

Effectiveness of Social Commerce In Influencing Repurchase Intention: A Systematic Literature Review

Alexander Wirapraja
Information System Department
Institut Teknologi Sepuluh Nopember
Surabaya, Indonesia
awirapraja85@gmail.com

Apol Pribadi Subriadi
Information System Department
Institut Teknologi Sepuluh Nopember
Surabaya, Indonesia
apolpribadi@gmail.com

Abstract-Online Social commerce is currently contributing to the marketing world because it combines multi-disciplinary knowledge in marketing aspects such as aspects of consumer psychology and sales, sociology, demographic elements, use of technology and computer science, and marketing aspects in the business world. This development has become more complicated because of the pattern of involvement of other sciences ranging from mathematics to marketing management. In this study, we conducted a theoretical review by taking the theme of social commerce and found that there was more than 30,000 literature from reputable international journals, then carried out a systematic study of aspects of social trade by synthesizing 427 scientific literature originating from journal publications and processes between 2008 and 2019. Does this study focus on two research questions: (1) how social commerce develops and the difference with e-commerce? (2) What research methods have been used in social trade to measure product repurchase intentions by consumers? And what variables are widely used to measure the level of product repurchase intention by consumers? From the results of the mapping that has been done, it can be seen that aspects of social commerce including definitions, differences in e-commerce and s-commerce, types and methods of measurement, technology, challenges and benefits, formulation of models and frameworks. Finally, we offer guidance on the direction for future research, with different methods so that it can produce proper guidelines for marketers in determining the right marketing strategy.

Keywords: Social Commerce, Repurchase Intention, Marketing, E-Commerce, E-Satisfaction, Information Quality

I. INTRODUCTION

The growing development of the e-commerce industry has an impact on changes in consumer behavior. Changes in shopping behavior through e-commerce types using social media are called social commerce [1]. Social media, for example, Facebook, Twitter, Instagram, and others take advantage of the capabilities of social networking, social commerce with electronic business types, not only the pattern of business-to-consumer (B2C) trading agencies but also serves transactions between consumers and other consumers (C2C). Social media also provides transaction experience sharing features that can be used by customers such as discussion columns, comments and reviews, tags, and user profiles. [1], [2]. Social trade is not like traditional electronic commerce where consumers typically, interacting with online shopping sites separately, social trade places more emphasis on the involvement of online communities that strongly support interaction between users and existing content or information. It is expected that with this social interaction, it

can lead to strengthening ties between the seller and the customer community [3], [4]. Social commerce concepts are also different and simpler than compared to Content Marketing activities in the form of direct events such as conferences, which involve personal contact with clients, or digital, such as webinars (e.g., Digital Events) or digital content created by companies on websites [5]. The development of digital marketing techniques has also changed with the closer relationship between users and social media, based on data in table 1 the results show that globally 10% of marketers utilize social media in transactions [6].

TABLE I. DIGITAL MARKETING TECHNIQUE WORLDWIDE 2018

No	Digital Marketing Technique	Marketing Activity (%)
1	Content Marketing	20%
2	Artificial Intelligence and Machine Learning	14%
3	Big Data	14%
4	Social Media Marketing	10%
5	Marketing Automation	9%

To achieve the main objectives of this study, two research questions (RQ) were formulated which were used to answer questions that can help understand social trade including definition, type, quality of information and technology, influence including (challenges and benefits), model analysis, analysis and development framework, and observe differences from traditional marketing concepts and digital marketing, to be able to understand consumer behavior patterns that have an impact on repurchase intentions [7] so that it can become potential research in the future and become a reference for developing marketing strategies using social commerce.

Based on the explanation, the main purpose is:

1. Grouping relevant articles related to social commerce to provide comprehensive understanding and knowledge; and
2. Provide an overview of consumer behavior when transacting and the factors that cause intention to be repurchased through social media.

II. RESEARCH METHODOLOGY

A. Identification and collection of the literature

One method is applied to articles that review literature studies on E-Commerce, Social Commerce. Information

quality, E-Satisfaction and repurchase intention. The step taken is to choose the academic literature using keywords from the research variables to be discussed. And then ensure articles relevant to the research. Another method is the conventional literature review approach to examine and validate the level of relevance to the initial article [7].

