

The Mediating Effect of Presence on Consumer Intention to Use a Social Media Platform

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Abstract

Using the stimulus-organism-response paradigm, this study examined the impact of presence on consumers' intentions to engage in social commerce (i.e., the consumers' intention to participate in social commerce through the presence role). The internal states of an organism were separated into two levels under the framework of social trade: presence as well as effect and thought. To keep things simple, enjoyment and utility were chosen as emotion and cognitive variables, while social presence and telepresence were chosen as presence dimensions. The investigation's findings demonstrated how telepresence and social presence served as mediators between the inputs (interaction and vibrancy) and the resulting internal states (enjoyment and utility). The organism's reaction was strongly impacted by both utility and enjoyment (i.e., social commerce's goal of customer engagement). As a result, it became clear that presence's mediating function in the context of social trade was crucial.

Efek Mediasi dari Kehadiran pada Niat Konsumen untuk Menggunakan Platform Media Sosial

Abstrak

Berdasarkan paradigma stimulus-organisme-respons, penelitian ini menguji dampak kehadiran terhadap niat konsumen untuk terlibat dalam perdagangan sosial (yaitu niat partisipasi konsumen dalam perdagangan sosial melalui peran kehadiran). Dalam kerangka perdagangan sosial, kondisi internal organisme dibagi menjadi dua tingkat: kehadiran dan pengaruh/kognisi. Kehadiran sosial dan telepresence dipilih sebagai dimensi kehadiran demi kesederhanaan, sedangkan kenikmatan dan kegunaan dipilih sebagai variabel emosi dan kognisi. Temuan analisis menunjukkan efek mediasi yang dimainkan oleh kehadiran sosial dan telepresence antara kondisi internal yang mengikutinya - kegunaan dan kenikmatan - dan rangsangan (interaktivitas dan kejelasan). Reaksi organisme sangat dipengaruhi oleh kegunaan dan kenikmatan (yaitu, tujuan keterlibatan konsumen dari perdagangan sosial). Hasilnya, menjadi jelas bahwa fungsi mediasi kehadiran dalam konteks perdagangan sosial sangat penting.

JEL Classification: Research Paper

INTRODUCTION

Social networking services (SNS) including Facebook, Instagram, LinkedIn, Tiktok, and Twitter have been increasingly popular as tools for computer-mediated communication in the last few years. People now have access to new online options including self-expression, sociability, knowledge exchange, and community involvement thanks to the spread of SNS. Additionally, SNS provide e-tailers—or social commerce—possible economic options. According to Kwon and Wen (2010), a new business model for electronic commerce (EC) that blends social networking sites (SNS) with commerce is called social commerce and it is predicated on important and meaningful connections, such those made via kinship, friendship, hobbies, and pastimes. SNS functions create a social environment because they create online social networks for people and organisations with same hobbies and interests (Wang, Yu, and Wei 2012). As a result, users of social commerce websites experience other people's presence (also known as social presence). Due to the fact that decision-making depends on context, an online consumer's sense of social presence affects how they assess the available purchasing possibilities. Individuals acting alone do not determine much of human behaviour (Bagozzi 2007; Cheung and Lee 2010). As a result, rather than viewing consumer engagement in social commerce sites from an individual decision-making perspective, one must consider the social decision-making context. However, prior studies on consumer

behaviour on social networking sites or online marketplaces have mostly focused on individuals.

Social commerce sites are online representations of real companies that sell goods from their physical locations and operate as venues for in-person social interactions. These stores are typically found in the neighbourhoods of its customers. Therefore, more so than standard EC sites, During the pre-purchase phase, it is presumed that customers are already aware of details regarding a social commerce platform, including the location, standing, ambiance, and calibre of the merchandise. Users of social commerce websites perceive a stronger sense of going to a physical place to shop as a result of this feature than users of traditional EC websites. The term "telepresence," which describes the illusion of being in a physical location, is used to describe this phenomenon. Enhancing telepresence lowers the risks associated with purchases since it eliminates the need to physically view the vendors and the goods.

Even though social commerce expanded rapidly following the launch of SNS, prior studies have not focused on the function that presence—that is, telepresence and social presence—plays in mediating consumer intention to interact with social media platforms for business. The stimulus-organization-response (S-O-R) framework served as the overarching theory for this investigation, which looked at the mediating function of presence in customers' engagement in social commerce. According to Mollen and

Wilson (2010), the S-O-R framework from environmental psychology is acknowledged as an integrated framework for synthesising experiences on websites. Instead of stimulus inputs resulting in consumer response outputs, the experience reactions evoked inside the organism may operate as a mediator between stimulus inputs and response outputs, contingent on the S-O-R architecture (Fiore, Kim, and Lee, 2005). According to Eroglu, Machleit, and Davis (2001), stimulus inputs from an online retail business impact consumers' response output by providing them with a new internal sensation (presence), which is irrelevant and unfamiliar in a normal shopping environment. Consequently, it is anticipated that the level of customer engagement on social commerce websites would be mediated by presence as a fresh interior experience. However, because social commerce and presence are still in their infancy, there aren't many presence studies about how users interact with these websites. The S-O-R paradigm served as the foundation for this investigation looked at how the existence of mediators affected customers' inclination to use social commerce websites.

The following sections of the article are organised as follows: The theoretical foundations of the study, the S-O-R framework, and the function of presence theory in relation to social commerce are all suggested in Section 2. The research model's hypothesis is presented in Section 3. The methods used for data collecting and the outcomes of the data analysis are covered in Section 4. The results and

their consequences are explained in Section 5. A summary of the analytical findings and suggestions for more study are provided in Section 6.

