

Role of Uncertainty Reduction Strategies, Trust and Perceived Value in Social Shopping Intention

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ABSTRACT

Social media such as Instagram, Facebook, and Line provide unparalleled platforms on which users can publicize their shopping experiences and related thoughts on specific e-vendors within social networks. This has thus led to a novel method by which to shop online, termed social shopping. Previous literature recognizes that the inherent uncertainties within the social shopping environment are factors limiting shopping intention by customers. Hence, this study adopts uncertainty reduction theory and proposes a research model exploring the relationship between uncertainty reduction strategies (URS) and social shopping intention, mediated by user trust and perceived value in social shopping. A quantitative web-based survey study was conducted to statistically test these relationships using a hierarchical regression analysis. The results propose concrete suggestions for social commerce business operators regarding how to enhance social shopping intention, so they can plan future marketing strategies.

KEYWORDS: *uncertainty reduction strategies; trust; social presence; perceived value; social shopping intention*

INTRODUCTION

Because of the uncertainties associated with the online transaction environment, consumers usually depend on opinions or suggestions from others to evaluate purchases (Hsu & Lin, 2015). Social shopping websites create places where consumer can help each other obtain product recommendations from trusted persons, which arouses intention toward purchase of the socially-recommended product. Thus, the advice of other people regarding commodities plays a crucial role in social shopping (Bai et al., 2015, Hsu et al., 2017), where trust is the most important factor perceived by consumers participating in a social shopping context (Cheng et al., 2019, Hsu et al., 2014, Mkansi, 2021).

Furthermore, e-commerce and social commerce are distinguished apart in that social commerce mostly puts stress on individuals to generate value (Wang & Herrando, 2019). On social shopping websites, consumers can meet other people who share product information or experiences that can help them clarify their purchase needs and make purchase decisions

based on the shared information and experiences (Ellahi & Bokhari, 2013). In addition, firms also can apply the feedback of consumers to improve their products and services, as well as to plan their business strategies (Pagani & Mirabello, 2011). Consequently, firms can connect with customers and find interesting or useful information, strengthening the relationship between customers and firms, as well as creating value in collaboration with customers via social shopping websites (Lusch & Nambisan, 2015). Therefore, value is also a critical factor perceived by consumers participating in social shopping contexts.

With this end in view, social shopping represents a core of future e-commerce opportunities that has great theoretical and practical significance. However, studies undertaken to date have only covered the issue of user preferences as they relate to social characteristics (Huang & Benyoucef, 2015), the technical features on social shopping websites (Hu et al., 2016), and consumer intention to participate in social commerce activities (Wang & Zhang, 2012,

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Zhang et al., 2014). Moreover, previous literature recognizes that the inherent uncertainties within the social shopping environment are factors limiting shopping intention by customers (Beck et al., 2014, Hsu et al., 2017). To facilitate the shopping intention by customers, the interacting members need to trust the efficacy, reliability, and safety of the social shopping environment. Hence, this study proposes a research model examining the relationship between uncertainty reduction strategies (URS) and social shopping intention, mediated by the user trust and perceived value in social shopping. Finally, this study proposes concrete suggestions for social commerce business operators on how to enhance social shopping intention so they can plan future marketing strategies.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

This study investigates how to enhance user trust in social shopping websites by active URS (situational normality), passive URS (structural assurance), and interactive URS (social presence), in turn enhancing their perceived value and intention toward social shopping. The proposed research model is shown in Figure 1, and each concept and research hypothesis is elaborated on below.

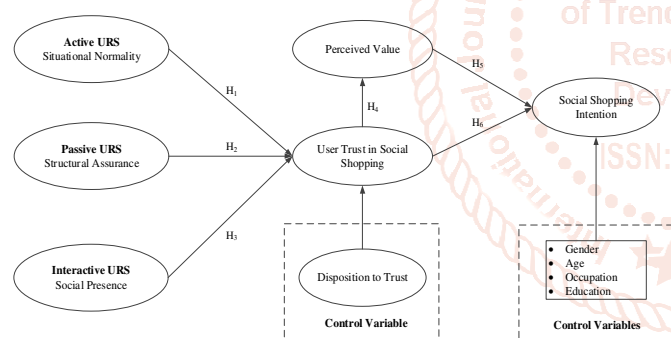


Fig. 1 The Proposed Research Model.

Uncertainty Reduction Strategy and Institutional Trust-Building

Trust is a psychological condition in which people hold positive expectations and are willing to be vulnerable (Rousseau et al., 1998). Disposition to trust means a general propensity to trust others, and it is the degree to which individual are predisposed to perceive others as trustworthy (Bonsón Ponte et al., 2015, Wang et al., 2016).