1) Data Collection

Literature searches were conducted to select literature published between 2008 and 2019. The articles collected focused on scientific research journals published internationally. Scientific research sources come from Emerald Insight, Elsevier, Sage Pub, Springer, and Science Direct. Articles found related to social trade aspects. Literature search uses keywords related to the fields of E-Commerce and social Commerce. In selecting relevant articles, examining titles, abstracts, and relevance of articles carried out on topics related to research questions. Data found around 427 articles and after sorting, obtained 59 articles relevant to trends and developments in the E-Commerce industry, especially using social media known as Social-commerce along with supporting aspects in terms of consumer behavior.

The term Social Commerce has existed since 2005, Social Commerce at that time was more driven by practice than by research. Social Commerce enables businesses to reach global consumers with greater efficiency than using traditional retail systems by integrating user-generated content into electronic storefronts. So that with this in mind, consumers can be facilitated to make faster and more accurate purchasing decisions [8].

2) Search Process

The search process is done by looking for sources that focus on scientific journals that are published internationally, while conferences and statistical data are also included but with fewer proportions. While for the journal publishing year taken between the years 2008 to 2019 as in figure 1 and all selected articles prioritize themes related to Social-Commerce. Table 2 lists the main sources that have published scientific research articles related to this study. With this procedure, from 30,000 existing journals, the searches were then matched by sorting themes and variables to obtain 427 journals from figure 1. And grouped in more detail through variable relationships in social commerce so that a total of 59 journals were obtained, all of which were selected international journals and conferences.

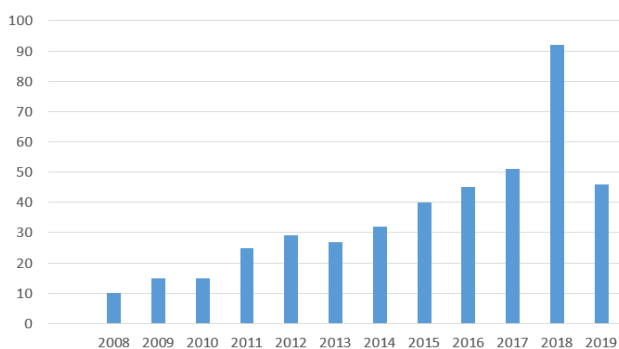


Fig. 1. Number of Journal Publications 2008 - 2019

Systematic study of this literature of all the scientific journals we got, the average came from Science Direct at 76%, Emerald Insight at 19%, and Springer at 3%. consideration in choosing this source is due to the fact that the average number of papers published by this publisher is mostly Scopus indexed journals which usually have quality on the contents of the paper. The results of mapping journal sources can be seen in Figure 2.

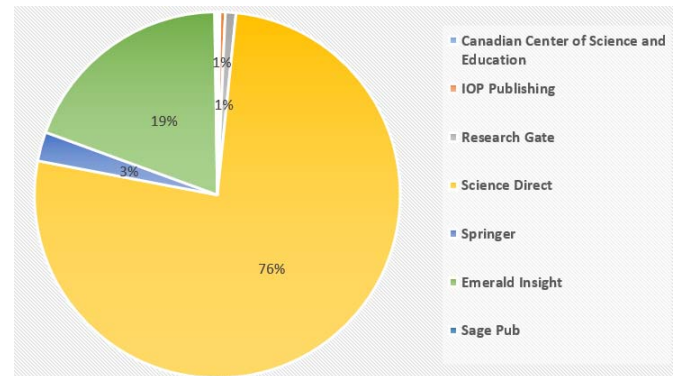


Fig. 2. Source of Scientific Literature

Based on the publisher that has been mapped in Figure 2, and was chosen to be 59 journals that will be used in this study. Mapping publishers of internationally reputed scientific literature published in each journal as in table 2.

TABLE II. JOURNAL AND LITERATURE SOURCES ARE USED

Journal / Conferences	Total Number
American Behavioral Scientist	1
Benchmarking: An International Journal	2
Computers in Human Behavior	6
Decision Support Systems	2
Electronic Commerce Research and Applications	7
Electronic Markets	1
Expert Systems with Applications	1
Industrial Marketing Management	2
Information & Management	5
Information Systems and E-Business Management	2
International Business Research	1
International Journal of Hospitality Management	3
International Journal of Information Management	3
International Journal of Research in Marketing	1
Internet Research	2
Journal of Interactive Marketing	1
IOP Conference Series: Materials Science and Engineering	1
Journal of Business Research	2
Journal of Competitiveness	1
Journal of Information and Knowledge Management Systems	1
Journal of Retailing and Consumer Services	3
Managing Service Quality: An International Journal	1
Procedia - Social and Behavioral Sciences	1
Spanish Journal of Marketing – ESIC	1
Technological Forecasting & Social Change	3
Telematics and Informatics	2
The TQM Journal	1

