

The influence of opinion leadership on social commerce word-of-mouth behavior

Chenicha Praphruetmon¹

Abstract

This research aimed to examine the influence of consumer attitudes on intention, which affects participation and socialization, utilizing the Expectancy Disconfirmation Theory to study the impact on electronic word-of-mouth communication through opinion leader behaviors. The study employed convenience sampling with 234 respondents, and Structural Equation Modeling (SEM) was used for hypothesis testing.

The main findings found that 1) Satisfaction positively affects users' eWOM behavior in social commerce contexts ($\beta = 0.311, p < 0.000$); 2) Perceived enjoyment positively affects users' eWOM behavior in social commerce contexts ($\beta = 0.221, p < 0.007$); 3) Satisfaction positively affects users' social connection intention in social commerce contexts ($\beta = 0.324, p < 0.000$); 4) Perceived enjoyment positively affects users' social connection intention in social commerce contexts ($\beta = 0.414, p < 0.000$); 5) Satisfaction positively affects users' social intercom commerce contexts ($\beta = 0.369, p < 0.000$); 6) Perceived enjoyment positively affects users' social intercom commerce contexts ($\beta = 0.265, p < 0.003$); 7) Users' social connection increases opinion leadership intention ($\beta = 0.170, p < 0.041$); 8) Users' social community increases opinion leadership intention ($\beta = 0.185, p < 0.030$); 9) Guest with a higher opinion leadership tendency is with higher concern to eWOM behavior on SNSs ($\beta = 0.274, p < 0.000$).

Keywords: Social Connection; Social Community; Satisfaction, EWOM Behavior; Opinion Leadership

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อิทธิพลของผู้นำทางความคิดต่อพฤติกรรมการสื่อสารแบบปากต่อปากในเครือข่ายอินเทอร์เน็ต

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บทคัดย่อ

การวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาอิทธิพลของทัศนคติของผู้บริโภคต่อเจตนาหรือความตั้งใจ ส่งผลต่อการมีส่วนร่วมและการขัดเกลาทางสังคม โดยใช้ทฤษฎีความไม่ลงรอยกันของความคาดหวังที่มีอิทธิพลต่อการสื่อสารแบบปากต่อปากบนอินเทอร์เน็ตผ่านพฤติกรรมของผู้นำความคิดเห็น การสุ่มตัวอย่างตามความสะดวก ผู้ตอบแบบสอบถาม จำนวน 234 คน วิเคราะห์ข้อมูลโดยใช้ SEM เพื่อทดสอบสมมติฐาน

ผลการวิจัยพบว่า 1) ความพึงพอใจมีผลต่อพฤติกรรม eWOM ของผู้ใช้สื่อสังคมออนไลน์ในบริบทการค้าออนไลน์อย่างมีนัยทางสถิติ ($\beta = 0.311, p < 0.000$) 2) ความเพ็ดพิเลินมีผลต่อพฤติกรรม eWOM ของผู้ใช้สื่อสังคมออนไลน์ในบริบทการค้าออนไลน์อย่างมีนัยทางสถิติ ($\beta = 0.221, p < 0.007$) 3) ความพึงพอใจมีผลต่อการเชื่อมต่อทางสังคมอย่างมีนัยสำคัญทางสถิติ ($\beta = 0.324, p < 0.000$) 4) การรับรู้ความเพ็ดพิเลินมีผลต่อการเชื่อมต่อทางสังคมอย่างมีนัยสำคัญทางสถิติ ($\beta = 0.414, p < 0.000$) 5) ความพึงพอใจมีผลต่อชุมชนบนสื่อออนไลน์อย่างมีนัยสำคัญทางสถิติ ($\beta = 0.369, p < 0.000$) 6) การรับรู้ความเพ็ดพิเลินมีผลต่อชุมชนบนสื่อออนไลน์อย่างมีนัยสำคัญทางสถิติ ($\beta = 0.265, p < 0.003$) 7) ชุมชนบนสื่อสังคมออนไลน์มีผลต่อผู้นำทางความคิดเห็นอย่างมีนัยทางสถิติ ($\beta = 0.170, p < 0.041$) 8) การเชื่อมต่อทางสังคมมีผลต่อผู้นำทางความคิดเห็นอย่างมีนัยทางสถิติ ($\beta = 0.185, p < 0.0030$) 9) ผู้นำทางความคิดเห็นมีผลต่อ eWOM อย่างมีนัยสำคัญทางสถิติ ($\beta = 0.274, p < 0.000$)

คำสำคัญ: การเชื่อมต่อทางสังคม; ชุมชนทางสังคม; ความพึงพอใจ; eWOM; ผู้นำทางความคิดเห็น

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1. Introduction

In recent times, internet-based platforms have become sources of rich knowledge and skills from consumers, so firms are tapping into these resources to create value for the market. Moreover, the social commerce platform can provide an opportunity to combine and exchange knowledge. The social connection among members in a virtual community enables them to obtain a broader range of information more efficiently. Products, to name just a few. (Hu et al., 2021). Known as word-of-mouth in eWOM social commerce, the influence of these phenomena on consumers' purchase intention (Kudeshia & Kumar, 2017; Perera et al., 2020; Yap & Lee, 2014). Therefore, the key issues that need to be studied are increasing the eWOM behavior in social commerce to obtain a good communication effect and digging deep into the role of leading customers (Opinion leadership) (Donthu et al., 2021).

In past research, several aspects of eWOM have been examined, such as personal aspects (i.e., perceived den enjoyment, satisfaction), social characteristics (e.g., social connections and community intentions), and social perceptions (e.g., opinion leadership) (Ananda et al., 2019; Kudeshia & Kumar, 2017; Yap & Lee, 2014). Therefore, many companies care about improving online consumer reviews of satisfied consumers and avoiding critical reviews of dissatisfied consumers, as positive and negative reviews are heavily retweeted, reviewed, and read. Based on these factors, this study examines which satisfaction factors influence users' activity on social media (Raza et al., 2020).

Past studies have focused on topics related to the impact of WOM on companies (Herrando et al., 2021; Le, 2018; Thompson et al., 2019), and more scholars have studied eWOM behavior related user behavior (Ananda et al., 2019; Kudeshia & Kumar, 2017; Perera et al., 2020; Romero & Ruiz-Equihua, 2020; Xun & Guo, 2017), the effects of eWOM valence (Kudeshia & Kumar, 2017; Romero & Ruiz-Equihua, 2020), eWOM credibility (Kudeshia & Kumar, 2017).

Discovery few investigations have distinguished opinion leadership and eWOM (Xun & Guo, 2017). In the era of socialization, people are more and more actively sharing their opinions or experiences on social commerce. Some users often extract these opinions before purchasing, but some think these are unreliable and listen to others' opinions more cautiously. This study classifies eWOM as representing society (writing reviews and reviews) or representing individuals (reading or listening to reviews and reviews from others). Furthermore, research is necessary to determine what drives consumers to influence eWOM (Kudeshia & Kumar, 2017).