THEORETICAL

This research also considers theories, which emphasize the description of important points from supporting theories. Through a combination of both theories, this theoretical framework allows the researcher to build strong hypotheses and base the analysis on relevant theoretical assumptions.

Presence Theory

According to Loomis (1992), presence is a fundamental condition of consciousness that is defined as attributing feeling to a distant stimuli or to an environment. According to Biocca, Kim, and Levy (1995) one of the main themes in the evolution of all media is the presence notion. Because presence is such a difficult notion, several definitions have been proposed up to this point. Two methods have been used in the past to define presence (Riva et al. 2011). The first approach holds that our engagement with a certain medium produces a sense of presence. This approach's primary benefit is its predictive value, which shows that the experience of mediation during the activity lowers the amount of presence. Thus, the first method emphasises the experience of the organism. "Inner presence" is how the second method defines presence (i.e., wide-ranging psychological phenomena). This method focusses on controlling societal and individual behaviour and does not

always equate presence with the experience of a medium. Because its objective was to explore the mediating function that presence—as an organism's internal experience—played in the social commerce environment, this study adopted the first methodology. Lombard and Ditton (1997, 4) assert that presence is "the perceptual illusion of non-mediation, which is produced when a user felt a medium invisible or transparent," which is consistent with the first method. Accordingly, when a customer interacts with a social commerce site, According to this study, the perceptual illusion of non-mediation, or presence, creates the sense that the person is at an actual store.

Nowadays, the concept of presence or absence is a continuum where mediated individuals may be present to varying degrees, claim Short, Williams, and Christie (1976). Rice (1992), which showed that despite differences in the intensity of the experience of presence, all medium offered a feeling of presence, confirmed that this point of view was correct. Early presence studies were primarily concerned with dimensions of presence. The following characteristics of presence are proposed by Lombard and Ditton (1997): immersion, realism, social richness, transportation, social actor inside medium, and medium as social actor. They were divided into two categories by Ijsselstein and associates (2000): social presence and telepresence. Due to its simplicity, this dichotomous typology was adopted by the majority of later presence studies (Biocca, Harms, and Burgoon 2003;

Khalifa and Shen 2004; Jung 2008; Choi, Miracle, and Biocca 2001). Nonetheless, there is dispute on the connection due to the fact that presence research is still in its infancy, between social presence and telepresence. For instance, it has been suggested by several earlier studies that telepresence affects social presence (Choi et al. 2001; Zhu et al. 2006). Lee (2004) asserts that social presence is a subset of telepresence. Most previous research (Khalifa and Shen 2004; Biocca et al. 2003) believed that although they were connected, they were orthogonal to one another.

Although there is disagreement about how to conceptualise social interaction, It was described as "being with another body" or the extent to which a medium enabled a user to create a user network by Short and associates (1976). This concept took into account a medium's potential to give users the impression that other people are there (Fulk et al. 1987). People experience social presence in all media to varied degrees, according to the majority of prior studies (Biocca et al. 2003). In other words, even though an EC site lacks real-world social contact, social presence can nevertheless be included (Gefen and Straub 2004) into a webpage. Thus, whether people go to a social commerce website or an EC, they experience the presence of other users to some degree (Zhu et al. 2006). Various ways of contact provide a feeling of social presence in EC locations (Hassanein and Head 2005–6, 2007; Cyr et al. 2007; Gefen and Straub 2003). According to Hassanein and Head (2007), these ways can be classified as either fictional interaction means or direct interaction

means. Email-based after-sale assistance, online chat rooms, virtual communities, and message boards are examples of direct connection methods. Examples of hypothetical interaction methods include talking-face displays, personalised welcomes, human voice and video, and straightforward and socially engaging written content. Additionally, social commerce websites offer SNS features as a new direct communication channel for users to discuss items, get feedback, and spend free time with friends and family. In other words, social commerce sites leverage SNS features—which essentially re-embed social cues—in addition to the existing tools for online communication in order to provide a feeling of social presence. Therefore, when these avenues of engagement are considered, compared to standard EC sites, social commerce sites are supposed to make customers feel more socially present. In conclusion, rather than through in-person interactions, users of social commerce sites get a sense of social presence thanks to a sophisticated socio-technical system (Cyr et al. 2007).

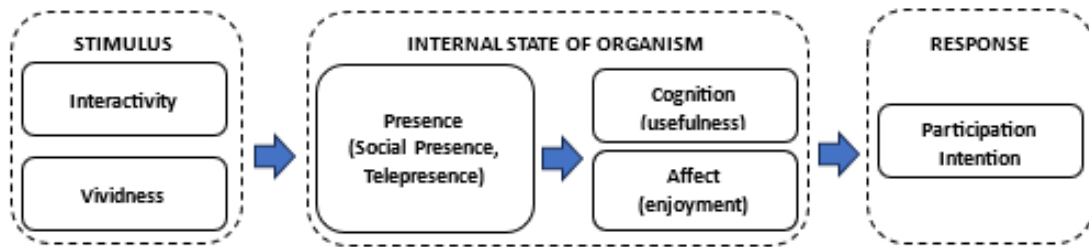
Similar to social presence, there is disagreement on how to conceptualise telepresence. However, most previous research starts with telepresence as defined by Steuer (1992). "Telepresence is defined as the experience of presence in an environment by means of a communication medium," states Steuer (1992, 76). Put differently, telepresence is the term used to describe a filtered perception of a setting. As stated earlier, social media platforms for business offer both virtual and direct modes of

connection for giving customers a wealth of information about businesses and goods. Enhancing the sense of telepresence is one direct outcome of sharing contextual information about a shop (Zhu et al. 2006). In other words, contextual information about a store is communicated more fully and effectively the more the viewer feels as though they are actually in the store. Online shoppers' flow experience and exploratory behaviour are influenced by their sense of telepresence, and these factors both enhance how they see their overall buying experience (Novak, Hoffman, and Yung 2000). Even if social presence and telepresence are important for customer behaviour and performance few research have been conducted on online buying, particularly in social commerce.

