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Faculty of Management and Economics

Doctoral Thesis Summary

**Exploring social eWOM intention in social
commerce environment:
Individual-level Culture Values as a Moderator**

Zkoumání eWOM v prostředí sociální komerce:
Vliv kulturních hodnot jednotlivce

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ABSTRACT

The growing popularity of social networking sites has made the experience of consumers on social commerce environment different from other contexts, as the consumers can share or reposted about a product or a brand. A latest version of electronic word of mouth, called social electronic word of mouth (social eWOM), has become popular for researchers and people from practice, too. Social eWOM occurs when consumers explore any information related to brands/ products exchanged among the users of social networking sites. The distinct social nature of social networking sites indicates an interesting and proper context for examining eWOM behaviours. Moreover, little research has been published addressing the factors influencing social eWOM intentions. Adopting the stimulus – organism – response (S-O-R) framework and Service – Dominant theory, this study explored the impacts of social commerce characteristics on social eWOM intentions in an integrative framework: stimulus environment (social commerce characteristics), consumers' internal state (trust, customer experience, perceived value co-creation), and response (social eWOM intention). In addition, the moderating role of individual cultural value (individualism and uncertainty avoidance) related to the relationship between customers' internal state and social eWOM intentions was examined.

To gain these objectives, this study will be performed using both qualitative and quantitative methods. First of all, the qualitative method consists of two focus-group. The findings of focus groups confirmed four dimensions of social commerce environment, such as information content, personalization, product selection, and social interaction. Additionally, the relationship between trust and customer experience was also explored. Then, a survey-based empirical study was conducted to examine the structural model. Partial Least Square (PLS) was applied using data collected from 325 respondents comprising users of Facebook. The results of the study indicate that (1) information content and social interaction do not influence customer experience; but they influence trust; (2) personalization and product selection influence both customer experience and trust; however, the opposite of a prediction is that product selection negative influence trust; (3) there is positively interrelationship between customer experience, trust and perceived value co-creation, and in turn (4) these variables significantly influence social eWOM intention; (5) individualism is moderated between trust and social eWOM intention; and uncertainty avoidance is moderated between customer experience, trust and social eWOM intention. Unexpected, the relationship between perceived value co-creation and social eWOM intention is not moderated by individual cultural value. This research provides useful and valuable insights into the theory and practice of social eWOM. It shows how a customer shapes social eWOM intention in social commerce environment, an area that largely remains unexplored. Additionally, the study presents limitations and future research.

ABSTRAKT

Rostoucí popularita stránek sociálních sítí způsobila, že spotřebitelé mají různé zkušenosti z prostředí sociální komerce. Díky sociálním sítím mohou spotřebitelé sdílet své zkušenosti s produktem či značkou. Word Of Mouth v nejnovější elektronické podobě (sociální eWom) je zajímavé pro výzkumné pracovníky i odborníky z praxe. Když spotřebitelé hledají na internetu informace o produktu nebo značce, vyměňují si své zkušenosti s dalšími zákazníky na sociálních sítích. Sociální povaha sociálních sítí nabízí velké možnosti pro vědecké zkoumání eWOM. V rámci zkoumání eWOM byl publikován článek, který se zabývá faktory, které ovlivňují eWOM. Tato studie využila rámec (SOR) – Stimul, Organismus, Reakce a služba a zkoumala dopady aspektů sociální komerce na eWOM v rámci: prostředí (aspekty sociální komerce), vnitřního stavu spotřebitelů (důvěra, hodnoty, zkušenost) a reakce (sociální eWOM). Kromě toho byla zkoumána i role kulturních hodnot jednotlivce (individualismus) ovlivňující postoj zákazníka vůči eWOM.

K dosažení zmiňovaných cílů je v práci využit kvalitativní a kvantitativní výzkum. Výsledky kvalitativní metody mají čtyři dimenze sociální komerce: obsah, personalizace, výběr produktu, sociální interakce. Dále byl prozkoumán vztah mezi důvěrou a zkušenostmi zákazníků. Poté byla provedena empirická studie, která prozkoumala strukturální model. Partial Least Square (PLS) byl použit ke zpracování údajů shromážděných od 325 respondentů, jenž jsou uživatelé Facebooku. Výsledky studie naznačují, že obsah informací a sociální interakce neovlivňují zkušenosti zákazníků, ale ovlivňují důvěru. Vliv personalizace a výběru produktu ovlivňuje zkušenost a důvěru zákazníků, nicméně výběr produktu negativně ovlivňuje důvěru a pozitivně ovlivňuje vzájemné vztahy mezi zkušenostmi zákazníků, důvěrou a vytvářením hodnot. Tyto proměnné významně ovlivňují využití sociální eWOM. Vztah mezi vnímaným a utvářením hodnot se zaměřením na sociální eWOM však nemá vliv na individuální kulturní hodnotu. Tento výzkum poskytuje užitečné a cenné poznatky o teorii a praxi využití sociální eWOM. Ukazuje, jak zákazník formuje sociální eWOM v prostředí sociální komerce, což je oblast, která do značné míry zůstává neprozkoumána. Studie navíc představuje omezení pro možnosti budoucího výzkum.

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LIST OF ABBREVIATION

Social eWOM: social electronic word of mouth
eWOM: electronic word of mouth
WOM: word of mouth
S- O-R: Stimulus – Organism – Response
S-D: Service – Dominant

1. INTRODUCTION

1.1 Research Background and Motivation

Social commerce (S-commerce) is a new form of social media that offers customers to engage actively in the marketing and selling of products in online marketplaces (Hajli et al., 2017). Social electronic word of mouth (Social eWOM), which is the latest development of electronic word of mouth, is the exchange of product or service evaluations among people who meet, talk, and text each other in the social media context (Hajli et al., 2015). Managing social eWOM as a marketing tool and affecting interaction to yield positive purchase decisions are tough tasks. This means that research is needed to understand consumers' motives for participating in social media platforms by investigating why consumers write comments and posts about products/ services on social media. Nevertheless, few studies have examined the role of social commerce characteristics and their effects on the formation and spread of Social eWOM. Consequently, commentators from a various range of academies have noted that further research is needed into an understanding of the uniqueness and the process of how social commerce environment lead to consumers' behavioral intention (Zhang & Benyocef, 2016; Wang et al. 2016). To close the research gap, the present study used Stimulus – Organism – Response (S-O-R) theory and Service-Dominant Logic (S-D logic) to explore the potential effect of social commerce environment on Social eWOM intention through consumers' internal response.

Firstly, many issues on how customers use characteristics of social media platform and what facilities or hinders customer's use of social commerce environment remain practically dissolve (Li, 2017). Mikalef et al. (2017) discussed that social commerce features not only offer companies an effective way to attract new customers, but also to create closer linkage with current ones. Nevertheless, Huang and Benyoucef (2013) indicated that previous studies lacked solid theoretical frameworks for adopting characteristics of social media platform to social commerce. Using mixed-method research, this study identifies key features of the social commerce environment and thus shed light on this new phenomenon.

Secondly, the S-O-R theory suggests the effects of technological environment stimuli on customer behavior are mediated through customers' internal state. Customers' internal state refers to emotional and cognitive states of consumers, including their perceptions, experiences and evaluations. Studies on social commerce confirm the critical roles of customer experience and trust in customers' internal state. In the social commerce context, the characteristics of social media platform can lead to the formation of customers' experience (Zhang et al., 2014) through collaborative activities, such as information sharing and content generation; however, "little information is known about the type of specific experiences that are evoked by atmospheric in-store elements and how

these experience affect customers' affective and cognitive reactions as well as their approach behavior" (Dennis et al., 2014, p.2250). Kawaf and Tagg (2017) also mentioned that little effort has been devoted to studying the factors contribution to consumers' experience in social commerce. Moreover, the lack of face-to-face communications could lead to consumers' suspicion of truthfulness in online exchange and trust can help reduce high perceptions of risks (Wu et al., 2017; Wu & Ke, 2015). However, modest effort is employed relating the users' perception in a social commerce context and impact on trust. Few studies have shed light on the effects of social commerce characteristics on trust (Yahia et al., 2018). Therefore, there is an urgent need to understand the effects of the characteristics of social commerce environment on trust.