In a social commerce environment, users are increasingly sharing their buying experiences through social media to gain empathy or retweets; at the same time, users can search for information at any time and obtain rich information from user-generated content (Pour et al., 2020). Hence, a majority of young Internet users also make use of one or more forms of online social media (Raza et al., 2020). Social media has become an indispensable part of life in the modern-day era, especially among young consumers (teenagers and adolescents) known as Generation Z (also referred to as generation, Plurals and Generation Next) who have enthusiastically adopted this new online platform (Al-Fayad, 2022; Dabbous et al., 2020; Herrando et al., 2021).

Therefore, social interaction engagement is based on website-related experiences, especially those related to engagement and channelization and brand engagement in online communities (Lee & Hwang, 2020). In this way, when people experience social interaction engagement, they will gain more value from being social and engaging and from other users in the online community (Hollebeek & Macky, 2019; Kim et al., 2021).

Customers' Interactions and the value associated with the recognition and friendship established often motivate consumers to engage in brand communities (Lee & Hwang, 2020).

Previous studies have also found that consumers' social interaction engagement in social perception is influenced by consumers' identification and emotional engagement with the product, as well as the consumer's psychological state (i.e., enjoyment and satisfaction) triggered by the consumer's positive experience with the product eWOM (Casaló et al., 2017; Kim et al., 2021; Rao & Ko, 2021). In other words, social attitudes can potentially induce consumer behavior within the scope of customer intent (Al-Fayad, 2022).

In this context, in this case, it can be seen that more social relationships can be established on social media, thereby influencing one's own purchasing behavior. When users share their opinions about a product or social commerce site, they can give an opinion on the engagement review and, simultaneously, express the user's satisfaction or dissatisfaction with the product. Another theory of opinion leadership refers to perceptions that encourage users to share their experiences and offer their opinions (Ruben & Gigliotti, 2021).

Based on the above findings, it was considered attractive to investigate whether eWOM behavior is related to opinion leadership intentions. In particular, using expectation discordance theory (Bravo et al., 2017; Wang et al., 2019) analyzes how attitudes influence intentions and behaviors and the role of opinion leadership in this relationship.

2. Objectives

- 2.1 Study how satisfaction and perceived enjoyment affect social enterprise users' intentions (social community and social connection) and sharing behavior (eWOM behavior) and practical implications through a deeper understanding of engagement and social understanding.
- 2.2 Study how users' attitudes (satisfaction and perceived enjoyment) affect their eWOM intentions and, in turn, their opinion on social connection and social community.
- 2.3 Study how engagement can promote user-generated content.

3. Literature Review and Conceptual Framework

3.1 Literature Review

3.1.1 Theoretical Framework

Expectancy disconfirmation theory (Hair et al., 2011) is proposed based on Cognitive dissonance theory (CDT) (Chang & Wang, 2019), which is widely used in various issues (such as consumer satisfaction, repurchase intention, consumer complaints, etc. marketing research) revision theory.

The central idea of the Expectancy disconfirmation theory is to explore the formation of consumer satisfaction. Expectancy disconfirmation assumes that consumers' satisfaction with a product or service after consumption is determined by the degree of confirmation between the expectations of the product beforehand and the performance of the product afterward. If consumers' social commerce performance is better than their prior expectations, there will be a positive inconsistency effect (Chang & Wang, 2019). The positive inconsistency effect leads to consumers' post-use satisfaction with social commerce, while the negative inconsistency effect makes consumers dissatisfied with social commerce. According to the conceptual framework proposed by (Oliver et al., 1997), factors affecting customer satisfaction include expectations, performance, disconfirmation of expectations, and satisfaction.

Some scholars have proposed that customer expectation is the product performance that reflects consumers' cognition and expectations. Consumers' consumption experience before using social commerce forms expectations for post-purchase performance (Chalomba et al., 2019). If the provider's related services and facilities cannot meet the previously expected level, the individual will feel dissatisfied in his heart, and if it meets expectations, he will feel satisfied (Jha & Shah, 2021).

At the same time, some scholars believe that consumers already have service standards and expectations in their minds before purchasing, and when compared with service performance, negative or positive failures will occur, thereby forming satisfaction judgments (Sadiq et al., 2022). In addition, when it is found that consumers' reading is also the satisfaction after user reviews of products, attention to eWOM is the main factor that makes them pay higher prices for products with higher reviews (Chiu et al., 2019). Therefore, consumers who have the concept of using social media are more active in implementing eWOM consumption behavior in their daily life; consumers with a higher social media environment concern have a positive correlation between their consumption attitude and eWOM behavior (Ananda et al., 2019). Just like the concept of (Perera et al., 2020), when customers receive services, they will generate service quality and cognition from experience, and then induce behavioral intentions.

Based on the above literature, it can be seen that when consumers are concerned about the social media environment, they will be more concerned about eWOM than ordinary people, so they will start to buy products with high social reviews. When choosing social commerce, they will also choose to have social users or Internet celebrities recommended social commerce, consumers already

have service standards and expectations in mind before purchasing, and there will be inconsistencies after comparing expectations and experiences.

Combining the above theories, this research framework examines behaviors from three perspectives: satisfaction and perceived enjoyment attitude, social connection and social community for purchases based on social attention, while opinion leader and eWOM focus on evaluating behavior, current and future purchases behavior.

In addition to user satisfaction with previous experiences and transactions (Marinkovic & Kalinic, 2017; Vasić et al., 2019), satisfaction is also related to the desired service of customers (Shirazi et al., 2020). Therefore, this expectation inconsistency theory is considered as the hindsight of customers on purchasing behavior, based on previous research results (Attar et al., 2020; Bravo et al., 2017; Le, 2018). Many scholars use eWOM According to the theory of planned behavior (Pundir et al., 2021) to study the behavior of users after online purchases, to understand the social users' influence factors on online purchases, including online communities, social connections, and social community intentions, comprehensive scholars the literature can argue that consumer behavior contributes to understanding the impact of eWOM on consumers.

Therefore, based on rational action theory (Yang et al., 2017), the user's attitude to generate behavior enters the behavior intention and finally affects the action. At the same time, with the continuous popularization of social networks and e-commerce, eWOM has become one of the most concerned topics for network marketers. Therefore, this study proposes a social commerce attitude-intent-behavior model and evaluates satisfaction and the effect of perceived enjoyment (as user's attitude) on intention (social connection and social community) and behavior (opinion leader and eWOM). In addition, the influence on the user is thinking on social media, just as the relationship between opinion leadership and eWOM behavior.

3.1.2 Satisfaction and perceived enjoyment

Social commerce has still been defined as an extension of e-commerce; although the shopping process, from product discovery to placing an order, takes place on social media platforms, users propagate interactive communication among community users through WOM (Thompson et al., 2019). Social commerce is defined as a business model based on online shopping traffic; through social interaction to enhance consumer stickiness and guide purchases, namely ecommerce + social model, users can participate in virtual communities and interact with them by spreading word of mouth (Thompson et al., 2019). At the same time, some scholars believe that eWOM propagation is very important, forming eWOM in socialized social enrichment and social interaction.

