relationships and creates a sense of social presence.

H9: Social support has a positive impact on the social participation.

In addition to increasing social interaction, and enhance the quality of communication, social support helps alternate motivation (Novak et al., 2000). Alternate motivation has increased social exchange among customers, and encouraged them to share information with others as off-duty (Jiang et al., 2010). Frequent information sharing creates a supportive environment in which sharing information, Knowledge of the product, shopping experiences with other customers become a natural thing (Parboteeah et al., 2009). Therefore, customers who experience a good social support, are more likely to gain or share valuable information with others.

H10: Social support has a positive impact on the social network tracking.

Social presence in an environment has a positive relationship with user satisfaction, trust, perceived usefulness, and perceived pleasure. Social presence can affect the pleasure of users, and create a sense of close relationship, which leads to form stream (Jiang and Benbasat, 2007). In social commerce, customers who experience social presence through warm and personal interactions with others, may feel more comfortable, and emotionally be satisfied (Parboteeah et al., 2009). Accordingly, they are likely to be deeply engaged, engrossed, engaged in these interactions, and, as a result, their attention is focused on the routes, which create stream states.

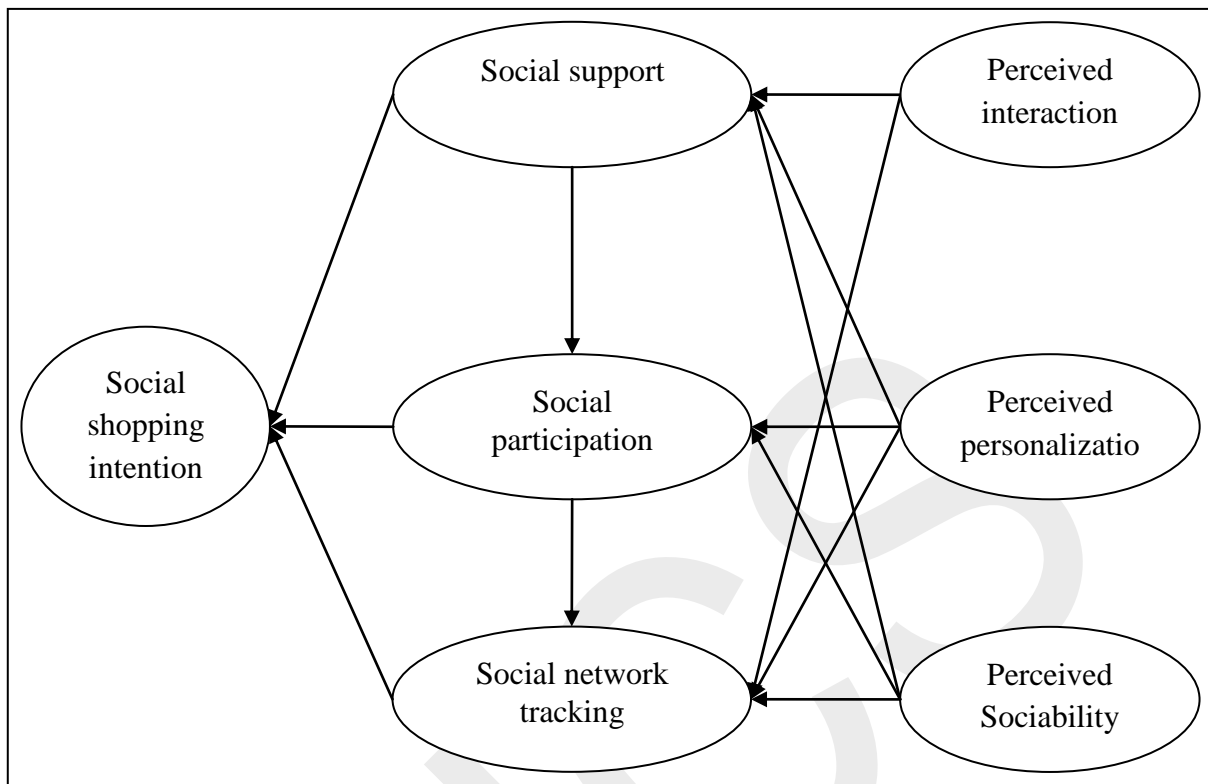
H11: Social support has a positive impact on the Social shopping intention.

Previous studies on e-commerce have shown that social presence, plays a mediating role in influencing states of online shoppers, and behavioral intentions (Novak et al., 2000). For example, Gefen and Straub confirmed the mediating effect of social presence on confidence, and intend to buy in terms of electronic services (Jiang et al., 2010). In social commerce, social presence increases the ability of customers to socialize by facilitating development of relations between them (Parboteeah et al., 2009). Therefore, customers who perceive strong social presence are more willing to share business information, and get advice on the social business.

