



## Social commerce information sharing and their impact on consumers

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### ABSTRACT

With the rise of social commerce, new approaches such as sharing commerce in which the consumers, businesses and other stakeholders collaboratively perform various commercial activities and business interactions. Research relevant to information sharing activities in social commerce, the influence of trust on consumer behaviour, and intention to buy have been increasing in the past few years. However, most of the studies considered trust in a single dimension and its association with social, commercial, and technology factors. Investigating trust in the context of sharing commerce, a relatively new concept emerging in the recent years has been under researched. Focusing on this aspect, this study investigates the influence of trust in sharing commerce, social commerce information sharing, and perceived privacy risk on the intention to buy using a conceptual model reflecting the relationship between these constructs. Data was collected using an online questionnaire aimed at consumers from emerging markets in Asia through emails, and the data is analysed using PLS-SEM techniques. The results indicated that social commerce information sharing activities increases the trust in sharing commerce platforms and reduces perceived privacy risk, which can significantly improve the decision-making process and the intention to buy. This study demonstrates the link between social commerce information sharing, trust, perceived privacy risk, and intention to buy, and highlights the need to consider these constructs in social commerce research in emerging markets.

### 1. Introduction

Social commerce is a new stream in e-commerce (Hajli, 2014). Social commerce is one of the important developments on e-commerce activities that has transformed the commercial interactions, information accessibility, and the shopping experience (Leung et al., 2019; Lin et al., 2019; Hajli, 2015; Hajli and Featherman, 2019). It refers to the use of social media and networking technologies and Web 2.0. tools for enhancing the interactions on an online commerce platform. Focusing not only on enabling purchase intentions and decision-making, it has been recently associated with activities such as branding, marketing, advertising, CRM, promotional activities in a collaborative environment, which can be termed as sharing commerce (Yusuf et al., 2018; Tajvidi et al., 2018; Lin et al., 2019). With the increasing research and adoption of Social commerce, sharing commerce is gaining popularity in the recent years, as it enables collaborative and cooperative approaches in online commerce activities. Such approaches are made possible by the effective use of information sharing activities, which enable businesses and consumers to co-create value, cooperate in

branding, marketing, and also in production and sales.

Research on social commerce and theoretical development by Hajli introduced social commerce information sharing (Hajli, 2015). Social commerce information sharing activities in this context are considered to be the effective medium for enabling sharing commerce. Information sharing activities such as ratings, reviews, referrals, recommendations, e-WoM etc. enables the consumer generated information, which can be used along with the information provided by the businesses in making purchase decisions (Lin et al., 2019; Hajli, 2015, 2013; Shanmugam et al., 2016). However, trust is considered as a mediating factor in evaluating the impact of social commerce information sharing activities on the consumer behaviour, especially decision-making process and purchase intentions in various studies (Bussalim and Hussin, 2016; Esmaeli et al., 2015; Beyari and Abareshi, 2018). Trust is considered to be an essential factor for driving online consumer transactions. However, trust can be influenced by various factors including companies, brand, products, technology, security, privacy, technology etc. Therefore, it is essential to consider trust from a multi-dimensional perspective in evaluating its impact on the consumer behaviour

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(Kim et al., 2005; Lin et al., 2019).

Social commerce features can be identified from different dimensions including social, commercial, technological, behavioural, and sharing features. Similar to the multi-dimensional perspective of trust, the privacy risk can also be identified to be analysed from multi-dimensional perspective as it can be influenced by social, technological, and commercial elements. For example, Sharma and Crossler (2014) identified that perceived privacy risk would negatively affect the consumers intention to disclose information on social commerce platforms. Wang et al. (2016) identified that both trust and perceived risk would influence consumer behaviour in making purchase decisions. Similarly, others identified that the influence of trust is more compared to the perceived risk on consumer behaviour. However, Lin et al. (2019) identified that previous studies relevant to social commerce failed to consider the multi-dimensional aspect of trust and mostly measured trust from a single-dimensional viewpoint. Accordingly, Lin et al. (2019) focused on evaluating trust in multi-dimensional context including trust in e-commerce sites, customers, social media, and social commerce features. However, trust in sharing commerce was not considered in this study. Therefore, considering the importance of rise in sharing commerce, and lack of research relevant to the trust in sharing commerce, this study investigates the relationship between social commerce information sharing activities, trust in sharing commerce, perceived privacy risk, and the intention to buy.