Therefore, some scholars define eWOM as consumers directly search, browse and refer to the information and experience shared by other consumers through the Internet, and even more detailed information on the product other than advertisements and sales promotion introductions (Chiu et al., 2019; Perera et al., 2020). At the same time, some scholars believe that the higher the strength of the relationship between eWOM disseminator and receiver, the stronger the influence on consumers' purchase decisions (Fine et al., 2017; Kudeshia & Kumar, 2017; Liu et al., 2020).

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Although eWOM communication content can be divided into positive eWOM and negative eWOM, negative eWOM usually comes from post-consumer dissatisfaction, telling others about a specific production or bad service consumption experience, or complaining. Accordingly, online satisfaction is defined as a user's satisfaction with a purchase on social commerce (Kamboj, 2019). satisfaction has been said to be one of the main determinants of Perceived enjoyment (Lee & Hwang, 2020; Romero & Ruiz-Equihua, 2020; Thompson et al., 2019; Vasić et al., 2019). However, this attitude is considered one of the main purchase determinants of perceived enjoyment (Xun & Guo, 2017).

In past research on perceived enjoyment see the literature review by (Yap & Lee, 2014), perceived enjoyment is defined as the prejudices, behavioral responses, and expressed inner feelings of some decision-making unit towards one or more alternative brands in a set of such brands and is a function of psychological or decision-making evaluation Process (Kim et al., 2021; Rao & Ko, 2021).

Perceived enjoyment is defined as the degree to which the use of technology is perceived to be enjoyable in its own right, apart from any performance consequences that may be anticipated (Kim et al., 2021). Based on expectation disconfirmation theory (Li et al., 2020; Rao & Ko, 2021; Wang et al., 2019), perceived enjoyment refers to the fact that consumers often share their purchasing experience, emotions, and interact with relatives and friends after purchasing a product, these behaviors are finally called product promotion. The behavior of eWOM captures the characteristics of social commerce that young people rely on today (Marinkovic & Kalinic, 2017). Some scholars combine eWOM with social networks, which can effectively strengthen the interaction between users, enjoy all kinds of fun brought by social e-commerce shopping, and improve the user's purchasing experience. play an important role (Kim et al., 2021). This kind of social reaction brought by social community and connection is an essential attribute of social commerce in social use, and it will bring about obvious social connection and social community. Therefore, perceived enjoyment will be affected by these two behaviors. Consumer social commerce has a positive impact.

Having discussed the definition of this perceived enjoyment, consumers tend to share their transaction and purchase perceptions after social commerce purchases. (Marinkovic & Kalinic, 2017). Perceived enjoyment as an attitudinal measure is linked to commitments and intentions, while perceived behavioral enjoyment refers to actual enjoyment behavior (Kim et al., 2020; Rao & Ko, 2021). Consequently, according to the attitude approach of perceived enjoyment (Rao & Ko, 2021), in this context, cognition, emotion, and attitude are an attitude shaped by perceived enjoyment and satisfaction in social business.

Information uncertainty, pressure, and switching costs can be reduced if data can be collected through active participation and purchase before purchase (Dabbous et al., 2020). The higher the consumer's pre-preparation and participation, the closer the pre-expectation is to the reality, the higher the customer's satisfaction with the service quality and the higher the satisfaction attitude, the consumption intention will be generated, and the behavior of eWOM will be higher (Ananda et al., 2019; Lim et al., 2021). According to the related research on eWOM, we know that the higher the

customer satisfaction, the higher the WOM will be, which will positively impact the overall product and service evaluation, which will lead to the eWOM situation.

User satisfaction is a measure of the subjective evaluation of any outcome or experience related to service usage. Satisfaction with a technical system is the degree to which a person positively feels about the system (Vasić et al., 2019), which often leads to favorable outcomes, such as increased user engagement in comments or retweets, and increased user opinion and sense of information. The study has shown that users' perceptions of service quality and satisfaction are positively influenced by their participation in the use of the system (Hsu, 2015; Lim et al., 2021). In our study, we assumed social commerce satisfaction affects user engagement with social commerce. Hence, the following study hypotheses are formulated:

H1a: Satisfaction positively affects users' eWOM behavior in social commerce contexts.

H1b: Satisfaction positively affects users' social connection intention in social commerce contexts.

H1c: Satisfaction positively affects users' social community intention in social commerce contexts.

Previous research has found that perceived enjoyment is a vital driver of the consumer's use of social networks (Marinkovic & Kalinic, 2017); it can keep users active on social media for longer periods (Rao & Ko, 2021). Previous research has found that perceived enjoyment is a crucial driver for consumers to use social networks (Kim et al., 2021); it can keep users on social media for longer (Marinkovic & Kalinic, 2017). In this study, perceived enjoyment refers to the level of enjoyment and relaxation associated with social media posting on social commerce accounts (Kim et al., 2021). Research on social media motivation has shown that "Passtime" is the main motivation for using Facebook (Wang et al., 2020), while entertainment is one of the main motivations for using social media (Sheikh et al., 2019). Casaló et al. (2017) showed that visual-based social networking sites, such as Instagram, are an important tool to facilitate and stimulate an activity between companies and consumers (Kim et al., 2020). Previous research has found that certain aspects of online content, such as perceived enjoyment, can help generate eWOM behaviors (Kim et al., 2021; Perera et al., 2020).

According to past research, the perceived enjoyment of social commerce is refers as the user's good attitude after purchasing social commerce, which affects the purchasing intention (Le et al., 2018). However, consumers deal with the unexpected good attitude towards products and will also share and recommend their product experiences and opinions in various social communities. Therefore, it is interesting to study the social perspective of perceived enjoyment. Therefore, treating satisfaction and perceived enjoyment as attitudes can explain how they affect eWOM behavior:

H2a: Perceived enjoyment positively affects users' eWOM behavior in social commerce contexts.

H2b: Perceived enjoyment positively affects users' social community intention in social commerce contexts.

H2c: Perceived enjoyment positively affects users' social connection intention in social commerce contexts.

3.1.3 Social connection attention, social community attention and opinion leadership behavior

The maturation of Internet technology has created a variety of social media platforms, which close communication and interaction between users, making the exchange and sharing of information possible, thus providing a broad choice for social business marketing.

From the perspective of relationships on the Internet, social connections are conducive to the trust and cooperation of social media, and promote the transmission and analysis of information (Dai et al., 2019). Some scholars believe that social connection refers to the sharing of posts by social media users and interaction on comments (Bondeli et al., 2018). Other scholars believe that social connection provides basic psychological needs such as a sense of belonging and caring, provides network social informatics support, provides social influence, social roles, etc., in order to maintain online social relationships (Wasiuzzaman & Edalat, 2016). At the same time, some scholars define social connection as the collection of interpersonal relationships that individuals have, which is the basis of the social community (Boateng et al., 2019).

