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Social Commerce: Chanting the Experience of Shoppers in a Developing Country
(Full Paper)

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ABSTRACT

The proliferation of the Internet, and the recent hype/massive popularity of social media for socialization and interactions have created a new landscape of social commerce. While social commerce via websites and marketplaces is accustomed in the Western market, the recent development indicates that millennials in the Southeast Asia are taking riskier buying decisions by embarking on business transactions with individual sellers on the social networking (SNS) platforms; known as customer to customer social commerce (C2C-SC). Taking into consideration of the rapid growth and potential security issues of this type of social commerce, it is therefore pivotal to understand why shoppers tend to shop on SNS platforms although they have options to shop on a more secured platform. This qualitative study was conducted, in a developing country of the Southeast Asia, to gain in depth understanding of buyers' engagement in the rapidly growing social commerce. Based on the thematic analysis from the interviews data, findings highlighted that buyers' interest for shopping on SNS platforms was instigated from the two motivational perspectives – intrinsic and extrinsic. Intrinsic motivations consist of feelings of convenience, sense of comfort and sense of satisfaction. Extrinsic motivations are formed by inputs of other buyers, sellers' characterization and products distinct. This study is amongst the first to explore online buyers' experiences that justify their interest to purchase on SNS platforms, which emerged from the interplay of internal and external factors. Findings offer insightful explanations on the phenomenon and contribute to further development in the body of knowledge of social commerce, specifically related to C2C-SC.

Keywords: Social commerce, C2C social commerce, social media, SNS platforms, developing country, intrinsic motivation, extrinsic motivation, uses and gratification theory.

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INTRODUCTION

In the past, consumers used to go to physical stores to shop. With the proliferation of the Internet, the shopping landscape has changed into digital version via online marketplaces and websites. Nowadays, the arrival of social media for networking such as Facebook, Instagram and Twitter, has changed the shopping landscape again. Hoppe *et al.* (2017)'s market survey shows that social commerce on social networking sites (SNS) is gaining massive popularity, particularly in Southeast Asia with over 30% of online purchase take place on SNS platforms. In line with the popularity, the trend of online shopping via SNS platforms among Malaysians is also rising with 79% of social media users claimed that they bought from SNS platforms at least once a year (Talib, Hanim and Ramayah, 2018). Similarly, in Thailand, thousands of online shoppers conducted their purchase on SNS platforms (Leeraphong & Papasratorn, 2018). Online buyers use these SNS platforms to obtain product information, communicate with sellers, and often conclude their purchase there. Many studies have confirmed that online buyers prefer to shop on SNS because the product information is readily available within the social community through e-WOM (e.g. testimonials, recommendations and ratings) (e.g. Hajli, Sims, Zadeh, & Richard, 2017; Liang & Turban, 2011; Shen, 2012).

While social commerce via SNS platforms is gaining its popularity, it also comes with challenges. One of the notable problems with this type of social commerce shopping is payment. Unlike online shopping via marketplaces such as Amazon, Shopee and Alibaba, until the customers receive the products, sellers will not receive the payments (i.e. escrow method). In SNS shopping landscape, normally sellers promote their products on the SNS platforms and continue their communication with the potential customers on communication apps such as Messenger, WhatsApp and Telegram (Leeraphong & Papasratorn, 2018). Once the customers agree to purchase, payments are sent online directly to sellers' personal or business account. There is no guarantee that the customers will receive their products as promised. Worse, most of sellers in SNS are individuals instead of firms (Stephen & Toubia, 2010), which can lead to an existence of anonymous sellers. A recent study conducted among shoppers on SNS platforms in Malaysia discovered that 31.6% of them have experience being defrauded by SNS sellers (Talib *et al.* 2018). The Australian Competition and Consumer Commission (ACCC) reported that on April 2019 alone, they received 749 reports on online shopping scams with financial loss of $585,803. Of these reported online purchasing frauds, 26.3% were conducted via SNS.