Presence's Mediating Roles In The Context Of Social Commerce

New technologies, like social networking sites, provide people with a mediated experience that makes them feel very present, even when it doesn't appear like it was mediated. Social networking sites (SNS) where users can share information about purchases with their social networks are integrated into social commerce sites. Because of SNS, compared to standard EC sites, social commerce sites should feel more present. This study examined the mediating functions of presence in the S-O-R framework-based social commerce participation mechanism, as illustrated in Figure 1. The S-O-R framework states that an organism's internal experience, such as its feeling of presence, affects the responses it

produces, such as its propensity to engage in social trade.



Picture 1.

An S-O-R Framework-Based Paradigm for Social Commerce Involvement

Vibrantness and interactivity have been found to affect an individual's internal state in earlier EC investigations (Coyle and Thorson 2001; Lai, Wu, and Lin 2009; Sheng and Joginapelly 2012; Steuer 1992). Both vividness and interactivity are considered model stimulus-driven variables from the perspective of the S-O-R paradigm and are significant features of EC sites (Steuer 1992; Shih 1998) (Sheng & Joginapelly 2012). Consequently, they are seen in this study as stimulants to the internal condition of an organism (For example, telepresence and social presence).

A dynamic and tiered perceptual spectrum represents the internal condition of the organism as a function of inputs (Mollen and Wilson 2010). Therefore, rather of the organism existing in a single state, its internal state is thought to be composed of several internal states. In the EC context, for instance, Eroglu and colleagues (2001) propose that the organism's following internal states of telepresence may consist of emotion and cognition. Although they did not insist on any sequential connections

between them, Sautter, Hyman, and Lukosuis (2004) also proposed telepresence, emotion, and cognition as an organism's internal states in the EC environment. This is the sequential link that Mollen and Wilson (2010) hypothesised in an online context: "interactivity to telepresence to engagement." As emphasised by Mollen and Wilson (2010), an organism's internal state might be layered rather than solitary, and a sequential link between presence, emotion, and cognition can be expected. As a result, this study adopts the premise put forward by Mollen and Wilson (2010) that presence mediates the relationship between inputs and the internal states that follow, including affect and cognition.

The PAD (pleasure, arousal, dominance) typology was used to study affect, a result of presence (Sautter et al. 2004). However, the PAD typology has come under fire for having a too limited scope and failing to take into account the variety of potential emotional response variations (Eroglu et al. 2001). It is therefore advised to take into account a wider range of emotional reactions, and

to either employ the full range of emotions or just those that are thought to be pertinent in the particular study circumstances. In addition to the instrumental purpose of shopping through information interchange, social networking components of social commerce websites enable users to think that they are shopping with friends and family, thereby facilitating the shopping hedonic motivation. The pleasure dimension of the PDA typology, or enjoyment as an affect variable, was employed in this study to illustrate the hedonic purpose component of social commerce. Because social networking sites (SNS) and other information technologies may increase instrumental value, or usefulness, by providing more information, this study identified the instrumental aim factor using usefulness as a cognitive variable. (Fiore et al. 2005).

As previously said, compared to standard EC sites, social commerce sites provide users additional stimulus inputs through a variety of engagement channels. Customers have a greater feeling of social presence as a result, and as a result, their internal states related to purchasing improve, including their satisfaction and sense of usefulness. As a result, it is anticipated that social commerce site stimuli would cause consumers to want to participate as a response via the successive mediating connection "social presence to enjoyment or usefulness."

An electronic duplicate is a social commerce website of actual stores that are in the vicinity of customers and that

they have either visited or are likely to have visited. On the other hand, traditional EC sites either lack real shopfronts or have physical locations that are not close to where customers live. Customers that visit stores on social commerce sites experience a greater sensation of telepresence (i.e., being there) than they do on standard EC sites because of this feature of the sites. Therefore, it is expected that social commerce websites, which function as new retail environments, would provide a second sequential mediating link between the body's internal states, namely "telepresence to enjoyment or usefulness."

Approach and avoidance behaviours are included this is the S-O-R framework's last stage in the consumer's response output (Mehrabian and Russell 1974). Positive reactions like the intention or desire to buy a product or service from a company are examples of approach behaviours. Negative avoidance behaviours include things like not wanting to buy a certain item or service from a shop. According to the S-O-R paradigm, involvement is influenced by the organism's internal states intention through vividness and interactivity, or sensory inputs. Presence—such as social presence and telepresence—may have a major mediating influence on cognition (usefulness) and emotion (enjoyment) in the two-tiered experience process of the organism's internal states. It may also encourage customers to engage in social commerce. That is, even while presence has no bearing in a traditional retail scenario, it may act as a mediator between stimulus inputs and reaction

outputs on social commerce sites since it is a novel internal experience for the organism.

HYPOTHESIS

This study intends to examine a variety of hypotheses on the link between factors based on an understanding of the theoretical studies and prior research findings.

Interactivity

As two-way media became available, people became more interested in interactive media. Furthermore, during the 1990s, the Internet has become more widely used and commercialised, which has sparked a renewed attention to interaction studies (Shih 1998; Wu 2006; Kim, Spielmann, and McMillan 2012). One of the main ways that the Internet is different from traditional media technologies is through interaction (Shih 1998; Fortin and Dholakia 2005). Two types of interactions were recognised by Hoffman and Novak (1996). One is interpersonal communication that takes place via a medium between people. The other is machine-human interaction, which takes place to access material on the internet. Because social commerce websites require both machine and human interaction to function as a social network and a commercial website, they combine the two forms of interaction. This study used Fortin and Dholakia's (2005, 388) definition of interactivity—"the degree to which a medium can allow one or more consumers to communicate alternatively as senders or receivers with one or many other consumers or

media devices"—to reflect these two elements.