A community refers to a group of people who have similar interests and concepts because people have an instinctive need to connect with others. It is easy to analyze ideas and operate among members of the community (Kamboj, 2019). Some scholars also believe that a social community provides a space to gather individuals to share common interests. Integrating scholars' literature, this study defines social community as online shopping users who share common goals or interests, interact, analyze product information or exchange opinions through the Internet. In this era of the knowledge economy, virtual communities accelerate the transmission and dissemination of knowledge and information.

From scholars' viewpoints in the past, social community and social connection can be summarized as social media marketing (Demiray & Burnaz, 2019). The most prominent feature of a social community is that information is transmitted through the community. The communication method of the community is multi-point to multi-point. Each community user can be regarded as the center of discourse power, forming a communication circle with community members, showing a decentralized trend (Akdevelioglu & Kara, 2020).

When scholars refer to the concept of social connection, they mean the feeling that you belong to a group and generally feel close to other people, in particular an information exchange network, which can realize media content sharing among users and form user-generated content (UGC) (Lee & Hwang, 2020). Social connection shares and discusses issues of common interest establishes close personal relationships based on shared content and forms a sense of belonging and mutual commitment to the community of practice. Connection is the ancestor of social media, and it pays more attention to the power of opinion leaders, making information dissemination in an umbrella structure from top to bottom (Dai et al., 2019). For example, when a person's social connection or

social community intention increases, he will look for information on the Internet before shopping, or listen to the opinions of opinion leadership.

As the social community uses the power of the community to spread marketing information, users can choose to join the community independently. The trust in the users invited to enter the urban area makes community marketing more credible and faster than social commerce, leading other members to opinions (Zhang & Gong, 2021). Opinion leadership is a special form of community that usually speaks freely and has its views and opinions. Thanks to the power of the community, opinion leadership can quickly become a hot topic and can be used to promote important activities or events of the enterprise (Al-Emadi & Yahia, 2020; Hsu, 2015; Quelhas-Brito et al., 2020). Therefore, some scholars define it as a person who has more and more accurate product information, is accepted or trusted by relevant groups, and has a greater influence on the purchasing behavior of this group.

In many social media platforms, the connection can perform excellent integration, classification and in-depth information analysis, so it has become the best place for opinion leaders to reside and exert their influence. Opinion leaders are extremely powerful, usually have a more professional perspective and a wider range of interpersonal relationships, which can guide the trend of online public opinion and form online discussion hotspots (Demiray & Burnaz, 2019). The cross-regional nature of the network also expands the influence of opinion leaders (Akdevelioglu & Kara, 2020). The existence of opinion leaders and their professionalism in related fields make the forum have more relevant and complete information, thus becoming the first choice for consumers to search for information (Chiu et al., 2019). Companies can use the power of opinion leaders to spread their marketing messages more widely. So, we suggest the following hypothesis:

H3: Users' social connection increases opinion leadership intention.

H4: Users' social community increases opinion leadership intention.

3.1.4 Drivers of eWOM behavior

Any individuals with opinion leadership, called opinion leaders, are the consumers who have more experience or expertise in products/services and can influence the decisions of other consumers (Demiray & Burnaz, 2019). In this context, opinion leaders play an important role in the consumer decision-making process and, therefore, may enhance the results of the marketing strategies (Akdevelioglu & Kara, 2020). Moreover, some scholars believe that added one more element, opinion leaders are the information generators (Al-Emadi & Yahia, 2020). Opinion leaders are willing to contribute their opinions rather than non-leaders in online and offline contexts (Zhang & Gong, 2021). Opinion leaders can attract other consumers in numerous ways in different environments (Jin & Ryu, 2018). Therefore, opinion leaders can be anyone as long as they tend to influence others by sharing news or information.

Opinion leaders are assumed to exhibit behaviors such as online forwarding and chatting (Akdevelioglu & Kara, 2020; Demiray & Burnaz, 2019). On the other hand, opinion leaders use the Internet to exchange information with friends. The opinion seekers may become more confident online

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because of the lack of social pressure and share information with others. Facebook presents an online community with similar interests and facilitates an environment for communication. Based on the literature discussions above, we conceptualize that satisfaction, perceived enjoyment, social connection and social community will influence consumers' eWOM communication behavior through the opinion-leading/seeking construct. Hence, we expect a positive relationship between opinion leadership and eWOM behavior, which means that consumers who tend to be opinion leaders are more willing to contribute to eWOM on SNSs. Thus, we propose the following hypotheses:

H5. Guest with a higher opinion leadership tendency is with higher intention to contribute to eWOM behavior on SNSs.

3.2 Conceptual Framework

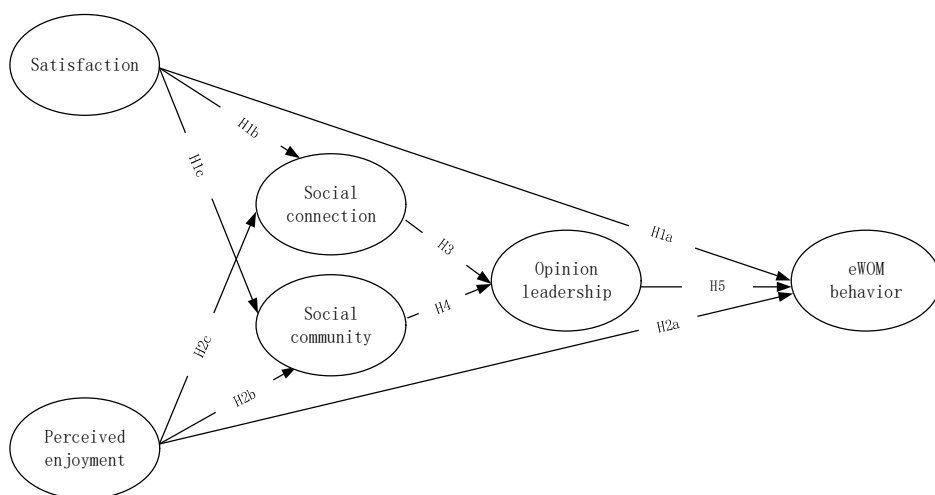


Figure 1 Theoretical behavior framework

Source: The theoretical framework of the research

4. Research Methods

4.1 Research Scope and Details of the population and sample

This study adopts the questionnaire survey method. The questionnaires are distributed online, and the convenience sampling method is used for data collection. The design of the research questionnaire is quantitative research. The content of the questionnaire used in each aspect is based on reference to relevant papers and literature, and after discussions with experts and professors Draft the questionnaire topic, and then modify it according to the language suggestions of experts and scholars to form the final formal questionnaire; therefore, the questionnaire topic has content validity and expert validity.