The issues of security of transactions on SNS platforms are real, with the increasing numbers of online fraud incidents around the globe. Lack of governance on transactions, anonymous identity of sellers and loose payment methods are among the alarming issues. Nevertheless, despite of these concerns, raising numbers of SNS users continue to contribute to the online

shopping activities. It is therefore pivotal to understand why buyers incline to shop on SNS platforms although they have options to shop on a more secured platform. This study will delve deeper into findings the reasons why buyers engage in this type of rapidly growing social commerce, in the context of Malaysia.

LITERATURE REVIEW

The Social Media Evolution and Implications for Social Commerce

Across the world, there were 2.65 billion users of the social media in 2017, and it is expected to grow progressively (Statista, 2019). This number had grown to almost 3.5 billion in 2019, amounting to 79.5% of the internet users worldwide (Global Digital Report, 2019). The means to access the social media have expanded from computers to smart phones. Indeed, the number of mobile social users continues to grow apace, with 42% penetration in 2019, up 3% from 2018 (Global Digital Report, 2019). In the context of Malaysia, communication via instant messaging apps such as WhatsApp and WeChat were the most popular activities among Internet users, followed by socialization via SNS platforms such as Facebook and Instagram (Malaysian Communications and Multimedia Commission, 2018).

The emergence of social media has gained tremendous popularity and is widely accepted as a new form of e-commerce, also known as social commerce. As a subset of e-commerce, social commerce is defined as an online business with integration between commercial activities and social activities (Stephen & Toubia, 2010). Commercial activities include marketing, selling and buying products and services, whereas social activities contain online interactions and user contributions. The capability of social activities that allows for users' content participation, such as reviews and recommendations, represents the major advantages of social commerce (Liang & Turban, 2011).

Prior studies categorized social commerce in two forms. The first form of social commerce is embedding social media features in e-commerce sites (e.g. Amazon, Lazada, Alibaba). These features include customer reviews, ratings, forums and chats that can enable customers' input regarding their previous purchasing experience such as products quality and services received (Hajli, 2015; Liang & Turban, 2011). The interactions among the users may result in discovering products, aggregating and sharing product information, and leading to making shopping decisions (Jia Shen, 2012). The second form of social commerce is embedding commercial activities on SNS platforms (Huang & Benyoucef, 2013). SNS platforms such as Facebook, Instagram and Twitter are used by firms to promote products and brands, communicate with customers, and conclude selling. The platforms allow for efficient socialization between customers and firms, leading to brand loyalty (Zhang & Benyoucef, 2016). Further, SNS connect customers directly with other customers to form a social community. The immediacy provided by SNS allows customers to obtain and share products-related and sellers-related information within their social community.This kind of emerging social commerce is known as i2i (individual-to-individual) or C2C (customer-to-customer) business model (Bao & Volkovvynska, 2016), thus, the focus of this study.

C2C-SC refers to social media users (sellers) who use SNS platforms to post products information with the intention to attract other users (buyers) to buy from them. If potential buyers interested to buy the products, they can contact sellers directly to make business dealings that include inquiries on product details, payment methods and delivery methods (Chen, Su, & Widjaja, 2016). The direct communication between sellers and buyers stays in the SNS platforms (i.e. Facebook Messenger) or continues on instant messaging apps (e.g. Whatsapp, WeChat). With regards to business arrangements, buyers can make payments through bank transfer directly to the sellers' bank account or using cash on delivery (COD) methods (Leeraphong & Papasratorn, 2018). The ability to interact directly with sellers and perform various business arrangements (i.e. payment methods, delivery methods) creates unique features of C2C-SC as compared to a traditional e-commerce.