3) Inclusion and Exclusion Criteria

The choice of keywords is related to digital marketing, consumer behavior, information quality, e-satisfaction, repurchase intention, social commerce, s-commerce, and e-commerce is to highlight publications that have direct relevance to social commerce. Whereas general terms related

to electronic commerce only be exclusive in addition to strengthening existing theories. Besides, in conducting searches only consider scientific publications that have full-text content in English.

B. Data Synthesis

Synthesis aims to show the distribution of topics related to social commerce in the form of mapping. The purpose of this stage is to sort each article accurately to record information that will be obtained from each selected paper. We use Mendeley and Microsoft Excel in collecting and integrating data related to research topics related to social commerce in the form of research titles, research themes, theories, research methods, years of implementation and results obtained [7].

1) Research Theme

Determine the research theme is useful to understand the knowledge of the discussion related to the area of social commerce. In some scientific articles sometimes, there are several research themes more related to one another[8]. In this study, the themes related to the field of social-commerce are consumer perception, user behavior, information quality, and electronic satisfaction, interest in repurchasing, electronic services, social trade, and e-commerce. In addition to the topics which are the main categories, we also add sub-categories that will be used for articles but not specifically related to research themes to strengthen the theories and concepts that will be discussed.

Figure. 3 shows an overview of the research theme by grouping all the papers that have been obtained. The most dominant theme is user behavior covering 41% of the behavior of social commerce users. While the second theme is the design of a model framework with a percentage of 25% of the classification in this social commerce theme.

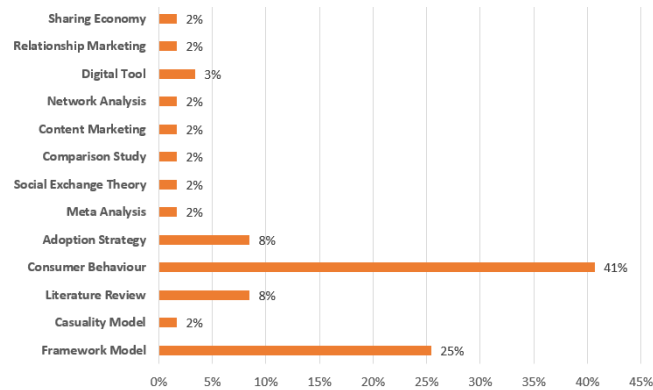


Fig. 3. Grouping articles based on research themes

In addition to the two dominant models, other themes are also developed in social commerce research, including literature studies (8%), strategy adoption (8%), use of digital tools (3%), and other themes that have the same percentage of 2%.

2) Underlying Theories

Consumer behavior in the context of social trade has become one of the important aspects for companies or marketers who aim to influence consumers by utilizing feelings experienced by consumers both before and after transacting [3]. To understand consumer behavior and predict

results such as the definition of social cognitive theory in which people tend to perform certain behaviors when they expect benefits and suitability to be obtained following desired expectations. Then it is necessary to do a mapping related to the theory commonly used in social commerce research to understand consumer behavior, as shown in Figure. 4.

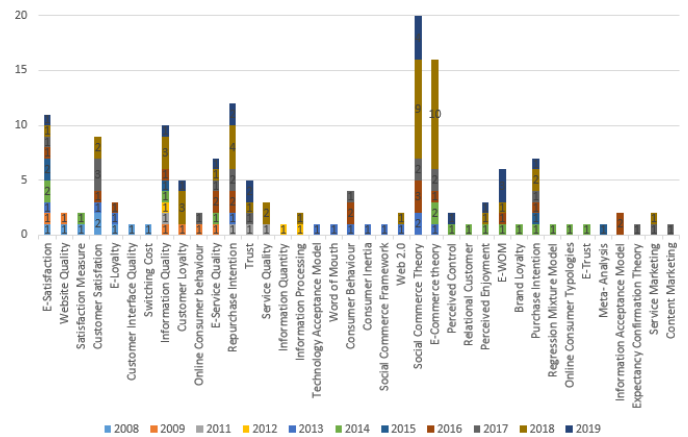


Fig. 4. Number of Articles Based on Theory

Some theoretical reviews that will be used for this study include aspects of information quality, electronic satisfaction, and repurchase intentions, which are also supported by other theories such as e-commerce theory, social-commerce theory, and other marketing variables as supporting in completing existing research topics.