The questionnaire was constructed in the online survey tool WJX.CN, hence, this inquiry used survey data to gauge the eWOM behavior of social media users toward social communications, this inquiry targeted social media users, who used and have observed social media communications. After excluding samples without social media commerce websites experience, a total of 234 valid questionnaires were recovered, meet the minimum sample size of 200 for structural equation modeling (SEM) (Golob, 2003). In the analysis software of SEM, AMOS and EQS are often used by researchers and institutions. Especially AMOS, because it is embedded in SPSS statistical software, the usage rate is extremely high (Kyriazos, 2018). The basic information of the questionnaire respondents in this study includes gender, age, education level, and whether they have online shopping experience on social commerce websites; the above analysis results are shown in Table 1.

In the basic profile, of which 77.8% (182) were female. In terms of age, 76.5% were below the age of 21-30. The educational background of the respondents ranges from undergraduate-level education, most respondents 195 (83.3%) had post-senior high school educational qualification.

Table 1 Demographic characteristics of respondents (N=234)

Characteristic	Items	Frequency	Percentage
Gender	Male	52	22.2
	Female	182	77.8
Age	20 and below	40	17.1
	21–30	179	76.5
	31–40	9	3.8
	41–50	6	2.6
Education	Middle school	1	0.4
	High school or technical secondary school	21	9.0
	Undergraduate	195	83.3
	Graduate or above	17	7.3

4.2 Measurement of the Model Variables

The items used to measure structure in this study came from various sources. Some previously tested scales were adapted to suit this study and improve content validity. In contrast, others were developed by the authors.

At the beginning of the questionnaire, after explaining the concept of social commerce, participants were asked if they had recently made a purchase using a website with social commerce. If they answered yes, they continued to answer the survey. The questions were translated from English into Thai, and the original English questionnaire was translated into Thai for linguistic accuracy.

A native English-speaking teacher proficient in Thai will act as a translator without seeing the original English questionnaire and translate the Thai questionnaire into English. Finally, an English

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teacher compares the English-translated Thai questionnaire with the original English questionnaire. After checking whether there are differences in word meaning, the Thai questionnaire is modified in the text to produce the standard result measurement in the Thai version.

In order to test the consistency between the Thai version of the standard result measurement and the original questionnaire, five experts from different industries who were proficient in English and Thai were invited on a convenient sampling basis to propose revisions respectively.

To ensure the validity of the content, we thoroughly reviewed the literature on the variables included in our model, adapting them to the social commerce context. A literature survey was performed to determine the best possible way to measure each variable. The perceived enjoyment scale was adapted from Yap and Lee (2014). The behavior of eWOM was adapted from Perera et al. (2020). The satisfaction scale was based on the Vasić et al. (2019).

The social connection measurement were created from the scale of social commerce intention proposed by Lim et al. (2021). Social community measurements were created from the social scale provided by Hsu (2015). Lastly, the opinion leadership scales was adapted from Demiray and Burnaz (2019) (see Table 2). All survey variables were measured using a five-point Likert scale, with a minimum score of 1, strongly disagree, and a maximum score of 5, strongly agree.

Table 2 Constructs and their measurement items

Variable	Item description	Std. factor loading
Satisfaction attitude Vasić et al. (2019)	I am satisfied with product range offered by online retailers.	.625
	I am satisfied with the quality of products offered online.	.773
	I would continue to purchase products online.	.729
	I recommend online shopping websites to other people.	.643
Perceived enjoyment Yap and Lee (2014)	Using social commerce is very interesting.	.703
	I had fun using social commerce.	.798
	Using social commerce is entertaining.	.734
	I found using social commerce to be enjoyable.	.803
	When using social commerce, I do not realize the time elapsed.	.759
Social connection attention Lim et al. (2021)	I love talking about this products app with my friends.	.835
	I enjoy visiting this products app more, when I am with my friends.	.899
	Visiting this products app with my friends is fun.	.681

Table 2 Constructs and their measurement items (Continue)

Variable	Item description	Std. factor loading
Social community attention Hsu (2015)	I am as interested in input from other users as I am in the regular content of this site	.493
	A big reason I like this site is what I get from other users	.337
	This site does a good job of getting its visitors to contribute or provide feedback	.455
	I'd like to meet other people who regularly visit this site	.805
	I've gotten interested in things I otherwise wouldn't have because of others on this site	.852
	Overall, the visitors to this site are pretty knowledgeable about the topics it covers so you can learn from them	.712
eWOM behavior Perera et al. (2020)	I often read the comments online to find out if this social commerce makes a good impression on people.	.891
	I often refer to the online comment section to choose the right social commerce.	.660
	I often refer to the online comment section to choose a good social commerce.	.901
	I often collect information from the online comment section before choosing to shopping at a certain social commerce.	.725
Opinion leadership behavior Demiray and Burnaz (2019)	People in this community that I know pick online shopping based on what I have told them.	.869
	I often persuade other people in this community to buy the products that I like. I often influence people's opinions in this community about online shopping.	.737
	People in this community that I know pick online shopping based on what I have told them.	.665

4.3 Analysis Methods

This study uses AMOS statistical software to conduct confirmatory factor analysis on the scale to test the relationship between observable variables and factor constructs. The confirmatory factor analysis mainly includes three aspects: model fitness, reliability, and validity analysis (Beyari & Abareshi, 2018).

SEM is mainly analyzed in two stages. The first stage is measurement model analysis. Confirmatory factor analysis (CFA) is carried out to confirm the adequate measurement quality and consistency of potential variables. For the test of fit and reliability, the second structural equation

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model analysis to verify the causal relationship between potential variables through path analysis, which is hypothesis testing (Hoyle, 2000).

The overall model of the research framework is tested for fit. Then, the structural relationship between the model's latent and observed variables is examined. To test the overall model's fit, scholars suggest that multiple fits be used to test the research model and evaluate whether the actual observation data fits with the theoretical model.

To assess the fit of the measurement model, several metrics were used, including the goodness of fit index (GFI), adjusted goodness of fit index (GFI), normed fit index (NFI), comparative fit index (CFI), and root mean square residual (RMR). The results show that all measurement model indicators exceed acceptable levels. Therefore, it can be concluded that all constructs are one-dimensional, and the measurement model fits the data.

The t of each model was evaluated based on the pattern of factor loadings, intercorrelations, and three t indices: The Comparative Fit Index (CFI), Standardized Root Mean Square Residual (SRMR), and Root Mean Square Error of Approximation (RMSEA). CFI values > 0.90 indicate acceptable t, as do RMSEA and SRMR values < 0.08 χ^2 difference tests (using the Satorra-Bentler (SB)0 scaled χ^2 statistic, p < .05).

From Table II, it can be seen that the results of each fit index have reached the standard of good fit. Suppose the fit index reaches the standard value established by scholars (Hair et al., 2011). In that case, the fit between the actual data and the measurement model is good, so the model in this study has a good fit.

