

## Customer Perceived Value in Social Commerce: An Exploration of Its Antecedents and Consequences

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### Abstract

This study develops and empirically tests a conceptual model of customer perceived value and its antecedents and consequences on the social commerce context. The study identifies online service quality and online trust as factors influencing customer perceived value and customer satisfaction as a consequence of customer perceived value in social commerce. A detailed questionnaire was developed to measure the relationship between the aforementioned variables and data was collected from 149 Jordanian web users by email. The data was analyzed using PLS-SEM technique.

The results provided support for the theoretical model of this study. In particular, the study identified that all dimensions of perceived value were found to have a significant effect on customer satisfaction. Specifically, the study found that both social value and information value to have a significant effect on customer satisfaction.

Furthermore, the study identified that online trust and online service quality are factors having direct influence on customer information and social value. It was found, however, that online service quality is the strongest predictor of customer perceived value. Finally the study discusses the implications and scope for future research in the area.

**Keywords:** Social Commerce, Customer Perceived Value, Information Value, Social Value; Online Trust, online service quality.

# Customer Perceived Value In Social Commerce An

**Ratih Hurriyati,Lili Adi  
Wibowo,Sulastri Sulastri,Lisnawati  
Lisnawati**

### **Customer Perceived Value In Social Commerce An:**

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book highlights the latest research presented at the first Digital Marketing eCommerce Conference Barcelona Spain June 2020 Papers include a diverse set of digital marketing and eCommerce related topics such as user psychology and behavior in social commerce influencer marketing in social commerce social media monetization strategies social commerce characteristics and their impact on user behavior social branding business model user privacy and more **User**

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**Proceedings of the 2024 4th International Conference on Enterprise Management and Economic Development (ICEMED 2024)** Hongbing Cheng, Sikandar Ali Qalati, Noor Sharoja Binti Sapiei, Mazni Binti Abdullah, 2024-08-31 This is an open access book 2024 4th International Conference on Enterprise Management and Economic Development ICEMED2024 will be held grandly in Jinan China from May 24 to 26 2024 Enterprise management is the general term for a series of functions such as organizing planning commanding supervising and regulating the production and operation activities of enterprises Relative to economic growth economic development is the core concept of development economics Economic development refers to the high quality development of the economy including quality and quantity rather than merely the growth of quantity Enterprise management covers economics management business management financial management human resource management and other aspects and is a comprehensive interdisciplinary science that spans natural science engineering science technical science and humanities and social science Enterprise management comes into being with the development of modern socialized mass production The use of modern management means and methods to manage enterprises ensure the survival and development of enterprises and play a positive role in promoting economic development ICEMED2024 will bring together experts and scholars from relevant fields to discuss the relationship between enterprise management and economic development Reasonable enterprise management is an important way to promote the economic development of enterprises Scientific and reasonable use of industrial and commercial enterprise management knowledge can reasonably carry out effective macro control on the enterprise economy and ensure the stable progress and development of the enterprise economy ICEMED 2024 provides a platform in order to Create an international forum for sharing research and exchange so that participants can understand the latest research directions results and contents of enterprise

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*Practical Frameworks for New-Age Digitalization Business Strategy* Tee, Poh Kiong,Song, Bee Lian,Ho, Ree Chan,2025-07-02 In today s digital landscape businesses must adopt forward thinking strategies to remain competitive New age digitalization implements advanced technologies and integrates them into every aspect of business operations to drive innovation agility and customer centric value Practical frameworks like digital transformation plans data driven decision making and platform based systems become essential tools for organizations navigating this shift These frameworks provide structured approaches for leveraging emerging technologies while aligning digital initiatives with strategic business goals Further research may present new strategies for effective sustainability and scalability Practical Frameworks for New Age Digitalization Business Strategy explores digitalization and sustainability practices and their impact on businesses in terms of marketing and management strategies for market demand and sustainable growth It examines new approaches to market adaptability in the age of digitalization and sustainability This book covers topics such as cloud computing data privacy and management studies and is a useful resource for business owners computer engineers managers academicians researchers and data scientists Artificial Neural Networks and Structural Equation Modeling Alhamzah Alnoor,Khaw Khai Wah,Azizul

Hassan,2022-11-19 This book goes into a detailed investigation of adapting artificial neural network ANN and structural equation modeling SEM techniques in marketing and consumer research The aim of using a dual stage SEM and ANN approach is to obtain linear and non compensated relationships because the ANN method captures non compensated relationships based on the black box technology of artificial intelligence Hence the ANN approach validates the results of the SEM method In addition such the novel emerging approach increases the validity of the prediction by determining the importance of the variables Consequently the number of studies using SEM ANN has increased but the different types of

study cases that show customization of different processes in ANNs method combination with SEM are still unknown and this aspect will be affecting to the generation results Thus there is a need for further investigation in marketing and consumer research This book bridges the significant gap in this research area The adoption of SEM and ANN techniques in social commerce and consumer research is massive all over the world Such an expansion has generated more need to learn how to capture linear and non compensatory relationships in such area This book would be a valuable reading companion mainly for business and management students in higher academic organizations professionals policy makers and planners in the field of marketing This book would also be appreciated by researchers who are keenly interested in social commerce and consumer research Business Advancement through Technology Volume I Alkis Thrassou, Demetris Vrontis, Leonidas

Efthymiou, Yaakov Weber, S. M. Riad Shams, Evangelos Tsoukatos, 2022-12-13 This two volume edited collection explores the impact of technology on business advancement Technology is a multifaceted and multidimensional phenomenon carrying opportunities and risks Business advancement therefore can no longer be considered without technological mediation Volume I offers insights into technological improvements in the field of global marketing Covering topics such as mobile banking social media and neuromarketing tools the book examines how technology diffusion drives negates and facilitates change in marketing processes Volume II on the other hand focuses on the implications of changing technology on work and employment Taken together the books move forward the study of organizations and technology and are ideal resources for students and researchers **Proceedings of the Fourteenth International Conference on Management Science and Engineering Management** Jiuping Xu, Gheorghe Duca, Syed Ejaz Ahmed, Fausto Pedro García Márquez, Asaf