The rest of the paper is organised as follows. First, the theoretical base for social commerce information sharing, sharing commerce, privacy risk, trust, and intention to buy is introduced. Secondly, the conceptual model and hypothesis are developed for investigating the relationship between social commerce information sharing activities, trust in sharing commerce, perceived privacy risk, and the intention to buy. Next, the research method and results are presented. Finally, the implications and limitations of our study, and opportunities for future research.

## 2. Literature review and theoretical base of this research

In this section, we discuss the literature on this stream then we discuss the theoretical base of this research.

### 3. Social commerce and social commerce information sharing activities

The developments in the Web 2.0 related technologies have revolutionised the functionalities of the web applications, especially the e-commerce applications by adding various features and functionalities which improved the information sharing activities (Hajli, 2015; Hajli and Featherman, 2019). Introduction of social media in to the e-commerce platforms has led to the development of Social Commerce (S-Commerce), which integrates e-commerce elements and the social media and social networking elements on a single platform (Turban et al., 2010). Recent research on social commerce (Bazi, Hajli, Hajli, Shanmugam, & Lin, 2019; Hajli, 2014, 2019; Hajli and Lin, 2014; Hajli et al., 2017; Hajli and Sims, 2015; Lin et al., 2019; Tajvidi et al., 2018; Wang, Tajvidi, Lin, and Hajli, 2019a) have considered different aspects of social commerce. Accordingly, S-Commerce can be understood as the use of social media and networking strategies in the process online buying and selling of products and services. The advantage of using social media is that the information sharing activities can be improved to a great extent which can improve the efficiency of managing various business processes such as CRM (Customer Relationship Management), marketing, advertising, and promotional activities. These information sharing activities include various types of approaches such as reviews, ratings, forums and communities, videos, images, feedbacks, referrals etc., which are few major social media elements being used on the various platforms.

Ratings and reviews, forums and communities are few social media

elements, which allows the consumers to rate (on a rating scale) and review the product or service on the S-Commerce platform. These elements can help the other consumers in accessing the information regarding the product or services, and can aid them in the decision-making process. Various studies (Hajli, 2013, 2015; Shanmugam et al., 2016; Zhang & Benyoucef, 2016). Similarly, images and videos can provide detailed information about the products and services, which can be used along with the social media elements to promote social interactivity on the S-Commerce platform (Zhang & Benyoucef, 2016). Referrals and e-WOM (Word of mouth) can be regarded as an approach in social marketing and promotion, which enhances the information sharing activities of the e-retailers at zero costs (Yusuf et al., 2018). In addition, these S-Commerce information constructs were found to be building trust between firms and consumers (Noor et al., 2014), which is leading to customer loyalty towards firm/social commerce platform, increased engagement, and intention to buy (Bianchi et al., 2017; Hilal et al., 2018).

## 4. Sharing commerce

Sharing commerce can be closely related to sharing economy or collaborative commerce, where the participants use the social media networking and Web 2.0. technologies in the process of online buying and selling of the products and services (Hamari et al., 2015). With the realization of benefits from moving towards S-Commerce from E-Commerce, sharing economy is found to be in its early stage and gaining momentum (Parves and Jim, 2016). As a result, the concept of sharing commerce is yet to be developed and understood to clear any ambiguities surrounding it. Liu et al. (2016) explained the concept of sharing in the context of information on S-Commerce platforms and identified that customer information sharing is influenced by both individual (i.e., reputation and the enjoyment of helping others) and social capital (i.e., out-degrees' post, in-degrees' feedback, customer expertise and reciprocity) factors. In a different context, Hamari et al. (2015) identified the concept of Collaborative Consumption (the peer-to-peer-based activity of obtaining, giving, or sharing the access to goods and services, coordinated through community-based online services) and identified that the participation in sharing commerce is motivated by enjoyment of the activity as well as economic gains.

Similarly, Tajvidi et al. (2018) identified that information sharing, social support (support among users in sharing information and other business activities such as marketing (e-WOM), value creation, promotion etc.) and relationship quality (quality of relationship between user and social commerce platform) can positively affect the brand creation of S-Commerce platform. Similarly, Puschmann and Alt (2016) identified information and internet technologies as the main drivers for sharing commerce. Ko (2018) from the objective and motivational perspective for participation in sharing commerce has identified that commercial desire and social desire as two equally important drivers. The applicability of sharing commerce in various industries has been the focus of research studies. Sigala (2015) for example, has identified that sharing commerce can be a very beneficial approach in the tourism industry. Hsu (2018), identified the potential use of Artificial Intelligence in the solar energy collaborative commerce. Similarly, the ecological welfare, improved social connection, and collective development were identified to be the potential benefits of sharing commerce (Nica and Potcovaru, 2015). However, there are various issues surrounding sharing commerce, which are briefly discussed in the following sections.