5. Research Results and Discussion

5.1 Research Results

5.1.1 The assessment of measurement model

We performed confirmatory factor analysis (CFA) to evaluate and improve the measurement model before testing the structural model (Bozkurt et al., 2021). The evaluation of validity is divided into discriminant validity and convergent validity. The confirmatory factor analysis. According to scholars' suggestions, the loadings of each measurement factor are greater than 0.5 and reach a significant level of 0.001, indicating that the six aspects of this study have good convergent validity.

The reliability testing items in this study are correlation coefficient and significance degree, Cronbach's α value, and Composite Reliability (Yap & Lee, 2014). Table 3 shows that all the facet and combination reliability are more significant than the standard of 0.7 (Nunnally & Bernstein, 1978). Average Variance Extracted (AVE) calculates the degree of variation explanation between latent and observed variables (Hair et al., 2011). If the AVE value is more significant than 0.5, the ability to explain the variation is greater than the measurement error.

Table 3 Second table for discriminant validity (CFA Model)

Construct	Mean	SD	1	2	3	4	5	6
Social connection	3.476	.985	.810					
Satisfaction	3.812	.791	.370**	.695				
Perceived enjoyment	3.221	.886	.351**	.415**	.760			
Social community	3.422	.833	.419**	.438**	.537**	.639		
eWOM behavior	3.308	.999	.495**	.399**	.369**	.422**	.801	
Opinion leadership	3.721	1.119	.179**	.218**	.163*	.216**	.299**	.762

* $p < 0.05$ ** $p < 0.01$ *** $p < 0.001$

Note: 1. All correlation coefficients in the table are $p < .001$, and the diagonal is Cronbach's α .

2. AVE is the average variance extracted.

The data in Table III shows that the AVE values of each aspect of the measurement item are more significant than 0.8, which means that the measurement variable can explain the variation of the research aspect. At the same time, the correlation coefficient between the research facets is displayed. The correlation coefficient between 0.1 and 0.5 indicates a good correlation between each facet, and each correlation coefficient has reached a significant level. The above test results show that all the measurement data have good reliability and validity in this study.

Discriminant validity is to measure the correlation degree of items between different facets. If the correlation degree is low, it has sufficient discriminant validity. This study adopts the method suggested by Hair et al. (2011) to test the discriminative effect; when the value of the square root sign of AVE of the construct is greater than the correlation coefficient between the construct and other constructs, different constructs can be regarded as to be distinguishable.

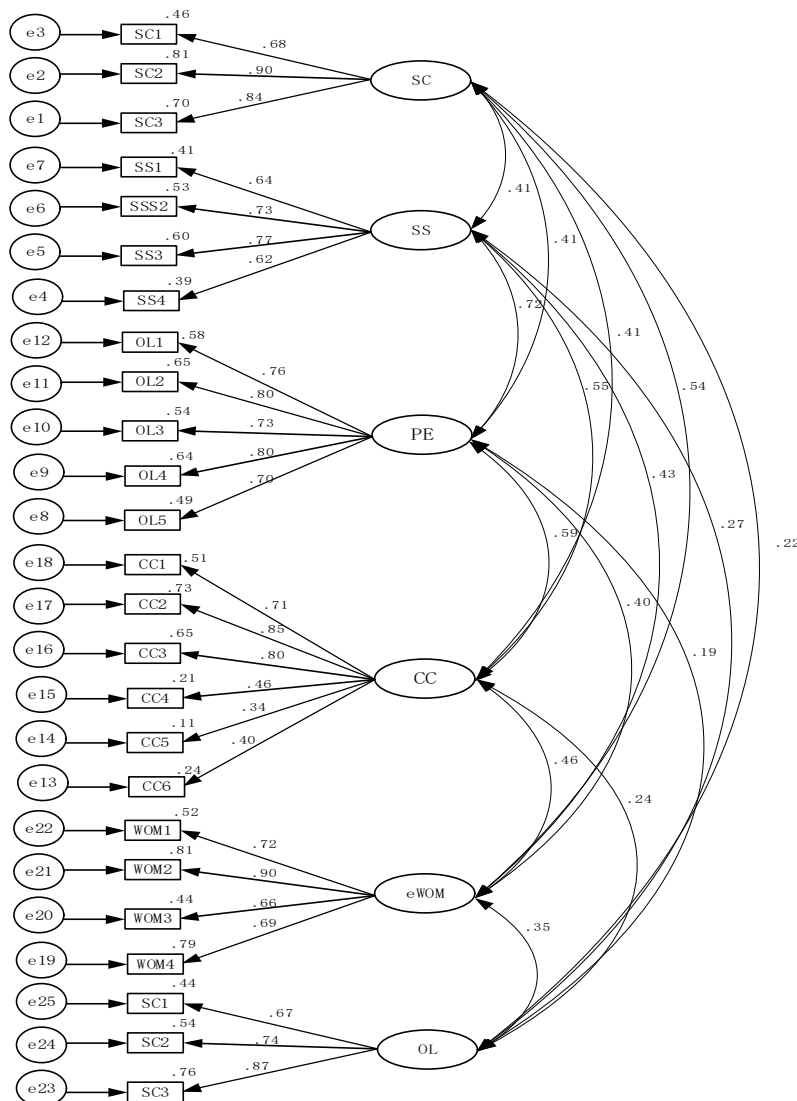
As shown in Table 4, although the root sign of AVE of social community is slightly lower than that of eWOM behavior and Opinion leadership, the value of the root sign of AVE of social community is still more significant than the correlation coefficient with eWOM behavior and Opinion leadership, which is enough to prove the two constructs It can still be distinguished; Social connection, satisfaction, and perceived enjoyment are also in a similar situation. Overall, this study has good discriminant validity among the constructs.

Table 4 The factor loading Cronbach's α , CR , and AVE for convergent validity (CFA Model)

Constructs / Indicators	Mean	Std. Deviation	Cronbach's α	CR	AVE
Social connection	3.476	.985	.841	.850	.656
Satisfaction	3.812	.791	.782	.788	.483
Perceived enjoyment	3.221	.886	.871	.872	.578
Social community	3.422	.833	.766	.790	.408
eWOM behavior	3.308	.999	.872	.876	.642
Opinion leadership	3.721	1.119	.801	.804	.580

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After confirming that the measurement model has good reliability and validity, a confirmatory factor analysis (CFA) was performed to confirm the performance of the variables on their respective constructs is shown in Figure 2. Finally, a complete structural equation modeling program was used to test hypothesized relationships between structures (Ng et al., 2014).