H12: Social participation has a positive impact on the Social shopping intention.

Facilitating the stream state can create a compelling experience, which in turn increases customer satisfaction and loyalty in online consumer environments (Liang et al., 2011). In social commerce, customers who experience stream, will likely be heavily involved in their online interactions, and so are stimulated to participate in activities, such as sharing business information. Previous studies on social commerce have confirmed leading stream in determining the participation behavior of customers (Parboteeah et al., 2009). Therefore, it is expected that customers who are experiencing stream will have a stronger desire to request and share information with other customers.

H13: Social network tracking has a positive impact on the Social shopping intention.



Methodology

Every research is a systematic and methodical effort to attain to answer a question or solution to a problem. Present study, regarding the target, is an applied research and considering research methodology, is descriptive. Data gathering tool in the present study is a questionnaire. The questionnaire consists of 32 items, all of which are designed based on Likert 5 options range. Table 1 shows the composition of the questionnaire.

Table 1

Variable	questions
Perceived interaction	1-3
Perceived personalization	4-7
Perceived Sociability	8-11
Social participation	12-16
Social network tracking	17-20
Social support	21-26
Social shopping intention	27-32

The population and sample

The research population is students of Islamic Azad University. Generally, in the model examined using structural equation technique, selecting a sample size above 200 is sufficient (Barrett, 2007; Joreskog, 2004). In structural equation modeling (SEM) the ratio of observations to questions should not fall below five (5:1) although the preferred ratio

recommended should be ten respondents for each question (minimum ratio of observation to question is 10:1) (Bartlett et al.,2001; W.Yap et al., 2012). Accordingly, in this study, 300 questionnaires were distributed and 270 questionnaires were collected. The descriptive statistics of the respondents' demographic characteristics were analyzed and presented in Table 2.

Table2. Demographic characteristics of respondents

	%
Gender	
Male	63
Female	37
Age	
20 years and less	6.7
21-27 years	35.2
28-34 years	27.8
35-41 years	16.7
42-48 years	11.1
49 years and more	2.5
Education	
Associates Degree	9.3
Bachelor's degree	51.8
Postgraduate education	38.9

Note : Adapted from SPSS

Reliability and Validity

Cronbach's alpha coefficient was used for reliability of the questionnaire. To do so, first, 30 questionnaires were distributed and after collecting, their Alpha was calculated. The value of this coefficient for the questionnaire was 0.89 which was an indication of its reliability. To determine validity of the research, the content validity and confirmatory factor analysis were used. For content validity, the questionnaire was shown to the professor of marketing. According to them, the questionnaire had enough power to identify and acquire the necessary data. Confirmatory factor analysis is also a reliable method for evaluating validity. Confirmatory Factor Analysis examine the fact that whether the data fit to the extremely limited pre-experimental structure. According to the confirmatory factor analysis method, Questions that their t-statistic is greater than 1.96, are significant and remain in the questionnaire. As the results can be seen in Table 3, all questions have significant T-statistic values.

Fitness of research model

Fitness is the suitability and adequacy of data for the investigated model, which means if fit indices indicate the fitness of the model; the data had been suitable and adequate for analysis and conclusion of relationships in the model. In other words, fitness of the model determines the degree which supports the sample variance-covariance data of the structural equation model (Barrett, 2007). Therefore, we examined fit indices. The calculated values of these indices are given in Table 4 and indicate a relatively good fitness of the model.

Table 3. CFA analysis

	Measurement items	Factor loadings	Statistic t	Cronbach's Alpha
Perceived interaction	Q1	0.55	15.38	0.87
	Q2	0.52	12.37	
	Q3	0.57	14.11	
Perceived personalization	Q4	0.55	14.32	0.80
	Q5	0.54	10.69	
	Q6	0.60	11.74	
	Q7	0.59	9.42	
Perceived Sociability	Q8	0.61	15.67	0.89
	Q9	0.64	14.88	
	Q10	0.63	14.56	
	Q11	0.68	13.66	
Social participation	Q12	0.66	15.61	0.78
	Q13	0.74	14.73	
	Q14	0.70	13.48	
	Q15	0.72	13.10	
	Q16	0.76	11.67	
Social network tracking	Q17	0.69	*	0.80
	Q18	0.66	10.21	
	Q19	0.67	9.95	
	Q20	0.62	11.40	
Social support	Q21	0.73	15.40	0.81
	Q22	0.80	16.38	
	Q23	0.77	*	
	Q24	0.73	16.39	
	Q25	0.70	15.14	
	Q26	0.72	14.33	
Social shopping intention	Q27	0.69	10.63	0.82
	Q28	0.72	11.61	
	Q29	0.73	9.37	
	Q30	0.71	8.42	
	Q31	0.75	9.62	
	Q32	0.77	10.89	