There are various factors which influence the participation of consumers on S-Commerce platforms. Social support and relationship quality were identified to be few important drivers in this aspect (Liang et al., 2011). However, the quality of information, and its credibility (quality of being trusted or reliable) is an important aspect which can affect the consumer participation, engagement and intention

to buy. Focusing on this aspect, [Pavlou et al. \(2007\)](#) identified that information asymmetry (imbalance in information availability and awareness between users and firms or platform providers) and concerns over privacy and security of information are found to be the major concerns for adopting the online commerce. Though the social media elements in the S-Commerce increases trust, the credibility of the information provided by the consumers is one of the major concerns in the functioning of the S-Commerce system ([Hajli et al., 2013](#)). Similarly, [Bianchi et al. \(2017\)](#) identified that message credibility (quality of being trusted or reliable) is one of the main drivers of engaging consumers in S-Commerce along with trust in brands like Facebook, peer communication, social interaction propensity etc. However, there is a need to analyse the perceived risk of information sharing and the control (the ability to control information shared on the platform by the user and the firms or platform providers) by the consumers. In this context, [Hajli and Lin \(2014\)](#) identified that perceived control (a belief that users reflecting the control over their inside state, behaviours and the place or people or things or feelings or activities) is negatively related to perceived privacy risk and attitude toward information sharing, which in turn has an impact on their information-sharing behaviours of the consumers. Therefore, information credibility can be associated with other issues such as privacy risk and trust which can influence the consumers engagement and the intention to buy on the S-Commerce platform.

## 5. Privacy risk

Privacy and security risks are few important issues surrounding the information sharing on S-Commerce platforms. Consumers tend to purchase from those online retailers who protect their privacy and may even pay premium charges to purchase from the privacy protective websites than a regular website ([Tsai et al., 2010](#)). Similarly, [Sharma and Crossler \(2014\)](#) have identified that though perceived enjoyment, perceived apathy and perceived usefulness positively affects intention to disclose personal information; Perceived privacy risk negatively affects intention to disclose personal information in social commerce transaction. Therefore, privacy risk is one of the important factors affecting the information exchange on the S-Commerce platform. In this context, [Olivero and Lunt \(2004\)](#) identified that perceived risk and awareness about information sharing are associated with shift in the concerns from the issues of trust to issues of control. This reflects the shift of focus from level of trust to the level of control provided by the online retailers for the consumers on information exchange.

Similarly, risk of information misuse was identified to be one of the major consumer concerns with respect to the e-commerce transactions ([Glover and Benbasat, 2010](#)). Three sources of risk including technology, vendor, and product were identified in the e-commerce operations, which were directly related to the perception by the consumers about these sources ([Lim, 2003](#)). The service platform provided by the retailer/vendor and the consumers trust on the brand can influence in reducing the perceived privacy risk in sharing commerce ([Kim et al., 2015](#)). The perceived privacy risk as it influences the consumer engagement on S-Commerce platform, it can relate with the trust factor, which is explained in the next section.

## 6. Trust

Creating trust is an important process of any commerce application. [Bansal and Chen \(2011\)](#) identified that the online consumers develop more trust in e-commerce platforms than S-Commerce platforms because of various issues such as authenticity, reliability, and lack of more business-oriented approach (dominated by social presence and support). However, with the development of social media and Web 2.0 technologies, this perception has changed, with the introduction of social media technologies on e-commerce platforms (For example, reviews, feedback, referrals, ratings etc.). But the literature gaps were

identified in the areas of consumer behaviour and S-Commerce design ([Bussalim and Hussin, 2016](#)), reflecting the need to focus on the aspects related to consumer behaviour such as trust, purchase intentions, privacy issues, information credibility, and decision-making.

Accordingly, various studies have focused on identifying the factors affecting trust; and the relationships between the social and sharing constructs and trust factor. [Esmali et al. \(2015\)](#) identified various factors such as information quality, brand, familiarity etc. that affect the trust in S-Commerce platform. In a similar context, [Beyari and Abareshi \(2018\)](#) identified a significant positive relationship between constructs including information quality, reputation, word-of-mouth, and trust. In addition, variables such as poor communication, transaction safety were found to be having a negative relationship with trust. Similarly, [Sharma et al. \(2017\)](#) have identified that 'trust in internet', and 'trust in firms' significantly affects the consumers trust and their intention to participate in S-Commerce. From a different perspective, [Wang et al. \(2016\)](#) found that both trust and risk would influence the consumers behaviour towards S-Commerce platforms, but trust was found to be having stronger effect than risk in contradiction to the findings of, [Olivero and Lunt \(2004\)](#).

