

E-commerce and social commerce purchasing behaviour and what is the differences b...

[Business](#), [E-Commerce](#)



DRAFT Topic: E-commerce and social commerce: understanding the difference and an investigation of purchasing behaviors of consumers in the two sectors

Introduction

This study aims to investigate the key differences between e-commerce and social commerce and further goes on to establish the purchasing behaviors of consumers in these sectors. An interest in this area has developed following globalization and the increase in use of technology such as the internet towards carrying out business transactions. More business are now opening up online stores in order to sell to their potential customers that are located in varying geographical destinations. Factors such as cost reduction, “fast Fashion” and customization of goods has become a key trend in business and manufacturers as well as retailers are either ordering on request or manufacturing on request and this can only be effective if there is fast communication between the two parties. This is when e-commerce and social commerce comes into play to facilitate service delivery for many business that are going digital. However, despite the availability of resources to enable many business transact through electronic means, many business are still lacking the knowledge to understand the difference between e-commerce and social commerce and how both affect the purchasing behavior of their potential clients. This paper is therefore, going to define the difference between the two and investigate on their consumer’s purchasing behaviors.

Research Objectives

1. Differentiate between e-commerce and social commerce

2. Understand the influence of the following factors to e-commerce and/or social commerce

- a. Consumers skills
- b. Exploratory behaviors
- c. Perceived ease of use
- d. Perceived usefulness
- e. Relative advantage
- f. Result demonstrability
- g. Perceived risk
- h. Subjective norms
- i. Internet based-subjective
- j. Trust in online purchasing acceptance
- k. Pleasure
- l. Perceived media richness
- m. Channel choice
- n. Merchandise attractiveness
- o. Ease of use
- p. Urge to buy
- q. Impulse buy
- r. Perceived usefulness
- s. Habit social influence
- t. Hedonic motivations
- u. Instant gratification
- v.
- w.

x.

y. Research Model

z.

aa.

ab.

ac. Research Questions

ad. Appendix 1

ae. 1

I am very skilled at social commerce.

I am considering myself very knowledgeable about good search techniques and social commerce.

af. 2

When I hear about a new thing through social commerce, I am always eager to check it out.

I like to interact on social commerce and find out about the latest sites.

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