Thirdly, social networking site is a neutral platform for value co-creation. Value co-creation through social commerce environment, which is emerging, as new company strategies and model are created to support customers' experience and to develop interaction between retailers and social media sites, has become more critical than ever for the firm's survival (See-To & Ho, 2014). Drawing from Service- Dominant Logic (S-D logic), this study also examines customer experience and trust as antecedents of perceived value co-creation, and whether they affect the ability of people to engage in product information exchange on the social media platform. See-To et al. (2014) also suggested a model with the impact of trust and value co-creation on behavioural intention; however, to author's knowledge, there is no empirical research to examine this relationship in social commerce environment. The present study examines the interrelationships among these three dimensions (customer experience, trust, perceived value co-creation) in social commerce environment.

Fourthly, although some studies have been conducted on the separate influences of social commerce characteristics on consumers' purchase and sharing intention (Mikalef et al., 2017), however, they have neglected in understanding into the holistic approach of consumers' internal response through social commerce characteristics and word of mouth. Bolton et al. (2013) discussed that digital technologies can provide a highly personalized and immersive platform that are changing customers' experience and behavior. Balaji and Roy (2017) argued that customer engages in word of mouth communication related to their interaction with social media platform if their construal of perceived value co-creation is positive. Trust also plays an important role in spreading positive word of mouth (Wu et al., 2017). However, no study aims to address their combined impacts or to investigate Social eWOM intention as an integrative process. To tackle these issues, this study attempts to sketch a framework for a consolidated model that combines different influential factors.

Finally, extending this line of research, this study examines the influence of culture on the relationship between customers' internal response on Social eWOM intention at the individual level. Culture is the factor that has the most extensive influence on many dimensions of human behaviours. The extent of this effect may

cause difficulties to define the exact culture of human behaviours (Sheikh et al., 2017). Similarly, behavior of consumers in the advanced countries (e.g., the United States) may not be applied to all cultures. Luo et al. (2014) stated that individual-level culture can serve as a significant moderator to affect people's different cognitions and behaviours in various research contexts. Following this perspective, we predict, in social commerce context, individual-level culture can moderate people's behavior/cognition. However, in spite of the fact that distinguishes in national culture can affect customer behavior, most s-commerce research has neglected the effect of culture (Zhang & Benyoucef, 2016). Existing studies often examined only two countries and concluded retrospectively that observed differences are caused by country culture without measuring any of Hofstede's (2001) dimensions.

To address the aforementioned research gaps, the objectives of this study are five-fold. First, it tries to identify the social commerce characteristics. Secondly, it examines the relationship between these features of social commerce environment on customer experience and trust. Thirdly, it endeavors to investigate the interrelationship between customer experience, trust, and perceived value co-creation. Fourth, it explores the relationship between customers' internal state and Social eWOM intention. Finally, it measures the moderating effect of individualism and uncertainty avoidance for the relationship between customers' internal state and customers' response.

1.2 Research Objectives

In order to fulfil the theoretical gaps as explained above, the main research question of this study is "How social commerce environment influence on social eWOM intention? What is the moderating role of individual cultural values?". There are five sub-questions, such as:

1. What are the main characteristics of social commerce environment?
2. Which characteristics of social commerce environment influence customer experience and trust?
3. What is the inter-relationship between customer experience, trust, and perceived value co-creation?
4. How customer experience, trust, and perceived value generate social eWOM intention?"
5. Whether the moderating impact of individual-level culture value on the relationship of customer experience, trust, and perceived value co-creation, and Social eWOM intention?

The main objective of this study is to understanding a holistic approach of how social commerce environment affects Social eWOM in an emerging market, and investigating the moderating role of individual cultural values. In sum, from about arguments, five research gaps are briefly presented as follows:

1. Identifying the key features of social commerce environment

2. Explore the relationship between social commerce characteristics on customer experience and trust
3. Examining interrelationship between customer experience, trust, and perceived value co-creation.
4. Investigating the relationship between customers' internal states and Social eWOM intention.
5. Exploring the moderating role of culture at individual level

1.3 Research Contribution

Against this background, though the extant research has enriched the knowledge about the influence of human – computer interface on customer behavior, it has not investigated the emerging social media in-depth (Zhang et al., 2014). Based on the combination of Stimulus – Organism – Response (S-O-R) theory and Service – Dominant (S-D) theory, this study makes three main contributions toward understanding the literature on Social eWOM intention by providing an integrative framework to study the Social eWOM generation process. First of all, this study has highlighted the key role of social commerce environment. By combining a qualitative and quantitative method, this study identifies the main features of social commerce platform. Secondly, this research is intended to make a contribution to the current study of S-O-R model, which have better understanding of consumers' internal state. More particular, this study aims to develop a more holistic model to investigate Social eWOM intentions and has incorporated the perceived value co-creation from Service –Dominant theory and S-O-R theory. This model is employed more comprehensive in explaining the cognitive and affective states (e.g. customer experience, trust, perceived value co-creation) elicited from consumers and the subsequent behavior from their interaction with a social commerce environment. Thirdly, this study is the first attempt to examine the moderating role of individual culture values on the relationships between customer experience, trust, perceived value co-creation, and Social eWOM intentions. This research bridges the gap in the existing literature with its proof that the moderating role of individual culture factors could account for the inconsistencies among studies.

2. LITERATURE REVIEW

2.1 Theoretical Background

2.1.1 Stimulus – Organism – Response

The S-O-R model from environmental psychology was originally suggested by Mehrabian and Russell (1974) to demonstrate the mechanism by which the environment affects human behavior. This study uses S-O-R paradigm as a theoretical foundation because of three main reasons. First, this model has been adopted in online consumer behavior to examine how human-computer interactions leads to behavioural intention (Zhang & Beyoucef, 2016). Thus, it's high appropriate to use in social commerce context. Second, shopping in social networking environment differs significantly from a traditional e-commerce website context in that it focuses on the interaction among shoppers rather than fast transaction (Hu et al., 2016). Thirdly, previous studies give evidence that the adoption of this model is suitable for explaining customers' internal reactions and behavioural response to environmental cues.

The first “stimulus” component refers to a set of attributes that influence consumer perception. In the current study, the stimulus is operationalized as social commerce characteristics. The organism component refers to the inner states of perceptions, cognition, affection and it consists of the whole process that intervenes between both stimuli and response to the customer. This study adopts three notions, such as customer experience, trust, and perceived value co-creation, to represent customers' internal responses. Last, the response component in the S-O-R theory refers to the external reaction elicited from consumers in the form of approach or avoidance behavior (Mehrabian & Russell, 1974). Social commerce constructs have been found to influence behavioral intention indirectly through cognitive and affective evaluations (Zhang et al., 2014). Spreading of positive Social eWOM intention reflects approach behavior and subsequently denotes the response component in the S-O-R framework.

To sum up, social commerce characteristics refers to stimulus, the organism is perceived value co-creation, trust, and customer experience; and Social eWOM intention is considered as new factor of customer response.

2.1.2 Service Dominant Logic (S-D logic)

The S-D logic which is formed by Vargo and Lusch (2008) provides a new step on markets and exchange. There are 11 main foundational propositions (FP) in S-D logic. One of the highlighted propositions is the FP6, which states that “customers are creators or co-creators of value” (Vargo & Lusch, 2008). In social commerce environment, interactions take place in platform. Social media provides a neutral platform for value co-creation and offers opportunities for resource integration and this facilitates value co-creation. Co-creation of value can take place only if interactions between the firm and the customer happen. This

study extends S-D logic and suggests that customer co-create value through their interaction in social commerce environment. Value co-creation takes place when customers interact with technology features (Balaji & Roy, 2017). In social commerce, Balaji and Roy (2017) highlighted the role of technology in facilitating value co-creation and suggested investigation of customer value from a technology viewpoint. The characteristics of social commerce environment provide for resource combination, and this generates value co-creation. During interactions, resources such as experience, knowledge, trust is created (Paredes et al., 2014). In this way, social commerce environment has a direct influence on how experience and trust are created and contributes to the process of value co-creation.