Finger 2 Confirmatory factor analysis (CFA) framework

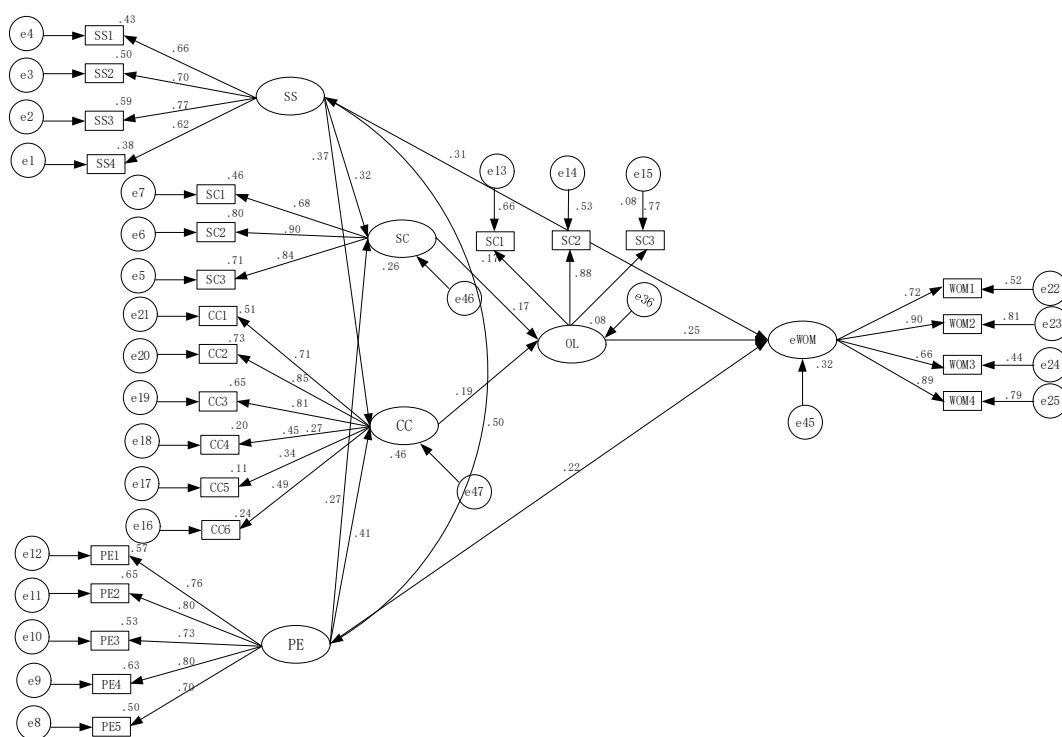
Data source: Compiled by this study

Table 5 Summary of overall measurement model of factors (Hair et al., 2011)

Goodness of Fit Index	CMIN/DF	CFI	GFI	AGFI	NFI	RMSEA	SRMR
Threshold value	< 3	> 0.90	> 0.90	> 0.90	> 0.90	< 0.08	< 0.08
Interpretation	1.940	.911	.857	.822	.834	.064	.059

5.1.2 Structural model testing

The final measurement model had a $\chi^2 = 504.389$, $df = 260$, χ^2/df of 1.940 ($p = 0.000$), CFI = 0.911, GFI = 0.857, AGFI, 0.822, NFI = 0.834, RMSEA = 0.064 and SRMR= 0.059 (see Table 5). According to Hair et al. (2011) guidelines for fit indices, the model exceeds the criteria for the goodness of fit for larger samples with a medium number of observed variables. Suggests that the model represents an appropriate picture of the data.

**Figure 3** Structural equation model analysis

Data source: Compiled by this study

5.2 Discussion

This study uses structural equation model analysis of SEM to test the hypothesis. The structural equation model analysis of this study is shown in Figure 3, and all assumptions hold. Findings showed that satisfaction and perceived enjoyment increased users' social connections and community, enhancing their opinion leadership; the effect on eWOM behavior was positive, this way, eWOM

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becomes a means for expressing their individuality and uniqueness (Dai et al., 2019; Thompson et al., 2019; Wang et al., 2019). Accordingly, it must be emphasized that the behavior of social users has an impact on eWOM intention. Therefore, for social commerce marketing, it would be interesting to investigate whether opinion leadership affects eWOM behavior since social commerce is now a popular shopping channel in the Internet age. This confirms previous studies on OL (Ananda et al., 2019; Jin & Ryu, 2018; Zhang & Gong, 2021) also in the context of online shopping users.

We also analyzed the positive impact of opinion leadership on eWOM behavior. According to Herrando et al. (2021), the relationship between them needs to be analyzed. In the investigations in this study, we apply the influence of opinion leaders as a mediator of eWOM intentions to the entire proposed model.

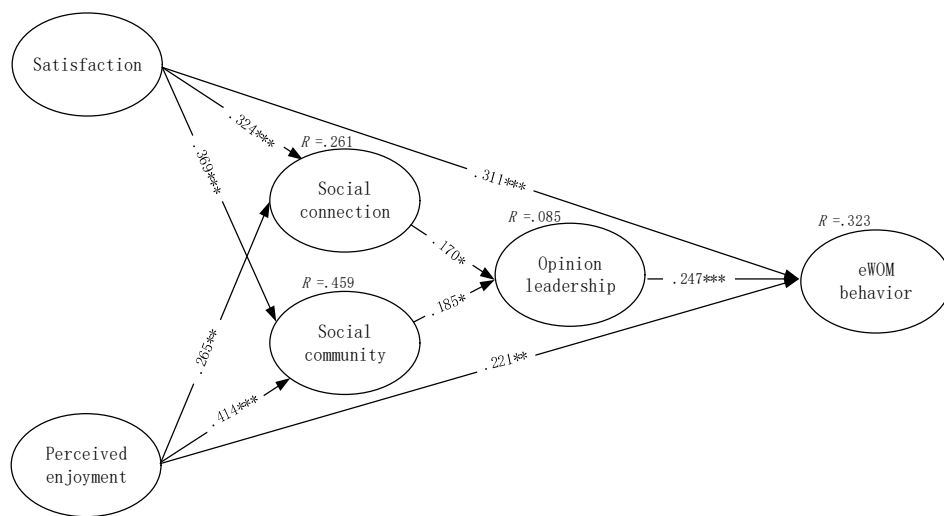


Figure 4 Effect of satisfaction and perceived enjoyment on eWOM behavior of the social connection, social community, and opinion leadership.

* $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$

Data source: Compiled by this study

The direct relationship between the variables was analyzed by SEM, and a fairly good fit was obtained ($\chi^2 = 538.919$, $df = 265$, $\chi^2/df = 2.034$ ($p = 0.000$), CFI = 0.900, GFI = 0.847, AGFI = 0.812, NFI = 0.822, RMSEA = 0.067 and SRMR = 0.0854), as shown in Figure 4, the report hypothesis testing (direct effect) as shown in Table 6. H1a, H1b, H1c, H2a, H2b, H2c, H3, H4 and H5 all received statistically significant support.