C2C-SC can happen on various social media platforms such as Facebook, Instagram, WeChat and WhatsApp, depending on the popularity of the platforms in a specific region. For example, Facebook is the most popular SNS platforms in the Southeast Asia (Huang & Benyoucef, 2013). This is supported by an empirical study by Talib *et al.* (2018) that discovered Facebook is the most popular SNS platform for online purchasing (78%), follows by Instagram (35%) and Twitter (23%), among Malaysian SNS users. Similarly, in Thailand, Facebook and Instagram are the most popular channels to shop, accounted for 57% and 33.9% respectively (Leeraphong & Papasratorn, 2018).

Regardless of the platforms used, the unique features of C2C-SC inherent some serious issues. Anyone can be a seller on C2C-SC because of the zero-setup cost. Fraudsters, anonymously or even posing as people one's trust, can pretend to be a genuine seller and initiate social relationships and build trust with the intention to defraud their victims. Unlike conventional form of social commerce that developed on a secured platform (e.g. Amazon, Alibaba, Lazada, Shopee), there is no authority or middleman to govern the sellers on SNS. In fact, the loosely way of payment methods, especially a direct transfer to sellers' bank account is a very risky deal. Talib *et al.* (2018) found that 105 out of 332 shoppers on SNS platforms have experienced defrauded, either they never received the products or received fake/misrepresentative products. After realized they have been defrauded, the buyers did not know who to contact to report the events.

METHODS

Procedures

The current study aims for depth understanding in the exploration of the issue; therefore, the number of interviews included in this study was based on the saturation concept. Qualitative scholars suggest diverse factors affecting the number: objectives, nature and scope of study, quality of interviews and interviewers, and sampling technique, among all (Marshall & Rossman, 2014). This study employed purposive sampling, in which participants were selected based on a pre-defined criterion. Participants were identified from two sources: either participants were in a survey conducted by the authors on profiling social commerce shoppers or identified from SNS platforms such as Instagram and Facebook. The main inclusion criteria to be selected as potential participant are that the person must have experience purchasing on SNS platforms. These participants were considered as having unique, diverse, details and important perspective on the phenomenon being studied and in line with the study's objectives, as suggested by scholars (Denzin & Lincoln, 2011; Merriam and Grenier, 2019; Robinson, 2014).

Despite indefinite number of interviews for qualitative studies, Marshall & Rossman (2014) exclaimed estimating sample size could contribute towards theoretical significance and research efficiency. The number of interviews varied and could be influenced by qualitative studies design. For instance, Mason (2010) compiled qualitative methodologists' recommendation of five to 25 interviews for phenomenology study, 30 to 50 interviews for ethnography study, 20 -30 interviews for grounded theory while 15 interviews for all qualitative studies. Nevertheless, Marshallv& Rossman (2014) and Robinson (2014) pointed that determining number of cases in a case study is challenging, with scholars recommended at least six sources of evidence (Yin, 2011), or no more than 4 or 5 cases with 3 to 5 interviewees per case study (Creswell, 2007).

For this study, 48 potential candidates were contacted through phone calls and 20 of them agreed to be interviewed. The 20 datasets are considered suffice to address research problems since similar inputs were gathered as the number of cases reached 20. This implies saturation is achieved by 20 interviews. This is aligned with Green & Thorogood (2004) who claimed that nothing new is achieved after completing 20 interviews (Mason, 2010). In line with Creswell (2007), accomplishment of 20 interviews is justified.

Data Collection
With the aim to provide in-depth understandings of buyers' engagement in C2C-SC, a qualitative inquiry was conducted in the study. Semi-structured interviews were conducted that enable participants to share their life experience being the social commerce shoppers. Some participants were interviewed via phone / video calls due to the distance between the interviewer and the participants. Each participant was informed that the interview will be recorded, and they were asked to give their consent to participate. Each session of interview was lasted between 45 minutes and 2 hours.

Interviews were detailed based on the interview protocol. The interview protocol consists of two parts. Part A covers background of the participants. Part B focuses on the main research question on participants experience as shoppers on SNS platforms. The platforms comprise of Facebook and Instagram. This is in line with prior study that revealed these platforms were most prevalent channel to shop online among Southeast Asia shoppers. Further questions were on initiation of participants' engagement in the purchasing process and their purchasing patterns. And finally, participants were asked to unfold the reasons behind their decision to shop on SNS platforms.