Person-to-person engagement, or interpersonal interaction, is absent from traditional EC sites (Straub and Gefen 2004). The explanation behind this is that, in contrast to conventional retail establishments, internet retailers are unable to offer enough stimulus for person interaction. Online retailers have various indirect tools at their disposal for customer interaction (e.g., postings to a site bulletin board and web counters). In an online business, customers cannot connect with staff and other customers in the same way that they do at a physical store through in-person encounters. In contrast to standard EC sites, social commerce sites offer SNS services to consumers to compensate for the lack of person-to-person interaction. There are two ways to view person interaction: interacting with a merchant organisation and interacting with more clients (McMillan et al. 2008). The latter choice was chosen for this investigation because social commerce websites let users contact with their friends and family using SNS capabilities, but not with them. (Akar and Topcu 2011)

According to Liu and Shrum (2002), the more computer-mediated settings mimic human communication, the more engaging the communication is. Additionally, because technology allows for the artificial creation of experienced social actors, consumers obtain social experience through media (Lee 2004). Therefore, if users see a similarity between face-to-face discussion and person engagement through SNS

capabilities, they are experiencing a false impression of a person's connection to others on social media platforms. This gives them a feeling of social presence. As a result, a favourable correlation between social presence and person interaction is anticipated. The following hypothesis was made on this expectation:

H1a: Social presence is favourably impacted by interaction.

Because of their special cue-producing capabilities that aren't present in a physical retail setting, internet technologies allow machine communication between customers and EC sites (Eroglu et al. 2001). As an example, Internet technologies include customised login scripts for action (Coyle and Thorson 2001; McMillan et al. 2008; Kim et al. 2012; Blattberg and Deighton 1991), search engines, various types of menu bars, and hyperlinks for navigation (McMillan, Hwang, and Lee (2003); McMillan et al. (2008); Kim et al. (2012); Ha and James (1998)). Because their signals provide users a sense of telepresence, these cue generating characteristics are also used in social commerce websites (Lee 2004). Thus, it is anticipated that there would be a positive correlation between telepresence and machine interaction. The following hypothesis was made on this expectation:

H1b: Telepresence is positively impacted by interaction.

Vividness

Vibrantness is frequently mentioned as a significant factor in determining

presence among the formal aspects of media (Lombard and Ditton 1997). To prevent misunderstanding with the several marketing terms for "vividness", "media richness" is also used in place of "vividness" (Klein 2003). The media richness hypothesis states that the degree to which media convey signals or messages varies (Hsieh, Hsieh, and Tang 2012; Chen, Chen, and Kazman 2007). It suggests that vividness depends on the medium's technical features (Shih 1998). Consequently, "vividness refers to a technology's capacity to create a sensory-rich mediated environment." (Steuer 1992, 80).

The media richness hypothesis states that an encounter is made up of a range of cues that provide a social, emotional, or task-related context, help a receiver resolve ambiguity and uncertainty, and communicate information (Otondo et al. 2008). Therefore, by conveying indications linked to social context, all contact modalities offer varying degrees of social presence (Palvia et al. 2011). Participants may reveal more about themselves in interactions that require them to build a personal relationship (Otondo et al. 2008; Short et al. 1976). Compared to traditional EC sites, social commerce sites require additional clues to establish a social atmosphere in order to enable a sociable aspect of social commerce. Social networking sites embraced SNS as an extra engagement tool to satisfy the growing need for social cues. Due to the vividness that SNS promotes, it is expected that buyers may feel more socially present utilising social media platforms as opposed to conventional EC websites. Based on this

anticipation, the following hypothesis was put forth:

H2a: Social presence is positively impacted by vividness.

Research on vividness's effect on telepresence has been focused on the virtual reality scene. Research on virtual reality showed that the ensuing experience of telepresence increases with the vividness of the stimulus offered by the medium (Lombard and Ditton (1997), Khalifa and Shen (2004), and Steuer (1992). According to certain studies on marketing for instance, Li, Daugherty, and Biocca (2002); Coyle and Thorson (2001); Bhatt (2004), a commercial website's vividness increased the feeling of telepresence. The reason for this is that vibrant websites have information that is rich in senses (Coyle and Thorson 2001). The depth and range of vividness in the engagement process are enhanced by rich materials including music, video, and animation. Stated differently, they render webpages translucent or invisible (Lombard and Ditton 1997). As a result, customers who frequent social commerce websites feel more vivid the more rich information is used in their interactions with them. Customers who visit vibrant social commerce websites then get the impression that they are in real stores and may shop there. Vibrantness should thus have a favourable impact on telepresence. The following hypothesis was made on this expectation:

H2b: Telepresence is positively impacted by vividness.