2.2 Definition of Research Constructs

2.2.1 Social commerce environment

Social commerce statistics present that this is a promising phenomenon. Social commerce is a subset of e-commerce that includes using social media to support e-commerce transactions and activities (Hajli et al., 2017). In this study, stimuli (S) are social commerce characteristics that affect consumers' response in this study. Similarly, consistent with the typology of Mikalef et al. (2017) and Zhang et al. (2014), this study adopts four social commerce characteristics, namely, information content, personalization, product selection (utilitarian motivations) and social interaction (hedonic motivation).

Firstly, social interaction is a critical technological characteristic of the social commerce environment that reflects interactions among consumers using the technology. Another interesting characteristic of social commerce platforms is personalization. Online retailers present advertisement new products or update latest trends that fit between the recommended content and user interests (Zhang et al., 2014). Personal recommendation agents will increase good experience because of reducing overlap information, which creates an encouraging environment for customer (Mikalef et al., 2017). Additionally, Information content is one of the key characteristics in online shopping context. It is defined here as the amount of available products/service information on social commerce platforms (Mikalef et al., 2013). Last but not least, the wealth of information about a variety of product/ service is a highlighted feature of online retailing environment. In this study, product selection is the degree to which users believe that there is a range of available products on social commerce platforms (Mikalef et al., 2017). To sum up, there are four main characteristics of social commerce environment in this study, such as social interaction, personalization, information content, and product selection.

2.2.2 Organism: Customer experience, Trust, and Perceived Value co-creation

Online customer experience

The term “experience” refers to ongoing perceptions, feelings, and direct observation (Schmitt & Zarantonello, 2013). Broadly, customer experience (CE) is defined as “the internal and subjective response that customers have to any direct or indirect contact with a company” (Meyer & Schwager, 2007). Consistent with the current study context, Rose et al. (2012) proposed cognitive and affective experiential states as relevant categories of customer experience in e-commerce. The current study adopts the conception OCE of Rose et al. (2012) mainly based on two standpoints. First, the frame proposed by Rose et al. (2012) may be more consistent with the selected research context, in particular, social commerce context. Second, previous studies in social commerce context have neglected the affective elements (Bilgihan et al., 2014; Liu et al., 2016). In this study, adopting the study of Rose et al. (2012), online customer experience consists of two factors, such as cognitive experiential state and the affective experiential state. The cognitive experience state (CES) refers to “connecting with thinking or conscious mental processes” and the affective experiential state (AES) refers to “involves one’s affective system through the generation of moods, feelings, and emotions” (Rose et al., 2012).

Trust

Trust is the main concept in interactions and a central issue in online shopping environments (Pavlou, 2003), but it is more important in social commerce platforms because of the lack of face to face communication and the high level of user-generated content (Yahia et al., 2018). Trust is considered as a unidimensional or a multidimensional concept. However, most researchers adopted a unidimensional perspective that seems to be quite acceptance (Yahia et al., 2018). The study takes a unidimensional approach of trust, focus on trusting belief without testing other dimensions of trust. Additionally, trust could be either interpersonal trust (trust between people), organizational trust (trust between organizations), or inter-organizational trust (trust between individuals and organizations). The current study concentrates on trust developed in a relationship between individuals and organizations. More specifically, consumers’ trust in the opinions and comments shared by other shoppers via social commerce platform will be investigated. For consumers, these opinions or recommendations can assist them in finding new product information and making purchase decisions. Additionally, customers are more likely to trust the information provided by other shoppers like themselves more than an offer by companies.

Perceived Value co-creation

Value co-creation is a key concept of service dominant logic. Value co-creation is the value created by a joint function of the actions of the suppliers and the

customer (Vargo & Lusch, 2008). According to S-D logic, firms can provide customer interaction resulting in value co-creation through integrating resources. As a result, the firm achieves financial value to be gained from a business engagement. The customers meet “better off” in economics and/or other dimensions (Grönroos, 2011).

Perceived value co-creation is not necessarily what the customer “really” gets, but what the customer believes he/she is getting. Damkuveine et al. (2012) emphasize that when deciding whether or not to perform a particular behavior (to co-create), an individual is likely to assess the benefits and the costs resulting from the behavior. Consistent with this notion, we argued that customers evaluate all the elements that are important to them, make a trade-off between perceived costs and perceived benefits of co-creation behavior before deciding co-creation behavior. This evaluation determines whether the customer will participate in co-creating activities or rather avoid them (Damkuvienne et al., 2012). Therefore, this study employs the definition of customer perceived value co-creation as an overall assessment of increasing the perceived benefits and decreasing the perceived costs to take part in co-creation process. Adopting Balaji and Roy (2017)’s study, *perceived value co-creation* refers to the customer perception of value co-creation as ‘worthwhile’, ‘value’ and ‘good deal’ in the current study.

2.2.3 Response: positive Social eWOM intention

The growth of SNSs has caused a paradigm shift in electronic word –of –mouth (eWOM) toward social word of mouth (Social eWOM), which has formed with widely accessibility and the capability to be evaluated and measured by other consumers. It can become a powerful tool in this social media era. Social word of mouth, through social media and social commerce constructs, enables consumers to share product-related opinions and experiences with their acquaintances, other consumers with the same interests, and even brand –managers, almost with limitations (Hajli et al., 2017). Consumers have the facility to rate and review product or read comments on the experiences of other customers who have evaluated a product. Consumers can share their experiences with other users via social media, other peers can comment on their post. Social eWOM can spread all around the word by a large number of users for an unlimited time. The information will exist online until other customers need and read it. Lin et al. (2017, p. 383) described Social eWOM “Positive or negative statements made by strangers, friends, a family within personal existing social networks about a product, service, or company. These statements are made available to a multitude of people and institutions via social media”.

3. TWO RESEARCH DESIGN AND METHODOLOGY

3.1 Study One: Qualitative Study-Focus Group

3.1.1 Sampling and Data Collection

The current study conducted two focus groups. A group includes at least 6 participants because fewer than six may restrict a variety of comments, and over 12 may limit the number of topics (Lindlof & Taylor, 2002). Each focus group spent approximately one hour to employ, which falls within the recommended length of time (Lindlof & Taylor, 2002). Due to the researcher's lack of experience in moderating focus group, a semi-structured was selected. The research follows from a questionnaire route (Appendix A); however, it is allowed for probing and flexibility to divert if there is a need for emphasis on specifics parts. Additionally, each respondent will provide their demographic information by filling in the personal data form. The researcher also used a digital audio recorder.

3.2 Study Two: Survey

3.2.1 Research Hypotheses

Based on the results of the literature review and the qualitative study, 22 research hypotheses were developed. Study two aims to test the following 22 research hypotheses. (The detailed elaboration of these research hypotheses is shown in chapter four).

3.2.2 Research Instruments

The measurement items for the following ten constructs were developed The described questionnaire items for innovation-orientation are displayed in the Appendix section. Social commerce characteristics consist of four dimensions, such as information content (3 items), product selection (3 items), social interaction (3 items), and personalization (3 items). This study adopted the measurement items from previous studies, especially from Mikalef et al. (2017), and Zhang et al. (2014). Online customer experience was conceptualized as a reflective, second-order construct which consists of two first-order dimensions: cognitive experience and affective experience. This study adopted eight items from Rose et al. (2011). Trust in this study is defined as consumers' belief toward comments products/ service on social commerce platform. To conceptualize trust, the study adopted 3 items from Lien and Cao (2014). Perceived value co-creation is measured through 3 items, which are adopted by Balaji and Roy (2017). Social eWOM intention is adopted 3 items from Lien and Cao (2014) and two items from Nadeem et al. (2017). All of the items above were measured based on a seven-point Likert scale; from 1 (totally disagree) to 7 (totally agree). All questionnaire items were modified from previous studies based on the results and the context of this study.

3.2.3 Moderating Factors of National Culture Values

The Hofstede national culture dimensions are based on the assumption that there are more cultural differences between countries. Respond to the call for developing a measure of Hofstede's dimensions at the individual level, Sharma (2010) and Yoo et al. (2011) re-conceptualized Hofstede's five cultural factors at individual cultural values. To conceptualize them, this study adopted 4 items of Individualism, and 4 items of Uncertainty Avoidance from Sharma (2010) and Yoo et al. (2011).