III. RESULTS AND DISCUSSIONS

A. How Social Commerce Development Today (RQ1).

Social media which is used as a marketing tool to socialize and disseminate information about products more effectively has led to the emergence of a new type of e-commerce development, now often referred to as social commerce [9], from the literature obtained by even some modern social commerce researchers as one part of the development of the concept of e-Commerce [10]. Social commerce as a marketing tools also known as social business, is a scientific literature that provides an explanation of the definition of s-commerce as the use of Internet-based media that allows users to participate in the process of selling, purchasing, comparing and sharing information about products and services in market and social community in the form of reviews and discussions [11]. Research on Social Commerce is still included in the new field of research, especially research in applying qualitative methods such as narrative analysis approaches, ethnographic approaches, and exploration of phenomena using the in-depth interview method is still relatively small [3].

1) The Differences between Social Commerce and E-Commerce.

Similar to e-commerce sites, social commerce sites also provide product transactions. Table 3 shows the main differences between e-commerce and social commerce in the attachment between transactions and consumers. Social Commerce provides a place to interact socially, such as sharing information, networking, and collaborating with

other consumers by facilitating through communication forums and discussions among consumers. With social networks and semantics that are interconnected, users can experience the evolution of methods of trading goods and services that are usually carried out in traditional norms. E-Commerce becomes a new method called social commerce [12].

TABLE III. THE DIFFERENCE BETWEEN E-COMMERCE AND SOCIAL COMMERCE [1].

Aspects	E-Commerce	Social Commerce
Customer Connection	Customers are only bound and dependent on information provided on the e-commerce platform.	Customers can join directly with online communities in social media forums to get more accurate information.
Customer Control	Consumers can only play little or no control over e-commerce sites	Consumers can be directly involved in providing information about the products discussed
System Interaction	Is one-way exploration	Offers interactive, social and collaborative experiences
Business Goal	Maximizing efficiency in shopping	Focus on social activities
Website Design	Centered on the product catalog	Consumer Centered

Social commerce is e-commerce that uses social networking and social relations online. Sometimes because it is synonymous with Facebook, it used to be referred to as Facebook trading, but in reality, the phenomenon of using social media is far greater and not only limited to Facebook. In its development, social commerce developed from the use of progressive social networking platforms from Web 2.0 to Web 3.0 [12].

The study of the development of social media in the context of achieving marketing goals was developed when researchers sought to better understand changes in consumer behavior in the Web 2.0 environment. This has resulted in a shift in the platform from individual transactions to transactions involving fellow consumers to meet and interact directly with products that will be desired through online communities using internet technology [13]. Web 2.0 technology (e.g., forums, discussions, recommendation systems, social networking) is a technology that is based on a system concept that allows users to interact, work together, produce and share information content, which aims to add value to commercial consumer services[4].

2) Social Commerce Challenges in shaping Customer Satisfaction.

Customer satisfaction is defined as the result of consumer expectations, both confirmation, and disconfirmation. Expectations of consumers are believed to be able to create reference points that customers can use to make objective assessments of products/services purchased, for companies can also be used to create competitive advantages to generate profits [14]. The challenge facing marketing that uses social media to achieve customer satisfaction is the need to unite customer expectations, individual needs, experience, recommendations from third parties, and advertising service providers. So that customer behavior after buying and consuming services is that customers can compare the

expected quality with what they have received [15]. How to form a feeling of customer satisfaction can be by collecting ideas from consumers through surveys and immediately apply them if it is felt possible to do [7].

Social commerce must also have the ability to guarantee consumers' personal data information, provide product recommendations, be open to reviews from consumers who have shopped, and can maintain social relationships with their customers [8]. This needs to be done because good decisions start from customer satisfaction; this is the reason that makes customer satisfaction a driving factor in shaping consumer buying intentions [16].