The Effects of Being There

There is broad agreement about the significance of cognitive beliefs in explaining a person's intention to engage with websites. The primary motivator of interaction intention in the EC environment is consistently utility across cognitive ideas (Hassanein and Head 2007; Zampou et al. 2012; Yu et al. 2005; Gefen, Karahanna, and Straub 2003). According to Tung, Chang, and Chou (2008), 326, usefulness is "the degree to which a person believes that using a particular system will enhance his/her performance." Furthermore, in the context of social trade, the significance of usefulness might not change. Because social media makes it easier for clients and their loved ones to communicate, the social commerce context offers consumers a more social presence than the standard EC environment. Their ambiguity and confusion are resolved as a consequence of their interactions with their family and friends, which also helps them obtain knowledge about the products they are buying, the terms of the transaction, reasonable pricing, and other relevant topics (Otondo et al. 2008; Kim and Eastin 2011). To put it another way, improved social presence helps people achieve their buying objectives. They include paying a fair price for a high-quality product. It implies that SNS interactions enhance social presence makes one more valuable. This viewpoint led to the following theory on the connection between utility and social presence:

H3a: Usefulness is positively impacted by social presence.

Previous research indicates that the degree of telepresence enhances performance (Held and Durlach 1992). Improved telepresence is therefore anticipated to have a favourable impact on usefulness as an instrumental value. Through their usefulness on conventional EC sites, Fiore and associates (2005) demonstrated that telepresence positively affected the reactions of customers. Additionally, Teoh and Cyril (2008) found that telepresence affected online retailers' usability. Thus, in the context of social commerce, a positive correlation between utility and telepresence may be important. The following hypothesis was put out regarding their relationship:

H4a: Usefulness is favourably impacted by telepresence.

Enjoyment

Pleasure, flow, contentment, and liking are also used interchangeably with enjoyment (Lin, Gregor, and Ewing 2008; Hart et al. 2007). Despite the fact that the concept of enjoyment appears to be universal, this list of synonyms shows that it is difficult to define precisely and widely (Lin et al. 2008). Psychology, for instance, has examined pleasure as a hedonic feeling. Instead than focussing on satisfaction, the concept of enthusiasm has been stressed in a number of retail literatures. According to Hart et al. (2007), excitement is linked whereas delight is often a less emotionally taxing assessment, to an emotional state that evokes high degrees of pleasure and excitement. Hedonic motivation is the practice of carrying out an action for no visible benefit other than the act of

carrying out the action itself, according to Bagozzi, Warshaw, and Davis (1992). Davis and colleagues (1992) defined pleasure as the degree to which utilising the technology is seen as a fun pastime unrelated to any performance-related consequences.

Perhaps since this impact is assumed, there is a surprising lack of studies relating enjoyment to social presence (Hassanein and Head 2007). A positive perception derived from a shopping center's ambient signals indicates that people enjoy their time there (Hart et al. 2007). As a result, having fun when purchasing online is crucial (Wolfenbarger and Gilly 2001). Through their contacts with others, people satisfy their social duties when they go shopping with friends and family (Woodruffe Burton, Eccles, and Elliott (2002); Tauber 1972). People like social interaction (Shih 1998). Thus, for hedonic reasons, like to enjoy free time, people shop with friends and family (Zhu et al. 2006). It suggests that customers might enjoy their shopping experience more when they feel more socially present (Heeter 1995). Due to the fact that social commerce websites enable users to make purchases through social networking with friends and family, their social presence is more improved than that of standard EC sites. If they have a large social media following, customers could like making purchases via social commerce platforms. The following theory was put up in light of this expectation:

H3b: Social interaction has a favourable impact on enjoyment.

While social commerce sites offer items from actual establishments that are typically situated in the consumers' neighbourhood, standard EC websites evaluate their telepresence solely by using information about actual businesses and items on their Websites. Consequently, social commerce websites' telepresence is predicated on the customer's recollection of the actual businesses and items as well as the information about them on webpages. In other words, compared to regular EC sites, users feel more telepresence—that is, being present—on social commerce sites. They feel more pleasure from social commerce sites than from traditional EC sites because enjoyment as a hedonic value rises with telepresence (Mollen and Wilson 2010). In the typical EC scenario, Fiore and colleagues (2005) found that telepresence positively impacted consumers' reactions through delight. Furthermore, telepresence increased the enjoyment of online browsing, as demonstrated by Skadberg and Kimmel (2004). As a result, it is anticipated that telepresence would also improve enjoyment on social commerce websites. The following hypothesis was made on this expectation:

H4b: Telepresence has a favourable impact on pleasure.

Intention For Participation

Users anticipate meeting a variety of informational and instrumental needs by engaging with an online community, such as obtaining and exchanging information, influencing the opinions of others, and using social interactions to validate decisions (Shen and Khalifa

2008; Bagozzi and Dholakia 2002; McKenna and Bargh 1999; Hair et al. 1998). The source of instrumental value, or usefulness, is such information and instrumental requirements. Consequently, the more beneficial online communities are, the more probable it is that customers will want to use them to meet their demands. In the area of social commerce, this link between usefulness and inclination to participate is also anticipated to be crucial. Therefore, the following theory on the connection between usefulness and propensity it was suggested to take part in social commerce websites:

H5a: The intention to participate is positively impacted by usefulness.

Customers are influenced by hedonic value, such as delight, this causes individuals to follow their impulses (Shen and Khalifa 2008; Csikszentmihalyi and Rathunde 1993). Many people join online groups for hedonistic reasons, according to earlier research (Shen and Khalifa; 2008, Peng and Kim ;2014, McKenna and Bargh; 1999). Additionally, they offered proof that the pleasure derived from online buying directly influences approach reactions (i.e., desire to participate) for purchasing goods online (Kim, Fiore, and Lee 2007; Eroglu, Machleit, and Davis 2003). For instance, Hart and associates (2007) found that in both male and female samples, pleasure affected the desire to buy. In the context of online community engagement, Shen and Khalifa (2008) found a substantial sequential association between social presence, hedohedonic value, and participation intention. Therefore, as a

hedonic value, pleasure is expected to have a significant influence on the propensity to use social media platforms for business. In light of this expectation, the following theory was proposed:

H5b: Participation intention is positively impacted by enjoyment.