Berger (1995) stated that the uncertainty reduction theory (URT) is a primary method by which to explain and predict the ways in which individuals use information and communication to reduce uncertainties and ambiguities. He thus identified three types of URS: the active strategy, passive strategy, and interactive strategy. The active strategy involves

proactive observation and interpretation of an individual's surroundings to gather information about the target person. In contrast, the passive strategy involves observing the interactional environment from a third party to gather information about target persons. Finally, interactive strategies require face-to-face interaction between the communication partners to gather information about target persons (Shin et al., 2017).

Institution-based trust is the belief that an individual's perceptions of an institutional environment such as the Internet will increase the probability of achieving a successful outcome. Specific structural characteristics (e.g., safety and security) are present in the Internet (McKnight et al., 1998). Two subconstructs of institution-based trust are defined as situational normality and structural assurance (McKnight et al., 2002). Situational normality refers to an individual's belief that the environment is in proper order and that success is likely because the situation is normal or favorable (Mao et al., 2020). Structural assurance refers to an individual's belief that structures such as regulations, guarantees, promises, or other procedures are in place and will promote success (Mao et al., 2020).

Srivastava and Chandra (2018) stated that the URS of the URT correspond with the institutional trust-building mechanisms (situational normality and structural assurance) described in McKnight et al.'s (2002) model of e-commerce trust. Situational normality means that social commerce is experienced when individuals actively assess the interactional environment as favorable for successful dealings with other interacting members (McKnight & Chervany, 2001, McKnight et al., 2002). The active URS closely corresponds to the institutional trust-building mechanism of situational normality, where individuals actively observe their surroundings and gather informational clues about other interacting members. When the situation appears to be safe and normal, users will tend to believe that the interactional environment is appropriate and that it can be trusted. Thus, if the observed attitudes, intentions, and behaviors of other social commerce members are appropriate, individuals engaging in social shopping will develop perceptions of situational normality and consequently believe that social shopping is reliable enough to engage in social commerce transactions (Lu et al., 2016, Park, 2020). Therefore, the following hypothesis is proposed:

H₁ : Active URS (situational normality) has a positive influence on user trust in social shopping.

Structural assurance relates to persons' passive reliance on existing structures, for example, regulations, guarantees, and operational procedures, to assess whether websites are safe, secure, and reliable for market transactions (Srivastava & Chandra, 2018). In other words, structural assurance closely corresponds to the passive URS, in which persons depend on third-party information. In the context of social commerce, third-party information in the form of guarantees, regulations, and other structures are instrumental in providing the required structural assurance to social commerce users. McKnight et al.'s e-commerce trust model (2002) also suggested that structural assurance plays a key role in enhancing users' trusting beliefs regarding uncertain technological situations. Thus, structural assurances realized through a passive third-party uncertainty reduction strategy will be instrumental in fostering user trust in social shopping (Lu et al., 2016, Park, 2020). Therefore, the following hypothesis is proposed:

H₂ : Passive URS (structural assurance) has a positive influence on user trust in social shopping.

The URS and Social Presence Theory

The social presence theory was proposed by Short et al. (1976). Social presence is a key concept in social platforms since intimacy and immediacy enhance the warmth of social media, which can create a more accessible and comfortable environment among communication entities (Hajli et al., 2017). Lin and Wang (2020) stated that social presence is considered an important factor that will influence users' willingness to share information on social platforms. In addition, the presence of interpersonal and synchronous communications is higher than those that are mediated and asynchronous (Kaplan & Haenlein, 2010).

Srivastava and Chandra (2018) indicated that virtual users have the ability to display facial expressions and emotions and interact through sharing virtual attributes, and thus modified McKnight et al.'s institutional trust-building antecedents from being two-dimensional (situational normality and structural assurance) to being three-dimensional elements of socialness. Socialness refers to the technological conditions that people require for establishing awareness of colocation and copresence in a technology-mediated environment and closely corresponds to social presence in the case of virtual members during interaction. The interactive URS involves individuals going straight to the source to interact with it in order to acquire information, rather than relying on active and passive strategies alone. They thus propose social presence as an additional

institutional trust-building antecedent in the virtual context. In addition, the URT's third URS also suggests considering the interactive strategy as a potential mechanism for fostering trust. Therefore, the following hypothesis is proposed:

H₃ : Interactive URS (social presence) has a positive influence on user trust in social shopping.