Similarly, [Hammouri et al. \(2017\)](#) identified eleven antecedents of trust in social commerce which include: Social presence of web, perception of others, interaction with sellers, emotional social support, information sharing support, positive reviews, word of mouth, affective influence, brand influence, advertising value, and viral reach prospects. Information sharing and support is one of the important prerequisite of trust which is considered in this study. In addition, most of the studies considered perceived privacy risk as a prerequisite for trust; however, increase in trust may reduce the perceived privacy risk, which is also an important relation that need to be investigated. Sharing commerce as explained in earlier sections reflects a collaborative approach in all the commerce activities, whereas social commerce the collaborative approach can be observed only in information sharing activities but not in product development or distribution or marketing. Users trust and perceived privacy risk towards the firms operating sharing businesses has a strong influence on the users' behavioural intention to use ([Yang et al., 2019](#)). However, information sharing activities are also present in sharing commerce, but in a larger context ([Wang et al., 2019a](#); [Hamari et al., 2015](#)). For example, information sharing activities like reviews are only used in S-Commerce, whereas in sharing commerce information sharing activities such as feedback can be used in product development, improving business activities and interactions among the users on sharing commerce platform. In addition, the impact of social commerce information sharing activities on sharing commerce platforms in relation to the various constructs such as trust, perceived privacy risk, intention to buy etc. remain largely unexplored.

## 7. Intention to buy

All these factors discussed in the previous sections including the information sharing activities using S-Commerce and sharing commerce; information credibility; perceived privacy risk; and the trust in sharing commerce may influence the consumers intention to buy. Various studies have identified the influence of different elements on the consumers intention to buy on the S-Commerce platform. [Akman and Mishra \(2017\)](#) have found that perceived trust, easiness, social pressure, satisfaction and awareness positively influence the intention to buy. Similarly, the engagement of consumers on social networking sites such as Facebook can increase the urge to buy ([Leong et al., 2018](#)). In sharing commerce, people are more likely to buy products from reputable strangers than from simple friends, reflecting the medium impact of friendship quality on the intention to buy on S-Commerce platforms ([Li et al., 2018](#)). S-Commerce platforms increase the degree of social presence online. The increase in the social presence may lead to increase in the sharing commerce activities, as it was identified that social presence can lead to increase in building

trustworthy relationship exchanges (Lu et al., 2016). Similarly, Hajli (2015) has identified that S-Commerce constructs with the help of Web 2.0. technologies positively and indirectly impact the intention to buy, by building the trust on S-Commerce platform. Thus, various elements such as S-Commerce constructs (reviews, rating, referrals etc.) social presence, information credibility, having commerce activities etc. were used in various studies for measuring the impact on building trust, which directly impacts the intention to buy.

## 8. Relation between social commerce information sharing activities, trust, perceived privacy risk, and intention to buy

Understanding the relation between social commerce information sharing activities and trust, perceived privacy risk, and intention to buy could reveal interesting aspects in relation to the influence of social commerce information sharing activities on sharing commerce platform. Information sharing can be related to a product or service or brand or the platform itself. Shoppers experiences was found to be indirectly related to brand-related information sharing and collectivist shoppers were found to be more indulged in information sharing activities (Gvili and Levy, 2019). It is also identified that an individual's information sharing activities and intention to buy on social commerce platform are influenced by colleagues purchasing and information sharing behaviour, reflecting the influence of information sharing activities on intention to buy (Liu et al., 2019; Hu et al., 2019). Information credibility in information being shared simplifies the decision-making process and reduces perceived privacy risk (Hajli, 2018).

Another research argued trust toward the social commerce website and site members increases users' purchasing intentions; and trust towards site members reduces perceived risk. Others found that social influence on social commerce platforms influence information sharing; but found that perceived privacy risk does not have any significant impact on information sharing. The relationship between perceived privacy risk, information sharing and trust was explained in a study conducted by Gupta and Dhani (2015), which has found positive relationships between all the three constructs. It was identified that both reduced privacy risk and increase in trust are positively associated with intention to buy on social commerce platforms (Chen and Wang, 2016).