ANALYSIS

The subject of analysis will be the main focus of the investigation, and several relevant elements will be thoroughly examined. Research techniques will be incorporated into the strategy, enabling a more thorough analysis of the problem. Therefore, it is anticipated that the analysis's findings would offer readers and decision-makers more precise insights along with pertinent guidance or suggestions.

Development of Measurements and Data Gathering

Every concept was operationalised into a variety of metrics. For usage in the context of social commerce, the measures were adapted from previous research. Two domain experts evaluated and improved the modified measures to guarantee their content validity. The Appendix displays the complete list of the final measures. A 7-point Likert scale was used to rate each characteristic, with 1 denoting strongly disagree and 7 denoting strongly agree. The respondents were required to rate their level of serious consideration of the measures before they could participate in social commerce sites.

A field survey was carried out in Busan, Korea, to evaluate the suggested paradigm. 240 surveys from respondents with prior experience in social commerce were gathered. Due to several missing answers, 20 of the 240 questionnaires were removed from the original dataset. Outliers in the original dataset were found using the Mahalanobis distance approach. When a questionnaire's Mahalanobis distance value exceeded 62.186 (sig. level = .001), it was considered an outlier in this study. 19 questionnaires were found to be outliers based on the outlier analysis, and they were removed from the original dataset. As a result, the final dataset had just 203 questions.

To evaluate the dataset's representativeness, the distributions of age and gender were compared to those of social commerce users provided by BPS, a government organisation that formally releases a report detailing Indonesian Internet usage. BPS statements showed that Indonesia's female Compared to its male user ratio of 55.2%, the social commerce user ratio of 44.8% was somewhat lower. Furthermore, compared to The female ratio (48.3%) was somewhat lower than the male ratio (51.7%). Despite a modest variation in the gender composition ratios between the two datasets, the test of population proportion showed that the ratio differences were not significant at a significance level of 0.05. The dataset's age distribution looked like this: 60.6% of people were in their 20s or younger, 27.6% were in their 30s, and 11.8% were in their 40s or older. According to the age composition ratio distribution, the

majority of social commerce users are young individuals. At a significance level of 0.05, our study's age distribution did not differ substantially from BPS's. In conclusion, the age and gender distributions of the dataset demonstrated its representativeness.

Reliability and Validity

Each measure's assumption of normality was evaluated using the Kolmogorov-Smirnov test before its validity and reliability were examined. All measures were found to be significant at $p=.000$. Consequently, it was acknowledged that the distributions of all measurements approximated the normal distribution.

Cronbach alphas were used to assess each construct's internal consistency in order to assess dependability. According to Hair et al. (1998), Every Cronbach alpha in Table 1 exceeded the cutoff point of 0.7. As a result, each construct's internal consistency was also demonstrated. Factor analysis was used to investigate construct validity. When every factor loading exceeds 0.4, construct validity is deemed satisfactory (Wixom and Watson 2001). All of the measures' factor loadings above the 0.4 threshold, as seen in Table 1. As a result, the dataset's construct validity was also acknowledged.

TABLE 1. Findings from Validity and Reliability Studies

C n M	FL	CA	C n M	FL	CA
Interactivity	0.700	0.800	Usefulness	0.693	0.886
	0.661			0.761	
	0.576			0.781	
	0.623			0.780	
	0.686			0.677	
	0.517			0.660	
Vividness	0.747	0.845	Enjoyment	0.662	0.940
	0.614			0.708	
	0.794			0.760	
	0.653			0.755	
	0.649			0.760	
	0.765			0.852	
Social Presence	0.796	0.899	Participant Intention	0.887	0.966
	0.794			0.830	
	0.806			0.850	
	0.791			0.840	
	0.641			0.832	
	0.755				
Telepresence	0.620	0.923			
	0.766				
	0.786				
	0.837				

Measurement Model

In studies where constructs are not easily seen, the modelling of structural equations approach is helpful (Westland 2010). The study's structures cannot be seen with the naked eye. Thus, the suggested model was tested using the structural equation modelling approach. Amos S/W was used to study the structural equation model. At significance and power levels (0.05, 0.95), The study's sample size (203 samples) exceeds the minimal sample size of 199 samples. As previously mentioned, the Kolmogorov-Smirnov test, which examined the dataset's multivariate normality, likewise confirmed this assumption. Thus, all of the dataset's themes were included into the ensuing analysis.

Model fit measurement, which comes in three varieties—absolute, incremental, and parsimony fit measurement—and overall model fit evaluation are used to evaluate model fit (Hair et al., 1998). For instance, TLI (>0.90 recommended) and NFI (>0.90 recommended) are selected for incremental fit measures, GFI (>0.90 recommended), and CMINDF (<5 recommended) and PNIF (0.60 > or < 0.90 recommended) for partial fit measures and RMSEA (<0.08 recommended) for absolute fit measures. The chosen models have successfully mirrored their constructions, according to all of the recommended model fit measures, even though the GFI value (0.871) is somewhat below the suggested requirement (0.9).

Composite reliability was used to evaluate how well the theme measurement model suited the data. Construct reliability was used to assess composite dependability. All seven constructions' construct reliabilities fall between 0.641 and 0.888. Since all construct reliabilities surpass the 0.6 threshold, the theme measurement model's composite reliability is good. Consequently, the measurement model fit of the suggested model. As a result, the suggested model's theme measurement model fit is likewise appropriate.