B. What Factors Lead to the Repurchase Intentions Through Social Media? (RQ2)

Purchase Intention is the possibility of buying by consumers or recommending services that are felt to friends or family [17], while the intention to repurchase is a variable that shows the level of customer interest to do more business transactions with the same online vendor [18]. It can be concluded that the purpose of repurchase intention is to produce sustainable intentions, such as showing consumer intentions to carry out certain behaviors such as using the Social Networking Site platform to re-order and revisit selected online vendors in the future [19].

1) Repurchase Intentions Measurement Method

Based on the collection of literature that became the material in this literature study found several methodologies used in measuring the level of consumer repurchase intention and conducted a mapping of the methodology that existed in previous studies with results as in table 4.

TABLE IV. METHODOLOGY FOR MEASURING THE LEVEL OF INTENTION TO REPURCHASE PRODUCTS.

No	Methodology	Literature Source Findings
1	SEM – PLS	[1], [2], [20], [19], [21], [22], [18], [23]
2	Systematic Literature Review	[7], [24], [3], [14]
3	Confirmatory Factor Analysis	[25], [15], [26], [9], [27], [28], [29]
4	Regression Analysis	[13], [30]
5	Exploratory Factor Analysis	[15], [31], [27]
6	Multivariate Analysis of Variance	[32], [17]
7	Two Way Anova	[32]
8	SEM – SPSS	[4], [26], [9], [28], [29]
9	SEM – Lisrel	[33], [34]

From the mapping methodology in table 4, it was found that most of the scientific literature discusses a lot about methods for measuring repurchase intention factors using quantitative methods with the SEM-Lisrel approach, Exploration Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA). Therefore, it is necessary to try to complement the results obtained by making measurements using qualitative methods in the future to strengthen the phenomena that influence consumer behavior in shaping the intention to repurchase products in social trade.

2) Factors that cause consumers Repurchase Intention

Besides using methodologies such as mapping in table 4. Of course, it needs to be mapped as well as how consumer repurchase intention can be formed. The mapping carried out

in table 5. To find out what variables and factors were chosen by previous researchers to measure the repurchase intention.

TABLE V. DRIVING FACTORS FOR REPURCHASE INTENTION.

No	Variables / Domain	Literature Source Findings
1	Customer Satisfaction / E-Satisfaction	[27], [22], [35], [32], [18], [26], [23], [36], [8], [37], [38], [19], [33], [31], [14], [34], [1], [20], [17], [30], [35], [39], [40]
2	Corporate Social Responsibility (CSR)	[27]
3	Information Quality	[24], [25], [32], [18], [26], [41], [42], [17]
4	User Experience	[24]
5	Website Type	[24]
6	Customer Trust / E-Trust	[22], [32], [26], [23], [10], [43]
7	Learning	[22]
8	Stimulus Factor	[3]
9	Organism Factor	[3]
10	Loyalty Intention	[25]
11	Perceived Value	[25], [2], [17]
12	Website Quality	[25]
13	Switching Cost	[35]
14	E-WOM	[7],[36], [13], [42], [39]
15	E-Service Quality	[15], [31], [18], [30]
16	Convenience	[35], [34]
17	E-TailQ	[15]
18	Customer Engagement	[4]
19	Brand Equity	[9]
20	Net Benefit	[23]
21	Perceived Ease of Use	[10], [33]
22	Experiential Marketing	[34]
23	Perceived Transparency	[44]
24	Perceived Risk	[44]
25	Consumer Resonance	[45]
26	Product Uncertainty	[46]
27	Seller Uncertainty	[46]
28	E-Loyalty	[35]

From the mapping that has been done in table 5, the results that affect the intention to repurchase products on online trading sites are customer satisfaction variables, and it can be stated that the customer satisfaction variable has a very strong influence on the decision to buyback. Then marketers should pay attention to and maintain customer satisfaction to create customer loyalty in influencing product repurchase decisions.

Researchers also propose a model that can be used to measure the level of repurchase intention of consumers who shop online, especially by taking a case study on consumers who shop by utilizing social media based on the mapping in Table 5, by designing a framework model that will be used in further research, namely in the picture 5 as follows:

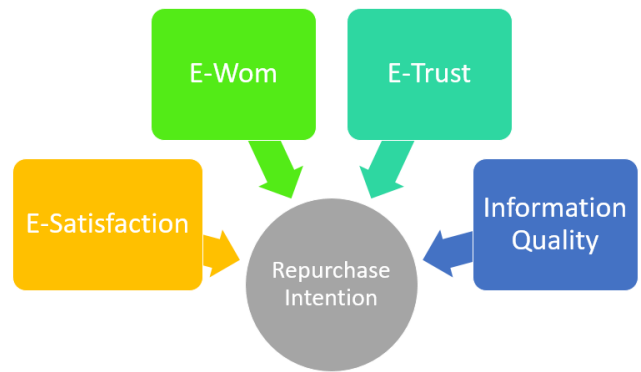


Fig. 5. factors that influence online customer repurchase intention

Figure 5 is the result of mapping from the literature used so that it can be stated that the factors influencing the repurchase intentions of online customers can be determined through electronic satisfaction, electronic trust, the quality of information presented, and electronic word of mouth.