These studies have used different constructs individually in evaluating the impact between various constructs. However, a comprehensive framework considering social commerce information sharing activities, trust in sharing commerce, perceived privacy risk, and intention to buy was not considered in previous studies. In addition, the integration of social commerce constructs and sharing commerce constructs remain largely unexplored. Investigating the relation between these constructs could identify interesting finding regarding the role of social commerce information sharing activities in sharing commerce, which can lead to the development of new concepts. The area of investigation (Asia) in this study makes it more interesting, as the commerce and business trends in Asian region differ with other regions. Different cultures, lifestyles, traditions, languages, business relationships, people behaviours, growing population and attitudes etc. (Lorencoiwicz and Lorencoiwicz, 2013; Asian Development Bank, 2018; Chalre Associates, 2019) makes it a location which requires frequent research related to a concept. As the focus on this study is on social and sharing commerce, which can be largely influenced by cultures, social relations, and behavioural attitudes of the individuals, which differ from region to region; findings from this study can be an important contribution in literature for cross-cultural comparison of social and sharing commerce concepts.

## 9. Conceptual model and hypothesis development

The aforementioned theoretical base and literature review empower us to develop the conceptual model shown in Fig. 1. The following sections discuss five hypotheses of this model.

### H1. Social Commerce Information Sharing Activities have a positive effect on user's trust in sharing commerce platform.

As discussed in the previous sections, S-Commerce platforms increase the availability of social media elements for information exchange, which in turn increases the social presence on these platforms. The increase in the social presence and increase in the use of social media and web 2.0 technologies may have positive impact on building trust (Hajli, 2015), and promote sharing commerce on S-Commerce platforms (Lu et al., 2016). However, there are different aspects in establishing these relationships such as information sharing activities like forums, communities, reviews, ratings etc., each of which may have varying impact on the trust. Accordingly, the first hypothesis of this study considers the positive impact of S-Commerce information sharing activities on the user's trust in sharing commerce.

### H2. Social Commerce Information Sharing Activities have a positive effect on user's perceived privacy risk.

The information sharing activities on the S-Commerce platform may be associated with different types of risk perceptions amongst the users, mainly privacy and security. Perceived enjoyment, perceived apathy and perceived usefulness may influence the level of information sharing on S-Commerce platforms (Sharma and Crossler, 2014). Similarly, Olivero and Lunt (2004) identified both level of control and level of trust are important factors which needs to be effectively integrated on to the S-Commerce platform. Though the information provided using social media elements increases the trust, information credibility is one aspect, which needs to be addressed to minimise the privacy risk (Hajli et al., 2013). Therefore, the user's perception of information exchange process can be linked for assessing the purchase behaviours of the users. Thus, the second hypothesis in this study considers positive impact of information sharing activities on S-Commerce platform on the perceptions of privacy risk by the users.

### H3. Level of trust in sharing commerce is positively associated user's perceived privacy risk.

Similarly, the trust in sharing commerce may influence the perceived privacy risk reflecting the level of trust and level of control relationship with the privacy risk on S-Commerce platform. Focusing on this aspect, the third hypothesis in this study considers positive association between the level of trust in sharing commerce and the perceived privacy risk.

The level of trust and perceived privacy risk among the users may influence the user behaviour, which may impact the decision-making process on S-Commerce platform (Bussalim and Hussin, 2016; Hajli, 2013). Focusing on these aspects, the next two hypothesis considers positive effect of trust and users perceived privacy risk on the intention to buy, as shown below.

### H4. Trust in sharing commerce has a positive effect on user's intention to buy.

Since the development of S-Commerce, trust has been one of the important constructs in analysing various aspects related to S-Commerce including consumer behaviour, intention to buy, decision-making etc. Trust is used along with social elements such as social support, social presence, and information sharing in evaluating the impact on purchase intention, which was found to be having positive impact (Hajli, 2015; Lin et al., 2019; Makmor et al., 2018; Bussalim and Hussin, 2016). However, most of the prior studies focused on a single dimension of trust, but with the emergence of S-commerce and its association with technology and people, it is essential to consider trust in a multi-dimensional framework (Lin et al., 2019). Trust in platform, trust in E-Commerce, S-Commerce, information sharing, technology etc., were the major single-dimensional considerations in the past research studies. However, with sharing commerce gaining momentum, the studies focusing on the impact of trust in sharing commerce on intention to buy are limited. Focusing on this limitation, the conceptual model developed hypothesis stating trust in sharing commerce has a