Structural Model

To test the assumptions, To evaluate the fit of the structural model, the path coefficients were computed. Using maximum likelihood methods, the route coefficients of the proposed associations were determined. Interactivity to distant presence and social presence to usability were two theories that were shown to be unimportant. H1 and H3a, two possibilities, were therefore disproved. The rejection of Hypothesis H1b indicates that the stimulus of interaction only affects social presence; distant presence is unaffected. When Hypothesis H3a is rejected, it indicates that social presence only affects enjoyment and not usability throughout the organism's Internal experience”

DISCUSSION

Based on the results as anticipated, Hypothesis H1a (interactivity to social presence) passed the hypothesis test. It

is known that through person-to-person interaction, users of social commerce websites experience the illusion that one is among other people (i.e., social presence). Jung (2008), however, found that social presence was solely impacted by the communication aspect of interaction. It suggests that social commerce websites, which are nonimmersive, only require the communication component of interaction; they do not require the active control and synchronisation aspects, whereby the three degrees of interaction were proposed by Shrum and Liu (2002). Fortin and Dholakia (2005) state that plateau effects are known to occur at moderate and high levels of interaction when social presence is impacted by interactivity. Therefore, it can be inferred that social commerce sites, being nonimmersive, do not require excessive stimuli to achieve the interaction effect, this is in line with the results of both this study and other research. However, social commerce sites require a communication tool to facilitate person-to-person engagement since they must facilitate social relationships. Therefore, in order to enhance human connection while accounting for the plateau effects of interactivity, they must SNS now serves as a conduit for communication. In light of this discovery, social commerce site administrators and designers seldom ever need to use any additional strategies to boost the impact of interaction on social presence.

Interactivity to telepresence, or hypothesis H1b, was disproved. Nonimmersive websites, including social commerce sites, have different design

objectives and forms of engagement than immersive websites (Shen and Khalifa 2008). While nonimmersive websites should prioritise socialisation, communication, and information exchange, immersive websites should be created to offer the sensory sensation of being somewhere else. While nonimmersive sites primarily use asynchronous interaction, immersive sites use synchronous interaction. As a result, social commerce websites typically do not incorporate the synchronisation dimension of interactivity; as a result, they convey interaction cues asynchronously. It is anticipated that customers do not sense adequately telepresence through social commerce sites' interactive features because of these nonimmersive site characteristics. The rejection of Hypothesis H1b (interactivity to telepresence) might be due to these features of nonimmersive sites. Furthermore, as Novak and colleagues (2000) show, With the development of communication technologies, the synchronisation element of interaction has become—which is tied to speed—not a significant issue when dealing with social commerce sites. Consequently, it is projected that customers may view interactivity as a negligible factor in determining telepresence because of nonimmersive sites' interaction characteristics and the development of communication technologies. According to these estimates, telepresence in social commerce sites is not significantly impacted by machine interaction methods that are ascribed to online tools such as search engines, navigation bars, and personalised login

scripts. Therefore, in order to boost telepresence, social commerce site designers and administrators shouldn't significantly increase the machine interaction impact. Generally speaking, it is acknowledged that excessive use of stimuli connected to human and machine interaction is not necessary to entice users to engage with social commerce websites.

Both the vividness to social presence (H2a) and the vividness to telepresence (H2b) hypotheses were accepted; however, vividness had a greater impact on telepresence than on social presence. Taking into account the denial of Hypothesis H1b (interactivity to telepresence), vividness is thought to account for 25.1% of the variation in telepresence. Vibrantness in social commerce refers to how well social commerce websites mimic a physical store. SNS and rich media including music, video, and animation boost vividness on social commerce websites. According to vividness, social commerce sites should be used so that customers may experience the real retail atmosphere more through visual and aural ways than through social media. To put it another way, Users feel more like they are "being there" (telepresence) than they are "with others" (social presence) thanks to the vibrant nature of social commerce websites. According to this research, customers of social commerce sites still prefer the physical store ambiance over the social store environment due to vividness, even though the website is a recently launched online store with social buying features. It implies that social commerce site administrators and designers may

more readily enhance the physical environment's vibrancy using current information technology than they can enhance the social environment.

With the exception of Hypothesis H3a, All the theories that linked the presence and value variables to the resulting internal states were approved. Hypothesis H3a examines the connection between instrumental value, or usefulness, and social presence. The social presence of social commerce websites fails to fulfil the instrumental shopping objective of buying high-quality products, as evidenced by the rejection of Hypothesis H3a. Although Hypothesis H3b (social presence to enjoyment) has been accepted, it was shown that customers did not value the idea that social presence, which was linked to the virtue of friendly contact, was helpful for obtaining a high-quality product. According to this finding, social commerce websites' social presence mostly aids customers in obtaining hedonic worth. Tauber's (1972) claim that pleasure as a hedonic value is another purchase objective was therefore supported by this study. It is believed that shopping is more enjoyable when done with loved ones or in close proximity to other shoppers (Zhu et al. 2006; Cyr et al. 2007). Despite not really shopping with their friends or family, customers can nevertheless enjoy the internalised social presence. Thus, with the exception of Hypothesis H3a, which was not confirmed, All of the hypotheses about social presence's mediating function between its inputs and effects were validated. When

adopting tactics linked to social presence, designers and management of social commerce sites should prioritise the sociability function above the information sharing function, according to the test results of Hypothesis H3a and H3b.