Data Analysis
Interview data were transcribed in *in-vivo* form for further analysis. The study employed thematic analysis to analyze the interview data. Thematic analysis from individual cases enables identification of patterns of meaning from the dataset, which are conducted through a rigorous process. In this study, interviews data were analyzed according to stages of data familiarization process, data coding process, formation of themes through searching, reviewing and defining themes process, and finally, writing and contextualizing of themes developed. The patterns of meaning represented by the themes that emerged provide an answer to the research question that explains the phenomenon studied on why people shop on SNS platforms.

RESULTS
Participants
Overall, 20 participants were interviewed for this study with nineteen women and one man. Ages of the participants ranged from 24 to 50. All participants resided in Malaysia. To ensure anonymity of the participants, names have been coded. Majority of the respondents started to shop on SNS platforms since 2010, except for one person. Most popular SNS platform used was Facebook and most common product bought was women's accessories, followed by baby and toys products. In term of frequency of purchase, most of the respondents stated that they bought on a monthly basis and based on promotions. There was one respondent who bought her product every week, as she is online seller herself.

The Perspectives of Shopping on the Social Networking Platforms
Based on the findings, the reasons for buyers to shop on SNS instigated from two motivational perspectives – intrinsic and extrinsic. Intrinsic motivation refers to motivation that comes from inside an individual rather than from any external pressure, which will be able to seek out novelty and extend one's capacity (Ryan & Deci, 2000). The motivation comes from the pleasure one gets from the task itself or from the sense of satisfaction in completing or even working on a task. In the context of this research, we interpret intrinsic motivation as buyers' assessment of the innate rewards (i.e. satisfaction/pleasure, sense

of comfort and convenience) their acquired from buying on SNS. On the other hand, extrinsic motivation is when one is influenced by external forces or factors. In the context of this study, we assume that buyers are interested to buy on SNS because they are influenced by external factors such as inputs from other buyers, the products and sellers' character.

Intrinsic Motivation

In the context of shopping on SNS, buyers' intrinsic motivation to shop can be classified into three themes, which includes *feelings of convenience, comfort and satisfaction.*

Feelings of Convenience

There are various reasons for someone to feel convenience to shop on SNS such as time saving and overcoming distance barrier difficulties. Faced with greater time constraints from work and study commitment, childcare and distance, most of the participants turn to SNS to shop which they found to be more convenience. A working mom, R10, stated that she prefers to browse the internet to look for her things while sitting in the office during her free time rather than spend her time going outside to shop. Another participant said that since she starts working, she has no time to shop in the physical store anymore. Her job commitment impediment her to physically go to the shopping malls, hence she felt more convenience to shop on SNS platforms.

> *"..I always buy online due to time constraints." (R12)*

Time saving does not only benefit working people, but also to housewives. One participant (R14) indicates that with SNS shopping, she does not require much effort especially related to time spending to park her car and also to walk into the store. Saving time is valued very important because she can spend the time to manage her household chores and taking care of her small kids.

> *"Erm, because a lot of people selling products online and with small kids it is difficult to go out. So online is a good idea; you don't even have to worry about where to park the car and   everything." (R14)*

In another situation, participants were able to describe why the process of buying on SNS, particularly Facebook, started. For some participants, the turning point to shop on SNS occurred when they moved to remote and rural places due to work and study commitments. In the areas they were located, access to shopping places was very limited and they experienced difficulties to obtain not only personal stuffs but, most importantly, study-related stuffs. Linked to this, the students' busyness with study and the need to obtain tools and gadgets for their study has initiated them to purchase on SNS. In order to solve their problems, they feel more convenience to shop on SNS platforms.