3.2.4 Sampling and Data Collection

Sample

The target social working site is Facebook. Facebook is selected because it is the largest network in the world with over 2.13 billion monthly active Facebook users of whom 50 percent log onto Facebook daily (Facebook, 2017) and it provides users with most content generation. According to World Economic Forum (2017), Vietnam, which is one of the most dynamic countries in the global, can attract more international brands into the Vietnam market; thus, understanding and capturing changes in Vietnamese consumer demand play a crucial role for any business. However, to date, Vietnam remains relatively unexplored in terms of social commerce adoption although there still have some studies carried out in Southern Asia, e.g., Pakistan (Nadeem et al., 2017). Therefore, this study attempts to understand the nature of social commerce environment and its relationship with consumers' behavior in a developing country, Vietnam.

Over 95% of online users of age 18-34 are most likely to follow a brand via social networking (MarketingSherpa, 2017). This group is labeled as Generation Y (Bolton et al., 2013), who was in between 18 and 35 years old. These consumers had frequent and early exposure to technology, forming to emotional, cognitive and social response with both disadvantages and advantages (Zhang et al., 2017). In this study, Generation Y, as the target respondents for the online survey, includes students and office workers with the aged 18-35 years old.

Sampling

A snowball sampling technique was conducted to recruit respondents for the survey. Baltar and Brunet (2012) stated that "social networking sites are an appreciate tool to apply snowball sampling and can improve the representativeness of the results" (p.58), specifically on Facebook. They identified benefits when applying Facebook for social research; such as the time and cost savings, the extent of the size of the sample, reducing the selection bias and building trust of respondents. Based on the above discussion, snowball sampling on Facebook is used to gain insight into customers' Social eWOM intention via social commerce platform.

Data Collection Procedures

The first draft questionnaire will be completed from both the focus group and literature review. Then, the survey items are refined through two rounds of the pilot test. In the first round, the questionnaire will be used reviewed by three academics as expert judges in the marketing discipline to assess the items' accuracy in representing corresponding constructs. In the second round, a pilot test of 70 respondents who are not involved in the final date is conducted. A small scale pilot survey enables the author to observe patterns in respondents' answers and any issues with the questionnaire in order to ensure the quality of content and reliability of measures.

Invitations are posted with the URL on the researcher's personal Facebook account. Meanwhile, after her Facebook acquaintances answer the survey, the researcher asked them to share the survey link on their Facebook accounts to forward the survey link along to potential participants. Respondents were asked the qualifying questions (e.g. Have you ever purchased products/ service on Facebook) If they answered "Yes", they proceed to the next section of the questionnaire. In contrast, the answer "No" will stop them from the survey. Data collection took four weeks.

3.2.5 Questionnaire Design

As shown in Figure 3-1, the questionnaire of this study consists of the following 10 constructs: (1) information content, (2) product selection, (3) personalization, (4) social interaction, (5) online customer experience, (6) trust, (7) perceived value co-creation, (8) Social eWOM intention, (9) individualism moderators, (10) uncertainty avoidance moderator, and (11) necessary information of respondents. According to Hair et al. (2011), the minimum sample size should be (1) larger than ten times of the largest number of formative indicators used to measure one construct; (2) ten times of the largest number of structural paths direct at a particular latent construct in the structural model. To consider these situations, this study eventually obtained 353 valid respondents from the survey.

4. QUALITATIVE STUDY AND HYPOTHESES DEVELOPMENT

4.1 Characteristics of Respondents

Two focus-group interviews were conducted to obtain some comments from consumers who have purchased in online shopping. Each focus group had eight working adults aged and students aged 18 – 35 years old for a total of 16 focus group participants.

The focus group participants have been Facebook users for approximately five years and on average "liked" over 10 fan pages in fashion, cosmetic, food, travel,

etc. on Facebook. Furthermore, most respondents have experienced more than 3 times purchasing product/service on Facebook, as well as they share/comment on their experience with other customers on Facebook platform. Most respondents also spend at least one time per week on searching and following stores on Facebook.

4.2 Refinement of the Survey Questionnaire

The focus group findings helped refine the survey questionnaire used for this research study. Because the characteristics of social commerce environment within Facebook platform have yet to be investigated, one of the main objectives of the focus group was to scrutinized if this study's proposed characteristics – content information, product selection, personalization, and social interaction were relevant as well as to explore other possible characteristics of social commerce environment. Based on the focus group findings and literature review, two items were added to the questionnaire to measure content information (“The information presented on the retailer’s Facebook is lively (e.g., interesting pictures and graphics)”, “The information presentation on the retailer’s Facebook is exciting to sense (e.g., sight or hearing)”). Meanwhile, two items were added to Social eWOM intention (“I share the post of preferred product/service on my wall at Facebook”, “I tag my friends to a post on Facebook for product/service I like”) based on the measurement of Nadeem et al. (2016) about consumers’ behavioural intention on Facebook platform.

Another objective of the focus group was to determine the relationship between trust and customer experience. While several researches considered trust as an antecedent of online consumer experience, others considered trust as an outcome of the online consumer experience. Based on the focus group findings, it was determined that trust influence online consumer experience, so further exploration of this relationship between two constructs was deemed necessary.

4.3 Hypotheses Development

4.3.1 Social commerce environment stimulus and customer experience

Customer experience is related largely as an internal and subjective response of the customer (Jain et al., 2017). Consumers are not able to touch products on the Internet; consumers often want to acquire full information (e.g. size, colour, design, and fabric) before purchasing specific products to substitute for a more sensory experience (Park et al., 2012). Information that is taken from comments about product/ service on platforms will add an emotional and personal touch to customers if reviewers are their friends (Hajli et al., 2017). When consumer access valuable information resulting from comments on social networking site, they can improve online shopping experience.

Consumers tend to shop online when their product expectations are met or exceeded (Fram & Grady, 1995). With a rich of information, consumers will spend considerable time looking at products, which lead to positive feelings and perceive its content more intensively (Hsu & Tsou, 2011; Huang, 2016). Spending time for searching information refers to the involvement, which leads to gain stronger experience from browsing social commerce platforms. Additionally, personalization is a unique medium for offering consumers advertisements that fit consumers' interest (Park et al., 2014). This feature is proposed as an essential determinant for delivering positive online customer experiences (Bilgihan & Kandampully, 2016). Social commerce sites provide platforms on which customers can interact with peers. Zhang et al. (2014) discussed that customers are able to be deeply involved, absorbed, engaged and engrossed when they perceive more comfortable and emotionally satisfied with others during shopping process; and thus concentrate on their attention in ways that create flow states. Therefore, it is hypothesized that:

H1. (a) Information content, (b) Product Selection, (c) Personalization, (d) Social Interaction are positively related to online customer experience

4.3.2 Social commerce constructs and trust

In social commerce context, consumers can create and post information on products/ services. Comments provide consumers with accurate, understandable, and real-time information, which are likely to be more reliable because consumers expect them to be less risky (Kim & Noh, 2012). The high levels of accurate and available information reduce perceived risk and thus increase the level of trust (Hajli et al., 2017). Additionally, social commerce platforms allow vendors to show a full range of products. Consumers can increase the opportunity to find a suitable product/service (Mikalef et al., 2017). Meanwhile, they have more chance to identify products that are interesting to their friends (Berger & Iyengar, 2013), and it is more likely that this will lead to trust in comments about products/ service presented on social commerce platforms. Moreover, the level of perceived personalization being compatible with consumers' preferences is a good and rational reason to believe that social commerce vendors care them and value them (Zhang et al., 2014). This lead in building consumers' trust and increase the possibility of future purchase. Communication between consumers can have a positive effect on the level of consumers' trust (Kim & Noh, 2012). If consumers interact and become familiar with members on social networking sites, they can reduce uncertainty and increase cognitive trust (Komiak & Benbasat, 2006). Therefore, it is hypothesized that:

H2. (a) Information content, (b) Product Selection, (c) Personalization, (d) Social Interaction are positively related to trust in product/service comments

