

The effect of social feature quality on the social commerce system

ABSTRACT

The emergence of social networks has triggered the evolution of e-commerce to what is now known as social-commerce (s-commerce). However, s-commerce users experience problems related to its social features that affect s-commerce effectiveness. Therefore, the paper examines the effect of social feature quality (SFQ) determinants on s-commerce from customer perspective by adapting the information systems success model. A total of 220 online survey responses were analyzed by using confirmatory factor analysis and the structural equation model to test the proposed model. SFQ shows a significant effect on perceived usefulness and customer satisfaction with an s-commerce system, whereas relationship support quality shows a significant effect on perceived usefulness and customer satisfaction with an s-commerce system but not on social support. A significant relationship is also identified among perceived usefulness, customer satisfaction, and net benefits of an s-commerce system.