> *"I have time constraints to go out. I study civil engineering and need to buy all sorts of equipment. There are other things I need to do. During that time, I want to buy a gadget, also a mobile phone to make my work easier." (R19)*

Therefore, SNS platforms have revolutionized the ability for buyers to acquire products and services, regardless of location and commitment, to get what they need conveniently.

Sense of Comfort

Some participants feel comfortable to shop on SNS due to changes in commitment. R14 stated that constraints due to family commitment were identified as a reason to shop on SNS platforms. With small kids, she felt more comfortable to shop online from home while taking care of them. Her opinion was shared with R8, who said that it was hard for her to move around to shop with the kids, and hence, online shopping via SNS platforms was the most comfortable way to get her stuffs.

> *"One of the reasons is that I have a baby. I have a hard time moving around So, I buy online, shopping online. Another reason, it is easy to look for anything, everything is at your finger's tip." (R8)*

Furthermore, participants agreed that SNS allow them to shop anytime at their own comfort of time. Normally in SNS, sellers will promote their products and leave their contact number. Since buyers are in the sellers' friend list or fans (likers) of the sellers' business page, buyers can comfortably contact the sellers through communications apps such as WhatsApp or WeChat for business dealings.

> *"In social media, seller commonly provides their phone numbers in the advertisement of their products. Buyers can then contact them through WhatsApp application based on the contact number given to ask more about the product details and anything." (R9)*

Sense of Satisfaction

Based on the findings, a sense of satisfaction was experienced at three levels – before, during and after the purchase. Before the purchase process takes place, participants indicated that SNS platforms allow them to read comments, testimonials and

feedbacks, not only about the product but also the sellers. Ability to acquire more product-related and seller-related information supports individuals to make informed choices which actually increase their satisfaction to proceed to the next level.

For some other participants, their positive experiences while in the purchasing process on SNS platforms triggered their sense of satisfaction. For example, R9 expressing her feeling of satisfaction towards SNS shopping because the platforms facilitated her to search for products that were not marketable at the physical stores or available in limited area only. Others shared those pleasant dealings with SNS sellers leads to satisfaction. The pleasant experience of the shopping has caused them to become addicted to shop on SNS platforms repetitively.

> *"I have been buying online for many times. All processes went well... So, after few times, I feel good buying from the online platform" (R18)*

Finally, a sense of satisfaction was also felt when participants received the ordered products. One female participant described that she feels a sense satisfaction when she received the product on her mailbox, as if she received a gift from someone else. Similarly, R8 indicated that when the product arrived in mail, she become hooked to buy further.

> *"I feel like I want to buy (laughs)... It's like satisfaction to know that when you get that item it can be like a gift from someone. Even though we use our own money, we feel like receiving gifts when the items arrived." (R20)*

Consequently, feeling of convenience, comfort and sense of satisfaction formed the internal feelings that motivate social media users to become shoppers. This intrinsic motivation could further interrelate with extrinsic elements that cause buyers to buy from individual sellers in the SNS, as explained in the following section.

Extrinsic Factors
Findings also revealed that buyers' engagement with C2C-SC was molded by external elements. Based on the themes emerged from data, participants' decisions to buy from SNS platforms were also influenced by external factors, namely *opinion or inputs of other buyers*, *sellers' characterization* and *products distinct*.

Opinion of Others
Participants' involvement as SNS shoppers were also influenced by comments, reviews, ratings, and experience of other buyers regarding their interested products and specific sellers. Referring to positive reviews and rating as trusted sellers, for instance, could make potential buyers have confident to purchase from the same sellers. Testimonials with positive reviews and high ratings given by previous buyers could naturally instill trust and lead to prompt purchases. On the other hand, bad reviews and low ratings are used as indicators for risky transactions; hence potential buyers will avoid from dealing with those potentially problematic sellers. However, the trust was not created overnight but it went through a series of process.