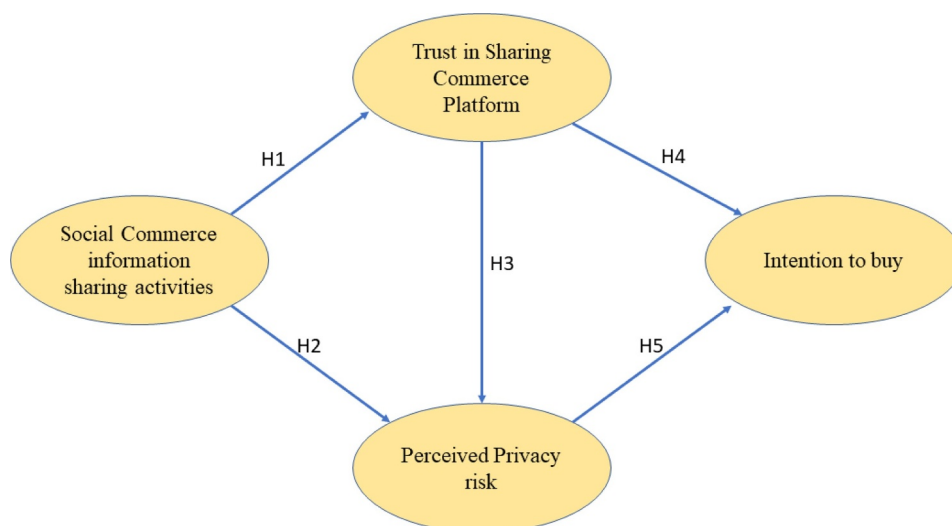


Fig 1. Conceptual model.

positive effect on user's intention to buy.

**H5. User's perceived privacy risk has a positive effect on user's intention to buy.**

Risk of privacy is one of the major factors which would affect the adoption of S-Commerce and also purchase intentions. S-Commerce features information sharing activities, and various business interactions which may be associated with the risk of privacy. Studies have analysed the impact of perceived risk on the acceptance and adoption of S-Commerce, and also the consumer behaviour (Biucky et al., 2017; Farivar et al., 2016; Ooi et al., 2018). In addition, privacy aspects may influence consumers trust which may significantly affect the consumers intention to buy (Wang and Herrando, 2019). Focusing on the issue of security and privacy, it was identified that security and privacy risk can negatively affect the consumers intention to purchase on S-Commerce platforms (Ashoer and Said, 2016). Awareness about internet and secure information sharing may significantly improve the perceived privacy risks. Therefore, in order to determine the impact of perceived privacy risk in sharing commerce context, the hypothesis H5 is developed which considers 'User's perceived privacy risk has a positive effect on user's intention to buy'.

Thus, these five hypotheses were designed to identify and analyse the relationship between various components outlined in the conceptual model.

**10. Methodology**

In this research, we use a survey to collect data. We also use structural equation modelling with partial least square (PLS) to analysis our data. SMART PLS version 3.2.8 is our software for this research.

**11. Data collection**

Data has been collected in emerging countries in Asia. We develop an online questionnaire to collect data. We posted the link in different social media and social commerce communities in Asia. We also sent emails to different mailing lists we had in total to 400 people.

**12. Data analysis**

In the following part, we discuss reliability, validity and structural model. Table 1 below show the original sample, sample mean and standard deviation of our data. We will discuss T value and P value in the following sections.

**Table 1**  
path coefficients.

Constructs	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
SCISA - Trust	0.353	0.362	0.116	3.046	0.002
SCISA- PPR	0.375	0.381	0.083	4.497	0
T-IB	0.31	0.311	0.099	3.13	0.002
T-PPR	0.527	0.527	0.082	6.441	0
PPR-IB	0.655	0.655	0.091	7.216	0

Note: Social Commerce Information Sharing Activities (SCISA), Intention to Buy (IB), Trust in Sharing Commerce Platform (T), Perceived Privacy Risk (PPR).

**Table 2**  
Construct reliability and validity.

Constructs	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
IB	0.809	0.812	0.875	0.636
SCISA	0.849	0.87	0.899	0.692
T	0.764	0.799	0.865	0.683
PPR	0.805	0.816	0.874	0.635

**13. Reliability and validity**

In this section, we report our data. Looking at Table 2, the results show we have acceptable level for Cronbach's Alpha and Composite Reliability above 0.70 and Average Variance Extracted above 0.50 we have for our research framework. Therefore, the results have reliability. Factor loading of each construct is also report in Table 3.

