TRANSCENDING SOCIAL MEDIA INTERACTIVITY TO THE SOCIAL COMMERCE ENVIRONMENT

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ABSTRACT

This inquiry focuses on consumer interaction proclivities and assimilation initiatives amidst user interfacing along purchase driven buyer modes in online commerce environmental dynamics of the social media marketplace. Starting with a practitioner insight toward the prolificity of social media's penetration into the fabric of consumer commerce, the narrative delves into several social commerce determinants which manifest in affecting technology- and consumer-oriented facets of social channels' affinity for transactional and relational influences among consumers. The paper's objective works to establish a proposed social commerce framework for user intervention and adoption perspectives, by drawing upon consumer innovativeness, trustworthiness, and perceived value variables adapted from mobile commerce to social media channel dimensionality, and more critically configuring two new constructs applicable to social commerce i.e., consumers' personal connectivity and support within the social network, and consumers' working relation and presence within the social channel domain, for core inclusion in this newly formulated nomological model to figuratively analyze consumer's intention for value utility in social commerce. Direction for future research is then provided to posture empirical design and measurement prerogatives to follow.

Keywords: Social Media, Commerce, Technology, Interactivity, Transaction, Relationship, Value

1. PRACTITIONER INSIGHT TO SOCIAL MEDIA PROLIFICITY IN CONSUMER COMMMERCE

The mind of a social media user is curious about other people. What are they doing? What are they saying? Who are they talking to? What are they thinking? As social beings, humans are inclined to be curious about their fellow humans and communities, and it has never been easier to satisfy that curiosity. With a few clicks of a mouse or taps of a thumb, someone can find out what dozens of their friends (or strangers) are doing within just a few minutes of scrolling. With a regular intake of others' activities and conversations, it makes sense how one could be led to their own self-reflection: Should I be doing that too? Will people like it? What do I want to say? Who can I talk to? How can I be more like them?

Social stimulation has always been a mode of behavioral influence. Social media simply increased the pool of people to be influenced by, and it can happen within minutes. Although word-of-mouth advertising is a centuries-old concept, a user can now potentially reach thousands, even millions, of people with their published messages. Moreover, thanks to the fine-tuned mechanisms for data collection and targeting, platforms can put the most fascinating and engaging content in front of their users' eyes, based on their own demographics, interests, and behaviors. In other words, the right content is getting to the right people to achieve the best results, measured in engagements such as likes, shares, and comments. When users are engaged the content spreads, increasing the likelihood of even more views and more engagement. When something goes viral in this way, it is considered a social media success. Often such success is propelled by prominent social media influencers and protagonists with numerous followers.

While social media users have been preoccupied with consuming and interacting, marketers have been preoccupied with reaching and selling. In sheer numbers the reach on the most popular platforms is vast, and the targeting capabilities add a whole new level of efficacy. Add to that the virality potential of a given message, and businesses have the prized recipe for a hyper-driven marketing strategy, given that they have done sufficient research into their target market. Companies began by creating a basic business