> *"I have been the seller's follower for quite sometimes before decided to buy from that seller. I read through reviews from other buyers; people commenting on the status, saying thank you and everything." (R1)*

In this instance, the participant becomes the seller's follower for quite some time first, and then read multiple reviews before deciding to purchase. The good feelings from reviews could change readers' intention from initially clicking 'like' into buying products, due to assumptions that most buyers are satisfied with the services provided by the seller. Often, the participant looks for evidence that the previous buyers did really receive their products and satisfied with the services.

One unique feature of SNS shopping is its ability to allow a group of buyers with the same interest towards a product to form a group, unlike in shopping via online marketplaces. For instance, findings indicate that potential buyers interacting on SNS platforms were able to socialize through WhatsApp or Facebook groups to initiate buying decision. In these special interest groups, buyers shared product details, sellers' information and their experiences dealing with the sellers. Potential buyers were able to gather information regarding products' quality, authenticity and delivery services provided by sellers, based on the available testimonials. With sellers' information in hand, they were able to investigate the background of the sellers before making buying decision. This prudence enquiry is imperative in SNS dealings because transactions are not guaranteed and secured, unlike in online marketplaces.

> *"Okay, if the seller is established, for example through Lazada, we are able to know the seller, it has guaranteed. But if in the Facebook, the strategy is to check sellers' background, feedback the seller received before, testimonials or customer experiences in terms of his service and quality of the items. We need to survey first." (R2).*

Therefore, findings indicated that apart from own internal motivation, people could become online shopper due to influence of others. Potential buyers' decisions could be largely influenced by reviews and testimonials regarding sellers' reputation and

products quality. Participants also highlighted that pleasure of readings other buyers' feedback on online sellers' services influenced them to buy from the same seller.

Sellers' Characterization

For some participants, what important to them prior to purchasing decision is the sellers' character as portrayed in SNS. In general, the sellers' character could be evaluated based on the way they communicate with buyers, activeness in SNS, frequency of posting of products and quality of services. For instance, one participant explained the process of engaging with sellers. First, the participant often studied the seller's promptness and pleasantness in replying to potential buyers' queries, which deemed crucial. If the participant, being a potential buyer, is happy with the attitude of the seller, he/she will proceed by contacting the seller via social media communication apps. Second, participants also evaluated their own experience interacting with the seller on WhatsApp, particularly related to the time taken by the seller to respond to their messages. These could seriously influence their decision to proceed with the purchase.

> *"Well, it's good to do background search, look for sellers' details ... See the seller's responses to customer comments, his/her attitude and all about. We need to see that ... If I send WhatsApp message to the seller, I will make sure this person responds to the WhatsApp message quickly. Check if there is bluetick to the message sent. I will not buy if there is no blue tick." (R11)*

Furthermore, sellers' active update including their recent status and products postings could influence potential buyers' decision. Their consistent effort to maintain their visibility in the SNS represents the sellers' seriousness and commitment which could enhance buyers' confidence and trust to proceed with the business dealings.

> *"... haa, so first I will look at the seller's Instagram, the comments and how active the seller reply to customers. Then, how active the status of his/her business or Instagram shops, right." (R15)*

At other times, quality of delivery that encompasses transparency and fast delivery, is another aspect evaluated in assessing the sellers' character. Transparent delivery process with tracking numbers informed to buyers could ease products' delivery process. Additionally, receiving items ordered on time would give pleasure experience to buyers in the business dealings and encourage them to continue buying in the future. These efforts represent sellers' responsibility and integrity as social commerce seller.

> *"It is easy to track the shipment and usually, based on my experience with personal shoppers, there were no problems dealings with them." (R15)*

Since the identity of seller could be anonymous in the SNS, their representation as reliable, trusted and committed online sellers becomes a vital influencing element. Therefore, pleasure experiences and satisfactions from successful dealings is an important benchmark for online sellers' services. High quality of services in turns could make buyers more confident to deal with the online sellers and become repeating customers of the social media business.