Table 6 Hypothesis Testing

Hypothesis	Relationship	Estimate	<i>t</i>	<i>P</i> -value	Results
H1a	eWOM <--- Satisfaction	.311	3.465	***	Supported
H1b	Social connect <--- Satisfaction	.324	4.198	***	Supported
H1c	Social community <--- Satisfaction	.369	3.826	***	Supported
H2a	eWOM <--- Perceived enjoyment	.221	2.688	.007	Supported
H2b	Social community <--- Perceived enjoyment	.414	3.544	***	Supported
H2c	Social connect <--- Perceived enjoyment	.265	3.020	.003	Supported
H3	Opinion leadership <--- Social connect	.170	2.047	.041	Supported
H4	Opinion leadership <--- Social community	.185	2.169	.030	Supported
H5	eWOM <--- Opinion leadership	.247	3.531	***	Supported

Notes: * $p=0.05$; ** $p=0.01$; *** $p < 0.001$

6. Conclusion

How user attitudes on social media drive social commerce intentions and what informational behaviors these intentions use to influence customers to shop on social commerce. Therefore, this study will analyze how satisfaction and perceived enjoyment influence opinion leaders and, in turn, eWOM behavior. The motivation for this research stems from the company's focus on how to increase positive engagement on its website. Therefore, as suggested by Wang et al. (Perera et al., 2020). Opinion leadership influencers positively impact the WOM generation, which means that companies looking to increase the satisfaction and enjoyment of user engagement need to increase the perceptions of influencers on their social commerce sites.

Through inspection, we can discuss the following conclusions. First, discuss consumers' satisfaction, perceived enjoyment, social connection, social community, opinion leadership, and eWOM behavior; and use the expectation inconsistency theory to explore the impact of consumers' expectations and cognition on social commerce shopping on inconsistency and satisfaction. This study takes social commerce users and consumers as the research object and researches online shopping consumers. The results of the study found that consumers pay more attention to the social environment, perceived enjoyment means higher overall expectations, but social connection and social community have a lower impact on Opinion leadership, and the results of the study found that consumers' social commerce and expectations do have a positive impact. Direction inconsistency, inconsistency affects eWOM behavior.

Therefore, while marketers have traditionally used satisfaction or perceived enjoyment as an outcome of consumer behavior-based models, in addition, the theory of planned behavior Pundir et

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al. (2021) and the theory of rational action Yang et al. (2017) allow an understanding of how intent precedes behavior, although something or someone on social media can change a consumer's buying decision.

Second, the tests of this study have demonstrated that attitudes drive intentions and behaviors. As has been suggested in past research, satisfied users are more involved in social connections and communities, which translates into an increase in eWOM behavior (Kudeshia & Kumar, 2017). In this context, satisfied consumers demonstrate engaged social connection and community and tend to demonstrate their satisfaction through opinion leadership and eWOM behaviors. Although their expectations have been confirmed, the main question of this study is what social factors affect users' social attitudes on social media and whether these attitudes drive users' intentions for social commerce and thus their purchases of social commerce. Based on these problems, it is found through the test of this study that users' satisfaction in social commerce shopping can more influence eWOM behavior. This means that users of social commerce pay more attention to the satisfaction of user-generated content, for example, content innovation, attractiveness, and possible presentation through short videos, to name just a few. Future research is worth exploring what factors ultimately mediate the relationship between intention and behavior on social media.

Third, the test results of this study found that opinion leadership intention positively impact eWOM behavior, which can be used for how companies can promote consumers to actively participate in community discussions and forward relevant product information. It was also confirmed that opinion leadership contributes to the positive effects of eWOM behavior. For example, before purchasing, users are accustomed to checking which products are recommended by opinion leadership on the website or social media, their opinions after the experience, or learn more product information from them, and even compare the prices and properties of various brands to obtain these products. After the information, then decide on the purchase behavior.

In addition to this, user imitation and conformity can be found to persist. For example, analyzing the different types of social interactions that foster this opinion of leadership can be helpful. Likewise, it is possible to examine which characters are influenced by the user's thinking, e.g., Whether they are stars, strangers, friends, teachers, or influencers, to name just a few. Likewise, it is worth exploring the non-salience of user-generated content to eWOM dissemination behavior. Through the results of this study, it is found that eWOM dissemination in the social media era has a very large impact on users. Whether it is a negative or positive impact, they will not distrust information from strangers. Alternatively, the opinions of unfamiliar people, whose opinions will be influential as long as they are recognized on social media.

Finally, scholars Perera et al. (2020) believe that the main factors affecting eWOM can be divided into personal, social, perception and consumption factors. The opinion leadership discussed in this study is the social factor. Some scholars also mentioned the important influence of social factors on eWOM behavior (Ananda et al., 2019). Among them, scholars have concluded that the more active users on social media, the greater the impact of eWOM on them (Chiu et al., 2019).

7. Suggestions

7.1 Suggestions from Research

This study is not without limitations. First, because the behaviors at different stages of the purchase process (pre-purchase, purchase and post-purchase) are not considered; therefore, it is necessary to study the attitudes of consumers at different stages of the purchase and what stage of attitude marketing purchase intention and then influence Buying behavior and proceed to build that model.

For example, whether users need to find and view related products before making a purchase decision, which information sources have an impact on them, social factors during the purchase process, whether they promote purchase impulses, and eWOM psychological factors after purchase or delivery details during the pre-purchase phase, or whether they share those questions during the post-purchase writing phase experience on this issue, follow-up studies by focus groups may help to further explore user engagement and the use of online consumer reviews. Moreover, in future studies, we only collected data from Thailand and did not compare it with different countries. Future research can explore more cross-cultural perspectives to fill this gap.

7.2 Suggestions for Further Research

It helps to understand how satisfaction, perceived enjoyment, social connection, and social community are externalized. In particular, while having satisfied, perceived enjoyment, social connections, and social community customers are important, it is a form of promotion for the company when customers advertise their product experience or retweet related product information on the company's website. Approach from which companies can benefit more. Therefore, marketers should pay attention to online public opinion, especially opinion leaders, which influences consumers' purchasing decisions and gains consumers' trust (Singh & Chakrabarti, 2020).

Therefore, future research should consider which social commerce tools can increase perceptions of opinion leadership. Therefore, future research in social commerce can increase the awareness of content public opinion and public opinion leadership. This research suggests that companies should actively interact and socialize with users and increase user-generated content platforms and rewards, such as eWOM derived from satisfaction, enjoyment, social connection and social community. In Reese's eWOM behavior, companies should also study how to encourage users to communicate.

7.3 Policy Recommendations

In terms of business impact, understand the users who are shopping on social commerce, are accustomed to learning information on social networking sites and are especially active on social media. Opinion leadership holds a high position in their hearts. Therefore, how to improve eWOM

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communication behavior, whether there is a need to focus on user-generated content, and these social factors can help with the marketing aspect of social commerce.

Based on the results of this study, eWOM behavioral activity is mainly influenced by satisfaction, perceived enjoyment, social connection, and social interaction, and users can expect to positively rate a particular product and report that their product experience is good. However, there may be a negative possibility of sex. For example, users may be satisfied with the social commerce process, but they see negative information about other users' comments or opinions on social networking sites, which will overwrite the positive information. Therefore, enterprises need to manage this negative information online; otherwise, it may bring serious negative information to the enterprise.

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