We also report discriminant validity in Table 4. The results show we have acceptable level of discriminant validity as the amount of each construct is above 0.70 (Lin et al., 2019). They show correlation between constructs and square root of AVEs.

**14. Structural model**

Using Smart PLS software, we have interesting findings. Table 1 shows all path relationship are positive with good T value. They indicate that all hypotheses are supported. The model fit test using Chis Square for structural model 404.544 and estimated model 407.265 is also good. We then test the path relationship between constructs. Table 1 and Fig. 2 show the constructs have T-value above 1.96 and good level of P-value.

**Table 3**  
Factor loading.

	IB	SCISA	PPR	T
IB1	0.819			
IB2	0.796			
IB3	0.768			
IB4	0.806			
PPR1		0.716		
PPR2		0.894		
PPR3		0.811		
PPR4		0.894		
SCISA1			0.719	
SCISA2			0.896	
SCISA3			0.732	
SCISA4			0.828	
T1				0.897
T2				0.881
T3				0.705

**Table 4**  
Discriminant validity.

Constructs	IB	SCISA	T	PPR
IB	0.797			
SCISA	0.548	0.832		
T	0.741	0.353	0.827	
PPR	0.859	0.561	0.659	0.797

**Table 5**  
R Square.

Constructs	R Square	R Square Adjusted
Intention to Buy	0.792	0.788
Trust in Sharing Commerce Platform	0.125	0.116
Perceived Privacy Risk	0.557	0.549

The results of structural model with  $R^2$  for intention to buy 0.79, trust in sharing commerce platforms 0.13 and perceived privacy risk 0.557 shown in table below 5.

The results in Fig. 2 and Table 5 show social commerce information sharing influence both perceived privacy risk and trust in sharing commerce platforms but the influence is more on perceived privacy risk (T-value 4.50). Trust in sharing commerce platforms has also strong effect on perceived privacy risk (T-value 6.45). Trust in sharing commerce platforms and perceived privacy risk effect intention to buy but the influence of perceived privacy risk is more on intention to buy (T-value 7.22) indicating individuals with less perceived privacy risk have more intention to buy in social commerce platforms in emerging countries.

**15. Discussion**

Consumers are using social media to interact with peers and companies in social media platforms such as Instagram, Telegram, Facebook and many other social media platforms. Their share their information