IV. CONCLUSION

This study provides a systematic review of the literature on variables or factors that influence the intention to repurchase products marketed online through social media along with measurement methods that are frequently used. From the results of mapping the existing literature and carried out in-depth studies of the scope, problems, theories, and research methods as well as the results that have been obtained. So for future research, it is necessary to propose an integrative framework model to get factors that stimulate and influence consumer responses in the consumer decision-making process when buying back.

After reviewing the literature, the results show that research on measuring the level of intention to repurchase is mostly done using quantitative methods by measuring respondents' perceptions, so researchers feel the need to try to test the relationship between variables or domains that affect repurchase intentions by completing through qualitative methods with a phenomenological approach. This approach aims to obtain more precise and accurate results from various perspectives and phenomena that occur to consumers and is planned to be carried out for five months. The researcher also concludes that the literature review that has commerce will contribute to understanding the factors that influence domains that shape buyback intentions for social trading sites. This review is also expected to inspire more research related to marketing and its development in the future use of the social trading field.

REFERENCES

- [1] C. Y. Li and Y. C. Ku, "The power of a thumbs-up: Will e-commerce switch to social commerce?," *Inf. Manag.*, vol. 55, no. 3, pp. 340–357, 2018.
- [2] Y. L. Wu and E. Y. Li, *Marketing mix, customer value, and customer loyalty in social commerce: A stimulus-organism-response perspective*, vol. 28, no. 1. 2018.
- [3] K. Z. K. Zhang and M. Benyoucef, "Consumer behavior in social commerce: A literature review," *Decis. Support Syst.*, vol. 86, pp. 95–108, 2016.
- [4] S. Molinillo, R. Anaya-sánchez, and F. Liébana-cabanillas, "Analyzing the effect of social support and community factors on customer engagement and its impact on loyalty behaviors toward social commerce websites," *Comput. Human Behav.*, no. June 2017,