Product Distinct

One common reason to shop on online platforms, including via SNS platforms, is price. Mohamed et al. (2014) found evidence that good prices offered by online sellers and there was also evidence of this in this study. Most participants claimed that the prices on the online stores are usually cheaper than the offline stores, and hence, motivated them purchase on SNS platforms that provide greater savings. Adding to this, ability to compare prices conveniently online without the pressure to buy contributes to buyers' enthusiasm to shop on SNS platforms. Subsequently, the comparison providing them the best options in buying the things that they are intended to buy.

> *"So, we compared the price and we found out that the price is cheaper when buying from online... usually cheaper." (R15)*

Since SNS platforms are able to attract many online sellers to sell on the platforms, the products choices are also wider and larger. On entering the SNS purchase, participants had felt that the larger selection of products allowed them to get what they needed, regardless of the type of product and motive. In one example, a participant had exhaustively tried to find a rare and unique product for her collection in offline stores, with no avail. When she turned to SNS platforms, the long wanting product was available and this scenario has triggered her to continue shopping on SNS platforms for her rare collection.

> *"There are many people selling products on Facebook. It is even hard to get the items from outside, so we just buy from online." (R6)*

Finally, visceral reaction to the products could also influence buyers to shop on SNS platforms. Visceral reaction can be described as intuitive and instinctive rather than intellectual response (Merriam-Webster's Dictionary, 1999). In other words, people act spontaneously without allowing for cognitive process to take place. In decision to buy on SNS platforms, some

participants were instantly attracted to product images that appear (feed) on their Facebook walls. When further asked why they attracted to the products even though they know they can obtain the same products offline, the responses were varying. One participant claimed that the product looks pretty online and other participants did not know why she was attracted

.

> *"Yeah, it is just from the photos (laugh)...The photos that the seller posted looked so attractive compared to others."* (R1)

These findings showed how attachment to visceral elements of products causing the participants to shop on SNS platforms. They unconsciously focus on the physical look (visceral level) of a product than on the usefulness or needs of the product. We can further define these buyers' experiences as impulsive buying. The term "impulse buying" is generally considered to be synonymous with "unplanned buying" which describes any purchase a shopper makes but has not planned in advance (Stern, 1962).

Hence, findings from the study revealed three elements that formed the extrinsic motivation for buyers to shop from the social network platforms. These elements consist of opinion of others, sellers' characterization and product distinct. The interplay of extrinsic and intrinsic motivational elements found in this study revealed the reasons of why buyers commit themselves in the social network business dealings despite of the risks underlying this social commerce atmosphere.

DISCUSSION & CONCLUSION

Findings from this study reveals types of elements obtained from the use of SNS for online shopping, based on customers' own experience. These elements are satisfaction, sense of comfort, sense of convenience, inputs from other buyers, products distinct and sellers' character. Further, the study categorizes those elements into extrinsic and intrinsic motivations that lead users to the platform's choice for online shopping. The importance of intrinsic and extrinsic motivations for shopping over the SNS, offers theoretical contribution that could extend understanding on the selection of SNS as a platform for online shopping. In fact, the findings from this study could potentially extends understanding on the uses and gratifications theory (UGT) elements, beside content and technology (Al-Jabri et al., 2015) and immediate access, leisure, and stylishness (Xu et al., 2012) that affect the motive for SNS usage among online consumers.

This is a first study to identify the reason why people interested to purchase on SNS platforms. While there were various prior studies on factors influencing people to purchase on SNS platforms, most of the study were quantitative in nature and go into little depth about why the shoppers might experience. This study found various experience of shoppers on why they get involve with social commerce, which we categorized into internal and external motivational perspectives. Practically, findings provide indications to online seller community in attracting potential buyers; online buyers on the other hands could justify their reasons for buying online notwithstanding the underlying risks of social network dealings. Theoretically and methodologically, findings emerged from this qualitative study offer in depth understanding of buyers' experience of purchasing through C2C social commerce and provide insightful inputs to the development of SNS business literature.

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