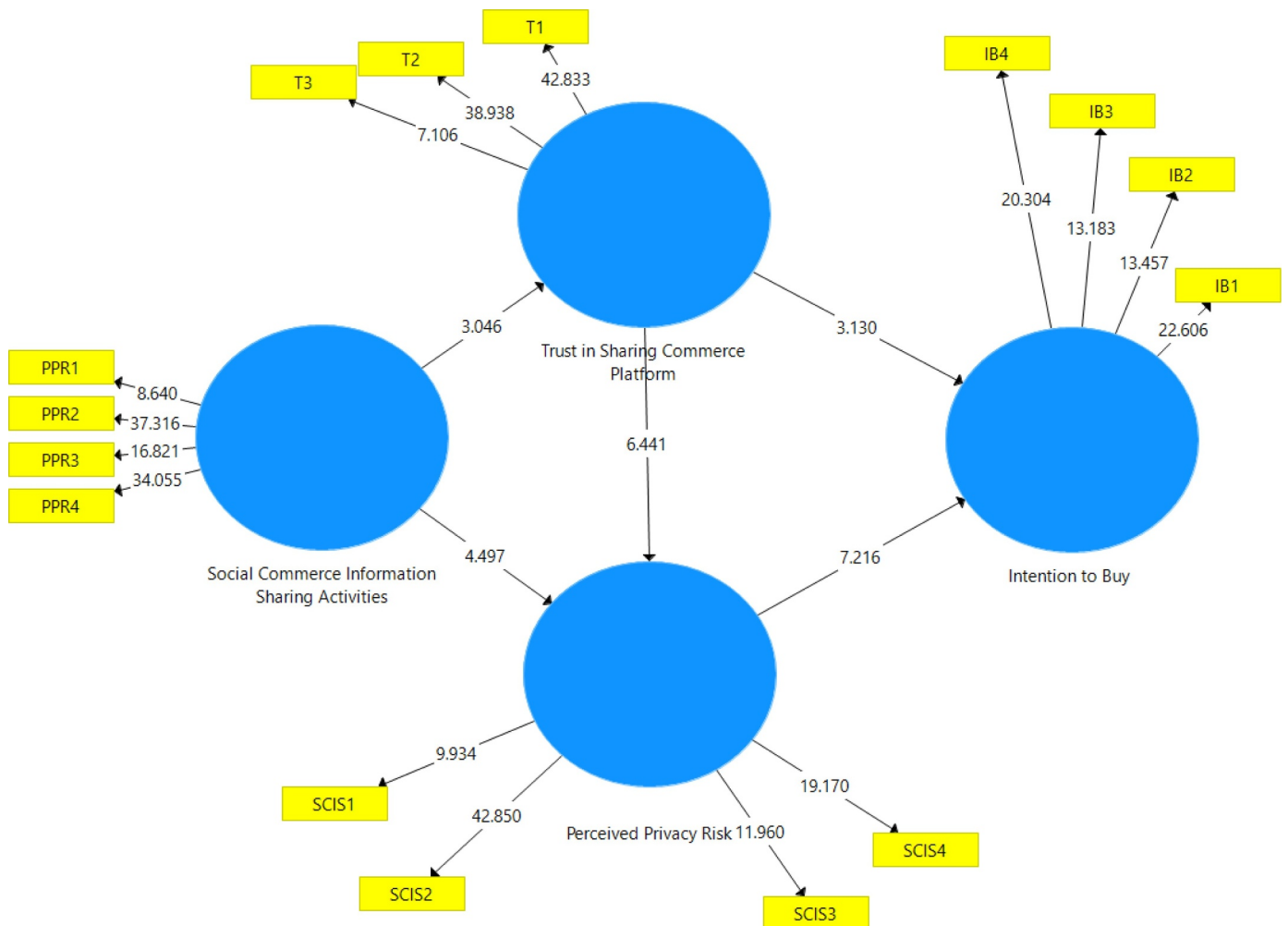


Fig. 2. Structural model.

and experiences with people. Some of this information are about product and services they use. This social climate for commercial purposes form social commerce as a new stream in e-commerce. The social commerce is developing as more platforms are introducing to individuals and more activities are happening in these platforms resulting sharing commerce. Sharing commerce is also develop by these developments, which enable people to share their products and sell it to new people. Our research focus on social commerce and explain how sharing of information and exchanging knowledge about product and services influence trust leading to purchase intention. We have collected data from emerging countries in Asia to see how social commerce information sharing influence trust in sharing commerce platforms and privacy in these platforms. The finding of our survey shows trust has a huge influence on consumers in emerging markets. Our research also confirm previous research (Hajli, 2014; Hajli, 2015; Lin et al., 2019; Wang et al., 2019a) that trust is a key element on social commerce and intention to buy. Our finding also confirm previous research (Wang et al., 2019a) arguing privacy play an important role in social commerce. Our research shows when people have less perceived privacy risk, they have more intention to buy, indicating privacy issue needs to be considering in social commerce and sharing commerce platforms. Our results also highlight that trust influence perceived privacy risk. When people have more trust in social platforms, they have less perceived privacy risk which this can act as a driver for intention to buy. Our finding emphasis that people with more trust and less perceived privacy risk have more intention to buy. Social commerce information sharing is fuelling these elements. The results of our research in emerging markets in Asia show people have more interaction in social commerce platforms than before by sharing more information and knowledge about products and services with other peers. Therefore, the most important contribution of this research is that trust and perceived privacy risk are important determinants of purchase intention in social commerce and sharing commerce platforms in emerging markets. In addition, social commerce information sharing has strong affect in this process.

## 16. Limitation and future research direction

Our data is limit to some emerging countries in Asia. A new research with more data from emerging countries can have a better position in generalisability of findings. We also did not measure the moderators on this model. A new research should include moderators such as country size. Having more sample is also beneficial. Our sample is not very big. A new research may use this model to test it in a larger sample.

## 17. Conclusion

This research collected data from emerging countries in Asia to look at the impact of social commerce information sharing, trust and perceived privacy risk on purchase intention in social commerce and sharing commerce platforms. Using a survey with PLS analysis, our research demonstrates the link between social commerce information sharing, trust and perceived privacy risk. The results of this research indicate that sharing information and knowledge about product and services with peers in social commerce platforms increase the level of trust in these platforms and perceived privacy risk. In addition, trust and perceived privacy risk affect intention to buy on S-Commerce platforms. Therefore, the practical implication of this research is that these elements could be considered in development of social commerce platforms in emerging markets. In terms of theory, the finding of this research builds a theoretical base for sharing commerce research. The finding also validates social commerce information sharing, trust and perceived privacy risk as important constructs of social commerce research in emerging markets.

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