4.3.3 Inter-relationships between customer experience, trust and perceived value co-creation

Social media is a platform to co-create value with customers (See-To & Ho, 2014). Within another aspect of S-D logic perspective, the experience and trust is considered as a type of customers' social resources, which are created during actor interactions (Paredes et al., 2014). In social commerce context, when customers get a better online experience, thereby influence perceived value co-creation. Perceptions about co-created value are formed as an outcome of customer experience (Jain et al., 2017). On the other hand, consumers' trust toward comments on the platform will enhance the image of the product and encourages the involvement of consumers in value co-creation. This trust is likely to directly improve customer perception of the value created (Zhang et al., 2017). Jain et al. (2017) indicate that customer experience is formed as an outcome of all the cognitive and emotional process taking place in each stage of purchase processing. Consumers' trust reduces cognitive effort and attention paid to monitoring a relationship, as well as influencing the experience via a "halo effect" (Lemon & Verhoef, 2016). Based on the above discussion, it is hypothesized that:

H3. Customer experience is positively related to perceived value co-creation

H4. Trust is positively related to perceived value co-creation

H5. Trust is positively related to customer experience

4.3.4 Effects of organism constructs on Social eWOM intention

Customer experience not only influences customer satisfaction, loyalty, but also word-of-mouth (Kawaf & Tagg, 2017). The impact of customer experience on word of mouth is discussed widely in traditional offline media, online, and experiential environment ("Phil" Klaus & Maklan, 2012). Subsequently, the current study proposes the relationship between online customer experience and social e- word of mouth. The more positive feelings customer experience during a state of flow, the more likely they are to make a favourable judgment about products/ service. Following to the commitment- trust theory (Morgan & Hunt, 1994), customers are more likely to engage in positive word of mouth when they perceive higher levels of trust. They discussed that customers are likely to engage in word of mouth activity when they feel comfortable in their relationship with the sellers. Numerous studies have investigated that value co-creation strengthen the interaction among active consumers of a brand community in social networks (Luo et al., 2014), which drive consumers to spread the social word of mouth in social commerce platforms. Therefore, it is hypothesized that:

H6. Customer experience is positively related to Social eWOM intention

H7. Trust is positively related to Social eWOM intention

H8. Perceived value co-creation is positively related to Social eWOM intention

4.3.5 Mediation effect of perceived value co-creation

Following to S-D logic, social commerce environment offers a neutral platform for value co-creation. Consumer experience is seen as the starting point of value co-creation (Vargo & Lusch, 2008). With a high level of perceived benefit that customers experience, the high ability customers actively participate in co-creation. Meanwhile, Abela and Murphy (2008) recommend that consumers' trust influences the proposition of S-D logic, as the consumer must have a sufficient level of trust before they engage in co-created the value of a product with a company. High consumer perceived value co-creation shows more significant commitment to the organization, its product/service, and be more willing to spread Social eWOM. Because of this, the following hypothesis is proposed:

H9. Perceived value co-creation mediated the relationship between online customer experience and Social eWOM intention

H10. Perceived value co-creation mediated the relationship between trust and Social eWOM intention.

4.3.6 Moderation effect of national culture value

Individualism

Prior studies explore that individualism-collectivism influence the ways people develop trust and people's willingness to trust online vendors (An & Kim, 2008; Esmaeili Candidate et al., 2015; Ng, 2013). Collectivistic societies emphasize strong relationships and interdependence; collectivists are sensitive to the in-group and out-bout group boundary (Triandis, 1995). Trust in comments about products/ services can be regarded as a social identification. Consumers in collectivist cultures often emphasize relationship and interdependence (Triandis, 1995), and are accustomed to following the social/group norms, as such, they are more willing to engage in sharing their opinions. In contrast, individualism ones scanty concern for the opinions of others, focusing little on societal norms; thus, comments will less influence on their intention of spreading positive Social eWOM. Beside this, consumers with a high level of individualism require high levels of service quality than their collectivist counterparts. These high levels of service quality are subjective evaluation of a higher level of experience (Meyer & Schwager, 2007). Furthermore, value co-creation is a process through which increase customer's well-being (Vargo & Lusch, 2008). Individualism concerns related to their well-being. Therefore, it is hypothesized that:

H11a. The higher degree of individualism, the lower the effect of trust on Social eWOM intention

H11b. The higher degree of individualism, the higher the effect of customer experience on Social eWOM intention

H11c. The higher degree of individualism, the higher the effect of perceived value co-creation on Social eWOM intention.

Uncertainty Avoidance

Uncertainty avoidance indicates that users decrease their inherent uncertainty by technology, law, and general rituals (Hofstede, 2001). This risk-based concept closely related to trust (Vance et al., 2008). Prior research found that people with high uncertainty avoidance is less trust in information system (Vance et al., 2008). Customers with high uncertainty avoidance culture have less tolerance for uncertain and risk-averse. They need to create higher trustworthiness in their mind to overcome feeling threatened. High levels of uncertainty avoidance can share information with people they trust (Lam, Lee, & Mizerski, 2009). Individuals with high uncertainty levels tend to tell others about their positive experience because they show higher emotion than those with low uncertainty levels. Consequence, customers with high uncertainty avoidance will spread positive Social eWOM when they perceive value co-creation. Thus, it is hypothesized that:

H12. The higher degree of uncertainty avoidance, the higher the effects of (a) trust, (b) customer experience, (c) perceived value co-creation on Social eWOM intention.