Table 4

Index	Value
χ^2	181.24
RMSEA	0.05
NFI	0.94
NNFI	0.95
CFI	0.87
GFI	0.87
AGFI	0.86
P<0.05	d.f= 86

Results

In this study, the obtained information was analyzed using the inferential statistical method, and the statistical technique of structural equation modeling (analysis of the confirmed path) and confirmatory factor analysis was used through LISREL 8.80 software. After Confirmatory Factor Analysis and ensuring about significance of the coefficients between latent variables (factor loads) and the measured variables (items of the questionnaire) as well as the confidence in the model fitness, research hypotheses will be tested. That is, the significance of latent variable path coefficients will be examined using T-Student test. Since the confidence level of 0.95 or the error level of 0.05 is considered in this research, the positive path coefficients are characterized by the above significant 1.96 value of the statistic t and their associated research hypothesis will be confirmed (Hair et al., 1998). The results from the confirmation or rejection of the hypotheses are presented in Table 5.

Table 5. Results of research hypotheses

Hypothesized paths	Estimated path coefficients	Statistic t	Results
Perceived interaction - Social support	0.56	9.12	Accepted
Perceived interaction - Social network tracking	0.42	8.45	Accepted
Perceived personalization - Social support	0.40	7.32	Accepted
Perceived personalization - Social participation	0.48	8.38	Accepted
Perceived personalization - Social network tracking	0.51	9.41	Accepted
Perceived Sociability- Social support	0.67	7.05	Accepted
Perceived Sociability- Social participation	0.62	5.27	Accepted

			d
Perceived Sociability- Social network tracking	0.56	3.55	Accepted
Social support - Social participation	0.58	5.67	Accepted
Social participation - Social network tracking	0.47	4.83	Accepted
Social support - Social shopping intention	0.49	6.70	Accepted
Social participation - Social shopping intention	0.50	7.64	Accepted
Social network tracking - Social shopping intention	0.52	3.80	Accepted

Discussion and conclusion

As mentioned, raising popularity of the use of social networks as an efficient tool for socialization and sharing of information has led to the emergence of a new form of e-commerce called social commerce. Social networking, to create, publish and circulate information on online social networking integrates content generated by consumers with Social networking features (Zhang et al., 2014). Social commerce refers to the use of social networks for business transactions and other activities of customer participation in the network. Commercial impact of social commerce is now widely considered by companies in the world. According to Liang et al., adding commercial features to social networks, and exploiting the capabilities of social networking for business are two main trends in the field of e-commerce. The importance of using social networks as a marketing tool is growing rapidly and includes many fields. The analysis of the interdependencies between customers and consumer network can help companies to attract customers who have not been identifiable through traditional methods. The aim of this study was to investigate the triggers of customers to participate in social networks. For this purpose, due to the increase in turnout from the digikala site, users of the social network were studied. In fact, this study sought to answer the question: What factors have an impact on customer participation in social networks? The results showed that the perceived interaction of user about social networks, has a positive impact on social support, and social networking tracking. That is, if people have more interaction with social networks, are more willing to track social networks, and will have more participation in the social network. This can be a good guide for managers. The results also suggest that, if the site now have the ability to personalize, and for each user, it can create a separate profile, it also help to encourage people to use the website, and participation in the process of social commerce. The customer want to have a special feeling. If the customer feels that special attention is paid to him, and on the website, there are your past purchases, and be able to log-in with his profile, and buys it, this is effective on encouraging him to use more participation. The next thing that can be inferred from the results of this study is that, perceived sociability is effective on encouraging people to participate more in social commerce. The results also showed that all three elements of social support, social participation and social networking tracking are effective on the social commerce intention, and can encourage customers to participate in the social commerce and for the purchase of the site. Kurt and Zhang (2011) also concluded similar results.

Suggestions for future research

1. Future researchers can add new variables to the model to measure the impact of these variables. for example:
 - The impact of social norms on social commerce intention
 - The impact of level of satisfaction of previous purchases on social commerce intention
2. Doing similar research using a larger sample in other cities of the country, to strengthen interoperability and to establish the validity for findings.

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