Hajiyev, 2020-06-29 This book gathers the proceedings of the 14th International Conference on Management Science and Engineering Management ICMSEM 2020 Held at the Academy of Studies of Moldova from July 30 to August 2 2020 the conference provided a platform for researchers and practitioners in the field to share their ideas and experiences Covering a wide range of topics including hot management issues in engineering science the book presents novel ideas and the latest research advances in the area of management science and engineering management It includes both theoretical and practical studies of management science applied in computing methodology highlighting advanced management concepts and computing technologies for decision making problems involving large uncertain and unstructured data The book also describes the changes and challenges relating to decision making procedures at the dawn of the big data era and discusses new technologies for analysis capture search sharing storage transfer and visualization as well as advances in the integration of optimization statistics and data mining Given its scope it will appeal to a wide readership particularly those looking for new ideas and research directions Handbook of Research on Consumer Behavior Change and Data Analytics in the Socio-Digital Era Keikhosrokiani, Pantea, 2022-06-24 The emergence of new technologies within the industrial revolution has transformed businesses to a new socio digital era In this new era businesses are concerned with collecting data on customer

needs behaviors and preferences for driving effective customer engagement and product development as well as for crucial decision making. However, the ever-shifting behaviors of consumers provide many challenges for businesses to pinpoint the wants and needs of their audience. *The Handbook of Research on Consumer Behavior Change and Data Analytics in the Socio-Digital Era* focuses on the concepts, theories, and analytical techniques to track consumer behavior change. It provides multidisciplinary research and practice focusing on social and behavioral analytics to track consumer behavior shifts and improve decision making among businesses. Covering topics such as consumer sentiment analysis, emotional intelligence, and online purchase decision making, this premier reference source is a timely resource for business executives, entrepreneurs, data analysts, marketers, advertisers, government officials, social media professionals, libraries, students, and educators of higher education, researchers, and academicians.

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### **Value Realization in the Phygital Reality Market**

Lin Huang, Biao Gao, Mengjia Gao, 2023-08-09 This book is a timely and much-needed comprehensive compilation that reflects the development of research on consumption and communication in the conflation of the real and digital worlds, bringing together the current state of thinking about the phygital reality market and the cutting-edge challenges that are involved. In this book, the term phygital reality market is used, implying that the physical, digital, and virtual realms are fused into one to recognize and understand the market with multiple or mixed realities. The concept of the phygital reality market captures the new realities that consumers are shopping, consuming, and living, and companies are competing within the physical, digital, and

virtual marketplaces The book covers the research on consumption service and communication in the phygital reality market and compiles the current state of thinking challenges and cases having to do with the acceptance and diffusion of new technologies of phygital reality The interest in the phygital reality market such as omnichannel retailing integrating physical stores and online services has grown hugely over the last two decades particularly since the coronavirus pandemic COVID triggered severe social and economic disruption around the world but has accelerated the acceptance and diffusion of new technologies in the phygital reality market where the physical digital and virtual worlds are conflated Versatile problem solving and new challenges are reflected in the value realization process of innovation in other words widespread acceptance and diffusion of devices or services that embody new technologies The excitement and hype associated with the metaverse have highlighted the need to understand the creation and adoption of new technologies in consumption and marketing recognition of the foundational role of new technologies in driving consumer behavior and marketing theory and practice in value realization as a vital part of the process of digital transformation

**LISS2019** Juliang Zhang, Martin Dresner, Runtong Zhang, Guowei Hua, Xiaopu Shang, 2020-07-10 This book focuses on AI and data driven technical and management innovations in logistics informatics and services The respective papers analyze in detail the latest fundamental advances in the state of the art and practice of logistics informatics service operations and service science The book gathers the outcomes of the 9th International Conference on Logistics Informatics and Service Sciences which was held at the University of Maryland USA

**Proceedings of the 8th Global Conference on Business, Management, and Entrepreneurship (GCBME 2023)** Ratih Hurriyati, Lili Adi Wibowo, Sulastri Sulastri, Lisnawati Lisnawati, 2024-06-24 This is an open access book We would like to invite you to join our The 8th Global Conference on Business Management and Entrepreneurship The conference will be held in GH Universal Hotel Bandung Indonesia on August 8th 2023 with topic Digital Based Business in Improving Community Creative Economy Growth in the New Normal Era Conference Scope Topics Organizational Behavior Leadership and Human Resources Management Innovation IT Operations and Supply Chain Management Marketing Management Financial Management and Accounting Economics Education Strategic Management Entrepreneurship and Contemporary Issues Green Business

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volume includes the full proceedings from the 2009 Academy of Marketing Science AMS Annual Conference held in Baltimore Maryland

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**Contemporary Research on E-business Technology and Strategy** Vasil Khachidze, Tim Wang, Sohail Siddiqui, Vincent Liu, Sergio Cappuccio, Alicia Lim, 2012-10-05 This book constitutes the proceedings of the International Conference on E business and Strategy iCETS 2012 held in Tianjin China in August 2012 The 65 revised full papers presented were carefully reviewed and selected from 231 submissions The papers feature contemporary research on developments in the fields of e business technology information management systems and business strategy Topics addressed are latest development on e business technology computer science and software engineering for e business e business and e commerce applications social networking and social engineering for e business e business strategic management and economics development e business education entrepreneurship and e learning digital economy strategy as well as internet and e commerce policy

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