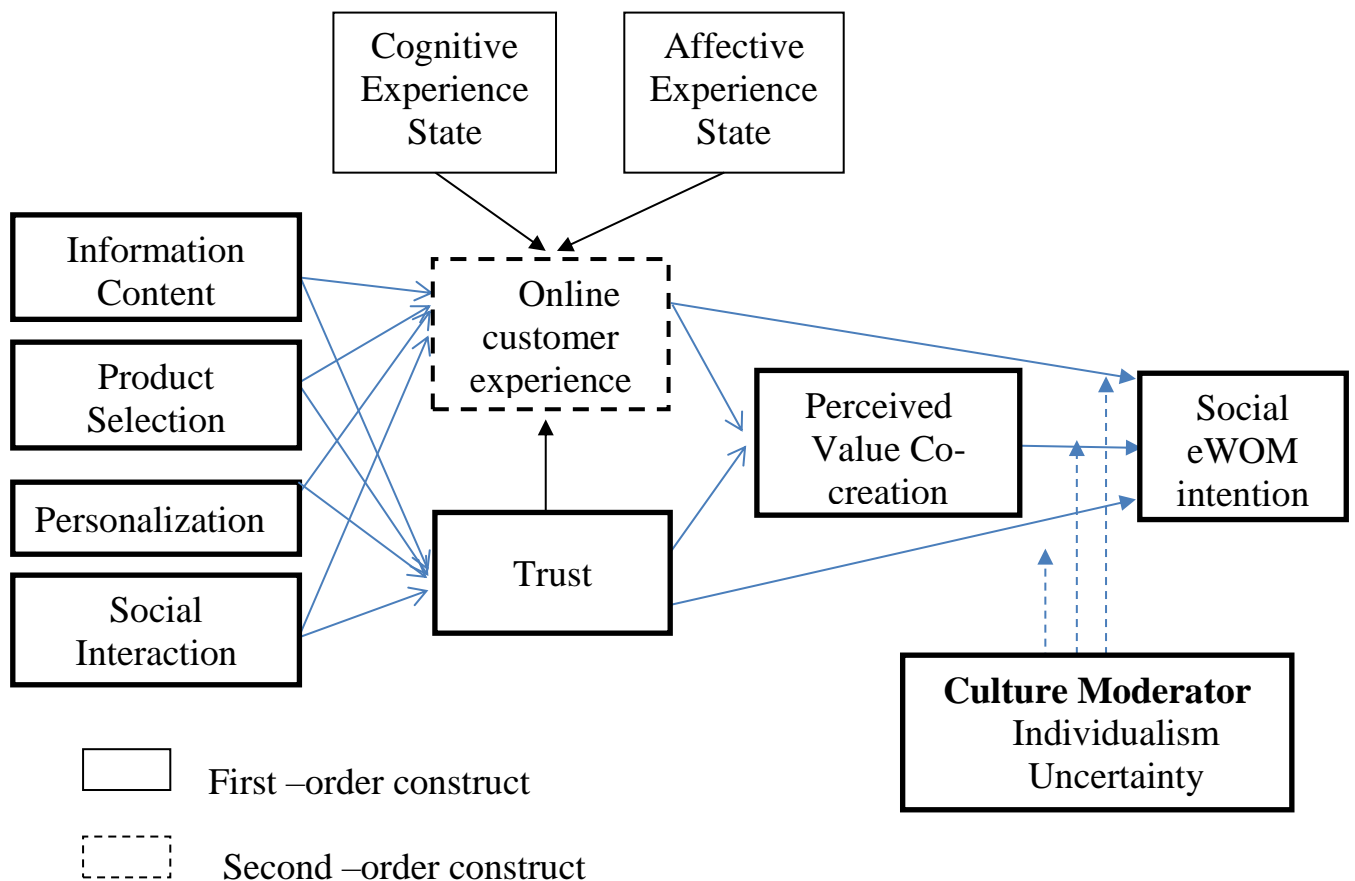


Figure 4.1. Final Conceptual Research. Source: Own research

5. QUANTITATIVE RESULTS

5.1 Descriptive Analysis

The survey of this study was performed between March 2019 and May 2019. The characteristics of respondents were gathered. 362 respondents participated in this study. However, 20 respondents have never purchased on Facebook and 17 respondents are above 35 years old, so, they are excluded in this study. As the results, there were 325 valid respondents. In particular, 240 were female (73.8%), and most of the respondents were aged between 25 to 29 years old (48%), followed by 30-35 years old (25.2%). 69% of respondents were single. Approximate 90% of the respondents had an educational background with a Bachelor degree or above. For monthly income, most of the respondents claimed to receive from 5 million – 10 million VND per month, followed by two group earnings less than 10 -20 million VND (accounted for 50%). In addition, 46.2% of respondents monthly purchased less than one times product/service on Facebook. More than 90% respondents accessed Facebook many times per day. Fashion was the most popular of product/ service purchased on Facebook platform with more than 80% of respondents, followed by cosmetic (58.2%) and food (56%).

5.2 Measurement Properties

5.2.1 Common Method Variance

To evaluate the issue of common method variance; a Harmon one-factor test is adopted and loaded all variables into a principal component factor analysis (Podsakoff et. al., 2003), the explained variance of the one-factor test is 32.44% in the un-rotated solution which is less than 50%. Therefore, the common method bias is not viewed as a significant issue in this study. Second, discriminant validity was also assessed by examining the Fornell-Lacker criterion, cross-loadings, and HTMT criterion of the item.

Table 5-1. Discriminant validity. Source: Own research

	INF	PER	PS	PV	SC	SW	TR	AF	COG
INF	0.778	0.664	0.661	0.592	0.682	0.523	0.462	0.503	0.374
PER	0.664	0.72	0.576	0.655	0.635	0.61	0.532	0.595	0.411
PS	0.653	0.573	0.807	0.54	0.645	0.472	0.228	0.438	0.336
PV	0.597	0.658	0.537	0.713	0.521	0.71	0.715	0.851	0.532
SC	0.683	0.633	0.637	0.523	0.782	0.588	0.446	0.529	0.38
SW	0.527	0.62	0.467	0.715	0.583	0.771	0.625	0.581	0.413
TR	0.468	0.533	0.229	0.712	0.442	0.628	0.896	0.597	0.414
AF	0.505	0.595	0.436	0.849	0.528	0.586	0.597	0.799	0.524
COG	0.374	0.411	0.337	0.532	0.38	0.411	0.414	0.523	1.000

5.3 Model Assessment

5.3.1 Assessment of the Measurement Model

Reflective Measurement

Following Hair et al. (2010), reflective assessment constructs involve determining indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. As shown in Table 5-7, all measures are robust in term of their reliability, because all Cronbach's alpha is higher than 0.7. Furthermore, the composite reliabilities, that many researchers consider more suitable for PLS-SEM than Cronbach's alpha (e.g. Hair et al., 2011), range from 0.853 to 0.953, which exceed the recommended threshold value of 0.6 that the variance shared by the respective indicators is robust. Finally, all indicator loadings are greater than the 0.6 cut-off (Henseler et al., 2009).

Table 5.2. Measurement statistics of construct scales based on reflective indicators

Construct	Indicator Loadings	Composite Reliability	Cronbach's Alpha (α)	AVE	VIF
Information Content		0.916	0.885	0.685	
INF1	0.793				2.149
INF2	0.851				2.523
INF3	0.822				1.986
INF4	0.864				3.115
INF5	0.805				2.573
Personalization		0.865	0.765	0.681	
PER1	0.830				1.67
PER2	0.853				1.825
PER3	0.792				1.394
Product Selection		0.907	0.846	0.765	
PS1	0.845				1.752
PS2	0.904				2.379
PS3	0.873				2.295
Social Interaction		0.892	0.818	0.734	
SC1	0.874				2.048
SC2	0.904				2.272
SC3	0.789				1.566

Construct	Indicator Loadings	Composite Reliability	Cronbach's Alpha (α)	AVE	VIF
Affective Experience		0.924	0.897	0.710	
AF1	0.860				2.98
AF2	0.853				3.02
AF4	0.892				2.865
AF5	0.857				2.867
AF6	0.742				3.187
Cognitive Experience		1.000	1.000	1.000	
COG	1.000				1.000
Trust		0.952	0.924	0.867	
TR1	0.931				3.491
TR2	0.949				4.41
TR3	0.915				3.134
Perceived Value co-creation		0.853	0.752	0.668	
PV1	0.798				1.445
PV2	0.868				1.719
PV3	0.784				1.485
Social eWOM		0.911	0.878	0.672	
SW1	0.770				1.676
SW2	0.861				2.7
SW3	0.875				2.807
SW4	0.824				2.363
SW5	0.763				1.999
Individualism		0.869	0.813	0.572	
IDV1	0.761				1.513
IDV2	0.676				1.476
IDV3	0.824				2.16
IDV4	0.780				1.86
IDV5	0.732				1.519
Uncertainty Avoidance		0.933	0.904	0.776	
UV1	0.874				2.409
UV2	0.871				2.723
UV3	0.902				3.137
UV4	0.875				2.384

Formative Constructs

The formative constructs proposed in the mode – online customer experience– is a second-order construct. As shown in Table 5-8, all first-order constructs weights are significant, which means that there is empirical support for the relevance of the first-order construct for the construction of the formative second-order constructs as theoretically conceived, presenting a satisfying level of validity (Hair et al., 2011).

Table 5.3. Weights of the first- order constructs on the second-order constructs

2nd Oder Construct	1st Order Constructs	Weight	t-values
Online customer experience	Cognitive Experience	0.578	56.308***
	Affective Experience	0.578	56.309***

*** Significant at 0.001 level based on 5000 bootstraps.

5.3.2 Assessment of the Structural Model

The structural model with its research hypotheses was examined using the parameter estimates of the path between research constructs. Using a sample of 325, a non-parametric bootstrapping procedure was performed with 5000 sub-samples to obtain the statistical significance of each path coefficient for hypotheses testing (see Table 5.4).

Table 5-4. Evaluation of Structural Model and Hypothesis Testing

Hyp.	Path	β	t-value	R²	Results
H1a	Information Content → Customer Experience	0.056	0.841 ^{ns}		Not Supported
H1b	Product Selection → Customer Experience	0.144	2.510 [*]		Supported
H1c	Personalization → Customer Experience	0.183	2.949 ^{**}		Supported
H1d	Social Interaction → Customer Experience	0.118	1.839 ^{n.s}		Not Supported
H2a	Information Content → Trust	0.257	3.826 ^{***}		Supported
H2b	Product Selection → Trust	-0.18	2.861 ^{**}		Not Supported
H2c	Personalization → Trust	0.298	5.134 ^{***}		Supported
H2d	Social Interaction → Trust	0.183	2.940 ^{**}		Supported
H3	Customer Experience → Perceived Value co-creation	0.563	10.71 ^{***}		Supported

Hyp.	Path	β	t-value	R ²	Results
H4	Trust → Perceived Value co-creation	0.277	5.010***		Supported
H5	Trust → Customer Experience	0.388	6.630***		Supported
H6	Customer Experience → Social eWOM intention	0.179	2.204*		Supported
H7	Trust → Social eWOM intention	0.302	4.173***		Supported
H8	Perceived Value co-creation → Social eWOM intention	0.280	3.808***		Supported
	Customer experience			0.455	
	Trust			0.278	
	Perceived Value Co-creation			0.572	
	Social eWOM intention			0.436	

*** p < 0.001 (t > 3.29) ** p < 0.01 (t > 2.57) * p < 0.05 (t > 1.96) ns: non-significant

The Mediating Role of Perceived Value co-creation

The PLS-SEM mediator analyses follow the general recommendation given, for example, by Baron and Kenny (1986) and Preacher and Hayes (2008), as well as the PLS-SEM-specific suggestions given, for example, by Hair et al. (2013). Table 5-5 illustrates the results of structural model estimation and evaluation of the relationship between customer experience, trust, and the target construct, Social eWOM intention, without the presence of the mediator, perceived value co-creation.