The telepresence to utility hypothesis (H4a), was important. A well-simulated online store may significantly increase telepresence by giving customers the impression that they are shopping in physical locations. Given Hypothesis H4a's poor coefficient value (.108), telepresence has minimal effect on the utility of social commerce websites. As a result, presence only explained a small portion of the usefulness variation (0.047%). Hypothesis H4b (telepresence to enjoyment), was also important. The sights, sounds, and scents of actual shopping spaces are enjoyable to customers (Cox, Cox and Anderson, 2005). Therefore, customers like shopping at physical locations more than they do at online businesses like social commerce or standard EC sites, which are unable to communicate contextual cues connected to senses. In terms of customer memory, social commerce websites are not the same as standard EC websites. Because social commerce sites are digitally implemented actual businesses situated in the consumers' neighbourhood, consumers may see them as stores more favourably than regular EC sites, which often lack physical locations. In other words, a large number of customers may already be familiar with social commerce networks' online shops and merchandise. If so, when interacting with social commerce sites, individuals

are able to remember the physical setting and real items. Customers experience increased telepresence as a result, which ultimately results in enjoyment; in other words, improved telepresence leads to enjoyment. According to Hypotheses H4a and H4b's coefficient values, pleasure is more impacted by the perceptual illusion of "being there" than by utility. In other words, telepresence's mediating function has a bigger impact on enjoyment than utility. Therefore, while using telepresence tools, social commerce site administrators and designers should focus more on increasing delight than utility.

Ultimately, the relationship between participation intention and usefulness as an organism's response output was acknowledged by Hypothesis H5a. The relationship between enjoyment and intention to participate (H5b) was also approved. Additionally, Utility and enjoyment accounted for a substantial portion (40.8%) of the variation in involvement intention. Customers are therefore more likely to intend to use social commerce platforms that are both kind and beneficial. According to studies on the adoption of technology in the workplace (For instance, Davis 1989, 1993; Mathieson 1991; Taylor and Todd 1995; Davis, Bagozzi, and Warshaw 1989), the main factor influencing participation intention was utility, with enjoyment coming in second. However, hedonic value—rather than instrumental value—should be given more weight in a retail scenario when it comes to the desire to adopt technology (Childers et al. 2001). In particular, social commerce sites

facilitate social connections through SNS, which makes them more effective than regular EC at achieving the hedonic purpose. As a result, when customers plan to engage in social commerce, enjoyment is thought to be more important than usefulness because of social connections. Childers and colleagues (2001), Confirming this assumption, they found that utility was a more significant predictor in an instrumental purchasing scenario, but fun was a more important predictor in a hedonistic shopping environment. According to the coefficient values of Hypothesis H5a and H5b, this study also showed that enjoyment was more important than usefulness when it came to purchasing. Customers appear to be highly aware of the aspects of social commerce, another kind of online buying mode that provides more social purchasing elements than traditional EC, according to the coefficient values of Hypotheses H5a and H5b. As a result, while utility remains crucial, designers and managers. More emphasis should be placed on enjoyment on social commerce websites.

In conclusion, every hypothesis was supported, with the exception of Hypotheses H1b and H3a. Hence, it was demonstrated that the social commerce participation mechanism was mediated by both aspects of presence, namely social presence and telepresence. According to these results, visibility is crucial in both the social commerce and general internet environments.

CONCLUSIONS AND FUTURE RESEARCH

This study examined the mediating effect of presence in influencing consumers' propensity to engage in social commerce, using the S-O-R paradigm as its foundation. The study's conclusions showed that, when it came to participation in social commerce, presence served as a mediator. Some theories about the mediating role, however, were not validated. Hypothesis H1b, for instance, was disproved. In other words, social presence rather than telepresence was significantly impacted by interaction as a stimulus. It implies that human connection influences customers more than machine interaction under the framework of social trade. Consequently, it was demonstrated that customers had a greater sense of social presence through person-to-person interaction on social networking sites (SNS) than through in-person interactions. Both telepresence and social presence were significantly impacted by vividness, another stimulus. However, telepresence was more impacted by vibrancy than by social presence. It is clear that telepresence and social presence as internal body states are influenced differently by vividness and interaction as stimuli. Interactivity is a better way for social commerce site designers and administrators to improve social presence than vividness. They should employ vividness techniques rather than interaction techniques to improve telepresence.

It was demonstrated that telepresence affected usefulness, while social presence had no effect. Specifically, Hypothesis H3a was likewise disproved.

When shopping tools assist customers in getting a high-quality product at a reasonable price, their utility is increased. As a result, increased telepresence—that is, the sensation of "being in a store"—may boost utility. On the other hand, consumers feel more socially present when they shop with friends and family to pass the time. Stated differently, pleasure is more strongly correlated with social presence than with usefulness. As a result, social presence might not have a major impact on utility. Both social presence and telepresence had an effect on the hedonic worth of enjoyment, although telepresence was a more important factor in determining pleasure as opposed to social interaction. Designers and operators of social commerce sites should aim to more closely resemble the physical store environment than the social environment of companies in order to improve the utility and enjoyment of purchasing.

Finally, enjoyment was more important than usefulness in influencing the inclination to participate in social commerce sites. Retail websites, including social commerce sites, are typically visited by customers for fun, with usefulness as a secondary goal. This may help to explain this result, even if they may link with non-commercial websites for practical reasons. Shen and Khalifa (2008), who showed that utility had a greater impact on non-commercial community engagement than enjoyment, served as the basis for this calculation.

The way that social presence and telepresence mediate the intention to

engage in social commerce were investigated in this study. In order to conduct a thorough investigation, several academics have recently looked at the telepresence and social presence subdimensions. As subdimensions of social presence, Shen and Khalifa (2008) proposed awareness, affective social presence, and cognitive social presence. Three subdimensions of telepresence were proposed by Schubert, Friedmann, and Regenbrecht (2001): perceived reality, bodily engagement, and spatial presence. According to this study, social presence and telepresence—two aspects of presence—were important in social commerce websites. To determine the aspects of telepresence and social presence that are more important for social commerce websites and how to integrate them into their operations, additional research would be beneficial.

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