- pp. 1–12, 2019.
- [5] W. Wang, E. Carl, B. Calder, and E. Uzunoglu, “B2B content marketing for professional services: In-person versus digital contacts,” *Ind. Mark. Manag.*, no. January, pp. 1–9, 2017.
 - [6] Statista, “Most effective digital marketing techniques 2018,” *SmartInsights.com*, 2018. [Online]. Available: www.statista.com.
 - [7] H. Han, H. Xu, and H. Chen, “Social commerce: A systematic review and data synthesis,” *Electron. Commer. Res. Appl.*, vol. 30, no. May, pp. 38–50, 2018.
 - [8] L. Zhou, P. Zhang, and H. Zimmermann, “Social commerce research: An integrated view,” *Electron. Commer. Res. Appl.*, vol. 12, no. 2, pp. 61–68, 2013.
 - [9] M. Yadav and Z. Rahman, “The influence of social media marketing activities on customer loyalty: A study of e-commerce industry,” *Benchmarking An Int. J.*, vol. 25, no. 9, pp. 3882–3905, 2018.
 - [10] C. Baethge, J. Klier, and M. Klier, “Social commerce — state-of-the-art and future research directions,” *Electron. Mark.*, vol. 26, pp. 269–290, 2016.
 - [11] M. A. S. Goraya, Z. Jing, M. A. Shareef, M. Imran, A. Malik, and M. S. Akram, “An investigation of the drivers of social commerce and e-word-of-mouth intentions: Elucidating the role of social commerce in E-business,” *Electron. Mark.*, 2019.
 - [12] O. Gibreel, D. A. AlOtaibi, and J. Altmann, “Social commerce development in emerging markets,” *Electron. Commer. Res. Appl.*, vol. 27, pp. 152–162, 2018.
 - [13] B. K. P. D. Balakrishnan, M. I. Dahnail, and W. J. Yi, “The Impact of Social Media Marketing Medium Toward Purchase Intention and Brand Loyalty Among Generation Y,” *Procedia - Soc. Behav. Sci.*, vol. 148, pp. 177–185, 2014.
 - [14] C. Liao, H. Lin, M. Meiling, and S. Chea, “Factors influencing online shoppers’ repurchase intentions: The roles of satisfaction and regret,” *Inf. Manag.*, vol. 54, no. 5, pp. 651–668, 2017.
 - [15] E. Luiz, O. Bandeira, D. L. Freire, and E. Herrero, “Electronic Commerce Research and Applications Competing scales for measuring perceived quality in the electronic retail industry: A comparison between E-S-Qual and E-TailQ,” *Electron. Commer. Res. Appl.*, vol. 34, no. January, p. 100824, 2019.
 - [16] J. Gao, C. Zhang, K. Wang, and S. Ba, “Understanding online purchase decision making: The effects of unconscious thought, information quality, and information quantity,” *Decis. Support Syst.*, vol. 53, no. 4, pp. 772–781, 2012.
 - [17] C. Chen and Y. Chang, “Telematics and Informatics What drives purchase intention on Airbnb? Perspectives of consumer reviews, information quality, and media richness,” *Telemat. Informatics*, vol. 35, no. 5, pp. 1512–1523, 2018.
 - [18] H. Lee, S. Young, and Y. Sik, “Formation of e-satisfaction and repurchase intention: Moderating roles of computer self-efficacy and computer anxiety,” *Expert Syst. Appl.*, vol. 36, no. 4, pp. 7848–7859, 2009.
 - [19] L. Trong, T. Tran, L. Minh, T. Pham, and L. Tuan, “E-satisfaction and continuance intention: The moderator role of online ratings,” *Int. J. Hosp. Manag.*, vol. 77, no. November 2017, pp. 311–322, 2019.
 - [20] S. Chen and C. Lin, “Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction ☆,” *Technol. Forecast. Soc. Chang.*, vol. 140, no. July 2018, pp. 22–32, 2019.
 - [21] L. G. Pee, J. Jiang, and G. Klein, “International Journal of Information Management Signaling e f f ect of website usability on repurchase intention,” *Int. J. Inf. Manage.*, vol. 39, no. January, pp. 228–241, 2018.
 - [22] S. Chou and C. Hsu, “Understanding online repurchase intention: social exchange theory and shopping habit,” *Inf. Syst. E-bus. Manag.*, vol. 14, pp. 19–45, 2016.
 - [23] Y. H. Fang, C. M. Chiu, and E. T. G. Wang, “Understanding customers’ satisfaction and repurchase intentions,” *Internet Res.*, vol. 26, no. 1, pp. 288–310, 2011.
 - [24] M. Ghasemaghahi and K. Hassanein, “A macro model of online information quality perceptions: A review and synthesis of the literature,” *Comput. Human Behav.*, vol. 55, pp. 972–991, 2016.
 - [25] H. Kim and L. S. Niehm, “The Impact of Website Quality on Information Quality, Value, and Loyalty Intentions in Apparel Retailing,” *J. Interact. Mark.*, vol. 23, no. 3, pp. 221–233, 2009.