Table 5.5. Mediation Results for Perceived Value co-creation

Hyp.	Path	Mediator: Perceived value co-creation				Results
		Direct effect	Indirect effect	Total effect	VAF	
H9	Customer experience -> Social eWOM intention	0.321***	0.153**	0.332***	46.05% (Partial Mediation)	Supported
H10	Trust -> Social eWOM intention	0.392***	0.083**	0.383***	21.67% (Partial Mediation)	Supported

*** Significant at the p < 0.001 (t > 3.29) ** Significant at p < 0.01 (t > 2.57)

* Significant at p < 0.05 (t > 1.96) ns non-significant VAF = Variance accounted for

Moderator of National Culture Value: Individualism

To test H6 and H7, the moderating effects of individualism using the product indicator approach was assessed (Chin et al., 2003). The moderating test was run so that one moderator was considered concurrently. The results of the test of the moderating effect (Table 5.6) showed that two of three hypothesized moderating effects were insignificant.

Table 5.6. The Results of Individualism Moderators

Hy.	Path	Stand. Estimate	t-value
H11a	Individualism*Trust -> Social eWOM intention	0.126	2.311*
H11b	Individualism*Customer Experience -> Social eWOM intention	0.149	1.909 ^{n.s}
H11c	Individualism*Perceived Value co-creation -> Social eWOM intention	0.109	1.081 ^{ns}

Moderator of National Culture Value: Uncertainty Avoidance

Similarity, the moderating effects of uncertainty avoidance using the product indicator approach was assessed. The results indicate that the interaction of trust and uncertainty avoidance ($\beta=0.168$, $p<0.01$), was significant with a positive effect. Additionally, uncertainty avoidance positively moderates the relationship between customer experience and Social eWOM intention ($\beta=0.179$, $p<0.01$). Figure 5.1 presented the role of uncertainty avoidance moderator in the relationship between trust, customer experience, and Social eWOM intention.

Table 5.7. The Results of Uncertainty Avoidance Moderators

Hy.	Path	Stand. Estimate	t-value	Result
H12a	Uncertainty Avoidance*Trust -> Social eWOM intention	0.168	3.006**	Supported
H12b	Uncertainty Avoidance *Customer Experience -> Social eWOM intention	0.179	2.566*	Supported
H12c	Uncertainty Avoidance *Perceived Value co-creation -> Social eWOM intention	0.117	1.281 ^{ns}	Not Supported

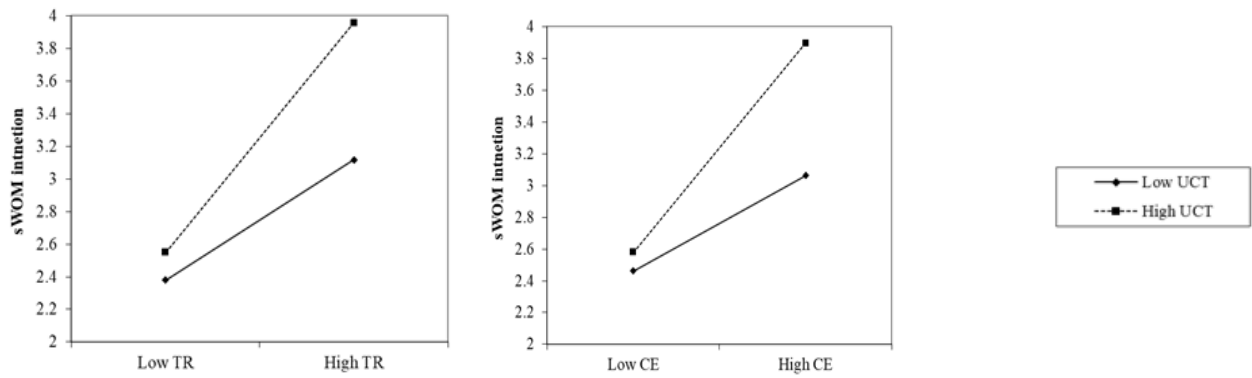


Figure 5.1. The Roles of Uncertainty Avoidance Moderators

6. DISCUSSION AND CONCLUSION

6.1 Discussion

6.1.1 Effects of social commerce environment (S) on customer experience and trust (O)

Based on S-O-R theory, the impact of stimuli commerce environment on social eWOM intention through customers' internal states, which is underpinned by customer experience and trust are explored in this study. The study identified four dimensions, which are: information content, product selection, personalization, and social interaction.

First of all, while information content and socialization have no effect on customer experience (H1a and H1d were not supported), these two dimensions positively influence on trust toward comments on social media platform (H2a and H2d were supported). In social media commerce, consumers may evaluate the value of product information as an essential source of trust. Unexpectedly, results show that information content does not influence flow and affective experience. A possible reason may be that the volume of information and its structure in social commerce sites are presented in an unstructured manner, making it hard to impact on consumers' sentiment and satisfaction, and thus it will not enhance their experience (Mikalef et al., 2017). Additionally, social interaction is also an essential source in building consumers' trust. The ease at which consumers can perform social interaction will have a positive influence on their trustworthiness towards comments on social media platform because consumers have more confidence in comments generated by other consumers that based on their experience (Dickinger, 2011). However, socialization does not influence the online customer experience. This finding is consistent with Burke (2002)'s study, which indicated that socializing was an inhibiting factor in initiating the purchasing process by consumers, especially for the utilitarian motivated ones.

Secondly, product selection is found to have significant impacts on online customer experience and trust (H1b and H2b were supported). The significant relationship between product selection and customer experience is following prior

marketing literature (Hsu & Tsou, 2011). Maklan and Klaus (2011) indicated that offering a range of products creates product experience, which is a part of customer experience quality. Product variety increases consumers' cognitive states of flow experience and attracts consumers' attention (Xin Ding et al., 2010), which has the most substantial influence on customer excitement and feel more immersed in shopping and to achieve flow. However, contrary to our hypotheses, product selection has a negative impact on trust toward comments on the Facebook platform. One plausible explanation is that consumer will obtain different comments when they access a wide range of products available through a single channel. Consumers' trust can be influenced by the website on which comments are formulated (Dickinger, 2011).

Additionally, the significant relationship between personalization on customer experience and trust was in line with the proposition of prior literature (Zhang et al., 2014; Zhang et al., 2017) (H1c and H2c were supported). According to Liang et al. (2012), there is 80% of Internet users are highly interested in personalized service/ products. Personalization makes consumers rapidly concentrate on the information that they want, which lead to experience flow during the online shopping process. Van Velsen (2011) also found that personalization determines the role of trust in the technology and the organization providing personalization.

6.1.2 Interrelationship between variables in consumers' internal states (O)

Employing S-D theory, this study extends the prior research on customers' internal states by adding the aspect of perceived value co-creation. The findings demonstrate that customer experience and trust have a positive influence on perceived value co-creation (H3-H4 were supported). This is consistent with the review of Paredes et al. (2014), which identified that trust and customer experience depicted as operant resources of value co-created. Gronroos (2008, 2011) consider experience as the starting pint of value co-creation. This finding also confirmed that the more significant customer experience, the more positive value they can co-create with it.

Additionally, this study adds to the understanding of the role of trust in a debate about its position as an antecedent or consequence of experience (Bilgihan & Kandampully, 2016) (H5 was supported). The finding confirmed trust as a precondition of customer experience. In line with Mortazavi et al. (2014), the results indicate that trust directly increases users' experience flow in virtual social networks.

6.1.3 Impacts of consumers' internal response (O) on Social eWOM intention (R)

Consumers' internal response (e.g., online customer experience, trust, and perceived value co-creation) has a positive impact on Social eWOM intention, which corroborates results from previous findings (*H6-H7-H8 were supported*). Within S-D logic, Dowell et al. (2019) stated that value co-creation is needed into

how consumers engage in WOM communications that follow. When consumer values have been co-created, consumers have the opportunity to share them with others. Balaji and Roy (2017) also found that WOM is an outcome of perceived value co-creation. In addition, the findings empirically verify previous conceptual work that trust and flow experience found on the virtual social networks influence eWOM behaviors (Mortazavi et al., 2014). Moreover, the results indicate that perceived value co-creation mediates the relationship between customer experience and trust on Social eWOM intention (H9-H10 were supported). The study clarifies how and why perceived value co-creation matters in the contribution of trust and customer experience to Social eWOM outcomes by showing its mediating role. The study indicates that good experience and trust are necessary but are not sufficient conditions for inducing Social eWOM intention. This new insight implies that online vendors should pay attention to consumers' perceived value co-creation.

6.1.4 Individual culture value as moderator between internal response (O) and Social eWOM intention (R)

Regarding the moderating role of individualism, although there is a significant effect of individualism on the relationship between trust and Social eWOM intention, this finding is opposite to hypothesis H11a. The result shows that the higher degree of individualism consumers, the higher impact of trust on intention of spreading positive word of mouth in online shopping is. One possible explanation for the unexpected result was that individualism customers are characterized by universalism, which likes to meet new people (Triandis et al., 1998); therefore, they are generally more willing to trust strangers; which lead to being more active in engaging in Social eWOM. In contrary to hypothesis H11b, H11c, the outcomes do not support the argument that individualism moderates the relationship between customer experience, perceived value co-creation, and Social eWOM intention. One of the reasons might lie in the fact that Generation Y targeted in this study are likely to willing to interact with others when they have a good experience and engage in creating value.

Regarding the moderating role of uncertainty avoidance, the findings showed that the effects of customer experience and trust on Social eWOM intention are moderated by uncertainty avoidance. Liu et al. (2001) found that customers in high uncertainty avoidance are more likely to give a positive word of mouth than customers in low-uncertainty avoidance cultures if they have a positive experience. Meanwhile, in high uncertainty avoidance culture, consumers tend to build the trust before they spread word of mouth to release their sense of uncertainty (Liu et al., 2001). Trust has been seen as a way to solve doubt (Lee et al., 2007). They tend to be highly risk-averse and depend significantly on others' usage experiences when they deal with higher perceived risk.

In contrast, customers with low uncertainty avoidance have a low level of stress and anxiety and a strong belief in general approaches, which leads to a common

sense of share others. These customers are still able to share a positive and satisfying their experience to others even if they do not believe the comments on Facebook. Thus, the effect of trust and customer experience on Social eWOM intention is stronger for customers in high uncertainty avoidance cultures than for customers in low uncertainty avoidance cultures.

However, this study found its insignificant effect on the relationship between perceived value co-creation and Social eWOM intention. Customers with high uncertainty avoidance have a high level of anxiety. When these customers actively engage in creating value because they believe it is worthwhile to spend time to do shopping, the feeling of uncertainty will decrease, and in turn, they participate in sharing the positive word of mouth on social media platforms. Meanwhile, low uncertainty avoidance customers are more accepting of uncertainty; they are willing to share or comments while they perceive co-create values with companies even. Therefore, both customers with high uncertainty avoidance and those with low uncertainty avoidance, there is no effect of uncertainty avoidance on the relationship between perceived value co-creation and Social eWOM intention.

6.2 Conclusion

6.2.1 Theoretical Implications

The current study highlights theoretical contributions. Firstly, this study sheds light on the mechanism of social commerce in social media. The study draws attention to the necessity of considering the platform specificity (e.g., Facebook) when investigating social eWOM intention. Although these features identified in this study are not exhaustive, it sheds light on this new phenomenon and serve as a precursor for exploring other features that are important to understand the social commerce environment. Secondly, this study investigates how social commerce environment drives to online customer experience. Subsequently, customer experience is presented as a formative construct, which involves cognitive and affective experience state. This study helps to understand the effect of social commerce characteristics on trust when all four characteristics of social commerce environment significantly influence consumers' trust.

Thirdly, the current study contributes to the organism state of S-O-R model by introducing perceived value co-creation construct. To the best of the author's knowledge, this study is among the first to empirical test the effect of these three constructs. Moreover, this study also fills the gap in the position of trust in experience models. Some academics (Philipp Klaus, 2013) considered trust as a consequence of online customer experience. In this study, however, it is established that trust is a driver of online customer experience.

Fourthly, the present study builds upon previous studies on eWOM in a new context, i.e. social WOM (Hajli et al., 2017), which includes WOM taking places on various social media platforms. This study bridged the gap and investigated how consumers' internal state affects intention to comment, review, sharing, tagging of potential consumers. Fifthly, this study proposed a new factor

“perceived value co-creation” in consumers’ internal response. The combination of S-O-R theory and S-D logic verifies the mediating effect of customer value co-creation on the path of customer experience and trust on Social eWOM intention. This study is one of the earlier studies proved, from an empirical perspective, that customer value co-creation is viewed as an essential driving factor to intend social eWOM, and that customer perceived value co-creation mediates the relationship between customer experience, trust, and Social eWOM intention.

Sixthly, this study extended the social eWOM research scope by incorporating individual culture (e.g., individualism and uncertainty avoidance) into S-O-R model, and explore how it can moderate the effect of consumers’ internal states (e.g., customer experience, trust) on Social eWOM intention at the individual level. Moreover, this study highlights a specific pattern among customers in Asia countries. The study finds current Vietnamese persons do espouse different individualism and uncertainty avoidance value. This validates the significance and effectiveness of this new research mode and confirms the necessity of taking information on consumers’ culture traits into consideration when they process Social eWOM information.

Finally, “Globalization and advances in technology have not created global norms and homogenized our identities, but behavioral patterns the regional identities that are surprisingly durable” (Smith Speck & Roy, 2008, p. 1197). This study provides a deeper understanding of this population by investigating their Social eWOM behavioral intention under the moderating effects of culture values at the individual level. This study offers an empirical examination of Generation Y consumers in the emerging market, e.g., Vietnam.

6.2.2 Managerial Implications

Several managerial implications can be drawn from the results of this study. Firstly, the outcomes suggest that social commerce vendors should manage the characteristics of social media platforms and need to pay more attention to leveraging social media features to offer a more interactive and social user experience. Online vendors should design product in a structured manner, consumers are easy selection and find products/service matching their needs.

Second, this study further found that customer experience and trust play important roles in enhancing perceived value co-creation. These results further imply that firms need to pay much more attention to how to create good experience, as well as to increase consumers’ trust in the process of interaction between customers and sellers on platform. Further, it has been shown that experience and trust create value for customer and that such enhance value contributing to Social eWOM intention. Online vendors should adopt social commerce platform as a point taking place interaction to nurture co-creation of value.

Thirdly, managers should meet the needs of individualistic consumers by accurately providing product information, increasing the number of consumers

who are willing to share information about product recommendations with others in enhancing the level of trust. Individualistic consumers would trust more in the information which experienced consumers provide and they engage actively in the virtual communities which possess useful information. Retailers should use different techniques to increase consumers' feeling immersed.

6.3 Limitations and Suggestions

Upon interpreting the findings of this research, certain limitations come to light. First of all, the data was collected from three main cities in Vietnam. Although Vietnam have many characteristics with other emerging market, there exist some idiosyncrasies that limit the generalizability of the findings. Furthermore, this study targeted only on Generation Y consumers and examined on Facebook platform. Thus, future studies should examine other platforms to enhance understanding of social commerce environment across different cultural backgrounds.

Secondly, due to the self-selected nature of the online survey, the respondents of this study were likely to be active participants of social commerce activities. This study does not consider the control variables, such as gender and age, which have different influences on eWOM intention (Zhang et al., 2017). Thirdly, although the overall research model explained 43.6% of the variance in Social eWOM intention, future research should nonetheless investigate other underlying mechanisms. It would be better to evaluate the relative importance of different influence mechanisms and integrated some other essential factors such as individual characteristics in future research to enhance explanatory power.

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**Exploring social eWOM intention in social commerce
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Individual-level Culture Values as a Moderator**

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