 - [26] Z. Muhammad, F. Yi, A. S. Naz, and K. Muhammad, “An Empirical Study on Exploring Relationship among Information Quality, E-satisfaction, E-trust and Young Generation’s Commitment to Chinese Online Retailing,” *J. Compet.*, vol. 6, no. 4, pp. 3–18, 2014.
 - [27] H. T. Tsai, H. C. Chang, and M. T. Tsai, “Predicting repurchase intention for online clothing brands in Taiwan: quality disconfirmation, satisfaction, and corporate social responsibility,” *Electron. Commer. Res.*, vol. 16, no. 3, pp. 375–399, 2016.
 - [28] K. H. Huang and M. F. Yu, “Customer satisfaction and repurchase intention theory for the online sharing economy,” *Rev. Manag. Sci.*, no. 0123456789, 2018.
 - [29] M. Trivedir, Shrawan Kumar, Yadav, “Predicting online repurchase intentions with e-satisfaction as mediator: a study on Gen Y,” *J. Inf. Knowl. Manag. Syst.*, vol. 3, pp. 427–447, 2018.
 - [30] G. Bressolles, F. Durrieu, and S. Senecal, “A consumer typology based on e-service quality and e-satisfaction,” *J. Retail. Consum. Serv.*, vol. 21, no. 6, pp. 889–896, 2014.
 - [31] Z. M. S. Ong, Soo Ting; Mohd, Shoki Md Ariff; Norhayati, Zakuan; Zuraidah, Sulaiman; Muhamad, “E-Service Quality, E-Satisfaction and E-Loyalty of Online Shoppers in Business to Consumer Market; Evidence form Malaysia E-Service Quality, E-Satisfaction and E-Loyalty of Online Shoppers in Business to Consumer Market; Evidence form Malaysia,” in *IOP Conference Series: Materials Science and Engineering PAPER*, 2016.
 - [32] Y.-S. Yen, “A comparison of quality satisfaction between transactional and relational customers in e-commerce,” *TQM J.*, vol. 26, no. 6, pp. 577–593, 2014.
 - [33] C. L. Hsu, C. C. Wu, and M. C. Chen, “An empirical analysis of the antecedents of e-satisfaction and e-loyalty: Focusing on the role of flow and its antecedents,” *Inf. Syst. E-bus. Manag.*, vol. 11, no. 2, pp. 287–311, 2013.
 - [34] L. Suhaily and Y. Soelasih, “What Effects Repurchase Intention of Online Shopping,” *Int. Bus. Res.*, vol. 10, no. 12, pp. 113–122, 2017.
 - [35] H. H. Chang and S. W. Chen, “The impact of customer interface quality, satisfaction and switching costs on e-loyalty: Internet experience as a moderator,” *Comput. Human Behav.*, vol. 24, pp. 2927–2944, 2008.
 - [36] M. Chung, E. Ko, H. Joung, and S. Jin, “Chatbot e-service and customer satisfaction regarding luxury brands,” *J. Bus. Res.*, no. October, pp. 1–9, 2018.
 - [37] P. De Pelsmacker, S. Van Tilburg, and C. Holthof, “International Journal of Hospitality Management Digital marketing strategies, online reviews and hotel performance,” *Int. J. Hosp. Manag.*, vol. 72, no. January, pp. 47–55, 2018.
 - [38] R. Felix, P. A. Rauschnabel, and C. Hinsch, “Elements of strategic social media marketing: A holistic framework,” *J. Bus. Res.*, vol. 70, pp. 118–126, 2017.
 - [39] Y. Ying-Feng, Kuo; Tzu-Li, Hu; Shu-Chen, “Effects of inertia and satisfaction in female online shoppers on repeat-purchase intention The moderating roles of word-of-mouth and,” *Manag. Serv. Qual. An Int. J.*, vol. 23, no. 3, pp. 168–187, 2013.
 - [40] S. Rodgers, “A Critical Review of the E-Satisfaction Literature,” *Am. Behav. Sci.*, vol. 52, no. 1, pp. 38–59, 2008.
 - [41] F. Mcleay, B. Tsui, and Z. Lin, “Consumer perceptions of information helpfulness and determinants of purchase intention in online consumer reviews of services,” *Inf. Manag.*, vol. 55, no. May 2017, pp. 956–970, 2018.
 - [42] I. Erkan and C. Evans, “Computers in Human Behavior The influence of eWOM in social media on consumers’ purchase intentions: An extended approach to information adoption,” *Comput. Human Behav.*, vol. 61, pp. 47–55, 2016.
 - [43] C. Y. Li, “How social commerce constructs influence customers’ social shopping intention? An empirical study of a social commerce website,” *Technol. Forecast. Soc. Change*, no. 129, pp. 0–1, 2017.
 - [44] L. Zhou, W. Wang, J. David, T. Liu, and J. Gu, “Perceived information transparency in B2C e-commerce: An empirical investigation,” *Inf. Manag.*, vol. 55, no. 7, pp. 912–927, 2018.
 - [45] S. S. C. Shang, Y. Wu, and Y. Sie, “Computers in Human Behavior Generating consumer resonance for purchase intention on social network sites,” *Comput. Human Behav.*, vol. 69, pp. 18–28, 2017.
 - [46] Y. Bai, Z. Yao, and Y. F. Dou, “Effect of social commerce factors on user purchase behavior: An empirical investigation from renren.com,” *Int. J. Inf. Manage.*, vol. 35, no. 5, pp. 538–550, 2015.