User Trust and Perceived Value

Zeithaml (1988) defined perceived value as an individual's overall assessment of the utility of a product or service based on perceptions of what is received and what is given. It is a key success factor by which firms enhance value for customers (Lusch & Nambisan, 2015, Parasuraman, 1997). The concept of perceived value thus has gained greater importance in the consumer behavior and marketing field. In the e-commerce context, perceived value can be defined as an individual's assessment of benefits against costs when shopping with an e-vendor (Bonsón Ponte et al., 2015).

Guenzi et al. (2009) studied customer trust in two retail stores and found that trust contributes to perceived value (Guenzi et al., 2009). Bonsón Ponte et al. (2015) indicated that trust in an online seller positively affects the perceived value for customers when shopping for travel products. Konuk (2018) also stated that it is plausible to expect that perceptions of high quality may lead to increases in consumers' perceived value of organic private label food products. Therefore, in this study, it is assumed that user trust in social shopping will positively affect the perceived value of social shopping. Therefore, the following hypothesis is proposed:

H₄ : User trust in social shopping positively influences perceived value.

Perceived Value and Social Shopping Intention

Konuk (2018) stated that perceived value is one of the most influential determinants in the purchase decision process. It is reasonable to predict that consumers' perceptions of high quality may lead to increases in purchase intention. Wang and Zhang (2012) indicated that social commerce platforms can create an environment where firms can harness their offerings to deliver incremental value to their customers and engage them in value co-creation activities. If social commerce platforms can effectively manage these value co-creation activities, which can strengthen the relationships among stakeholders such as customers, suppliers, platform providers, this will help firms obtain competitive advantages in the market (Yu et al., 2018). Therefore, in this study, it is assumed that if social shopping websites can effectively enhance value co-creation activities among users, this will help

these sites enhance social shopping intention. Therefore, and the following hypothesis is proposed:

H₅ : User perceived value positively influences social shopping intention.

User trust and social shopping intention

The e-commerce literature has advocated the critical role of customer perceptions of trust in influencing purchase intention (Hajli et al., 2017, Lu et al., 2016, Yahia et al., 2018). In other words, the higher the degree of users' trust in social shopping websites, the more they will intend to use the social shopping websites for transactions (Chen et al., 2010). This is because when user trust the advice of other people regarding commodities on the social shopping websites, and they may be more likely to purchase from that website. Therefore, it is assumed that the higher the users trust in social shopping websites, the higher their intention to participate in social shopping will be. Thus, the following hypothesis is proposed:

H₆ : User trust in social shopping has a positively influence on their social shopping intention.

In addition, suitable control variables were incorporated in the research model. The intermediate variable (user trust in social shopping) was controlled via disposition to trust since McKnight et al. (2002) and Srivastava and Chandra (2018) found this to have a significant relationship with user trust. Further, consistent with previous technology adoption research, this study controlled the final dependent variable (social shopping intention) with demographic variables such as gender, age, occupation, and education (Srivastava & Chandra, 2018).

METHODOLOGY

Measurements

For all constructs in the proposed research model, measures used in prior literature were adapted with minor modifications to fit the social shopping context. The active URS and passive URS were measured based on situational normality and structural assurance, following the studies of Gefen (2000), McKnight et al. (2002), and Srivastava and Chandra (2018). Similarly, the items for interactive URS (social presence) were based on the studies of Gefen and Straub (2004) and Srivastava and Chandra (2018). Items for perceived value were adapted from Shaw and Sergueeva (2019). For user trust in social shopping, items from Pavlou and Gefen (2004) were adopted. Items for social shopping intention from Davis (1989) were adopted. For disposition to trust, measures from Gefen (2000) were used. All construct items were measured using 7-point-Likert scales, ranging from 1 (strongly disagree) to 7 (strongly agree). This study also included disposition to trust

and individual difference variables, such as gender, age, occupation, and education as control variables given their important roles in social shopping (Cheng et al., 2019, Srivastava & Chandra, 2018).

Data collection

To test the above hypotheses empirically, a web-based questionnaire was used to collect survey data from people with social shopping experience in Taiwan. To ensure that the respondents had high willingness to participate in the study, purposive sampling was used. In the main study, invitations to participate in an online survey were sent through e-mail or social networks, and the respondents clicked on the website address, after which they were directed to the web-based questionnaire. The questionnaire for this study was distributed to the respondents at the beginning of November 2019. 166 valid questionnaires were returned by December 2019.

The statistical results obtained from the questionnaire were analyzed. In the sample, 57.2% of the respondents were men, and 54.2% of the respondents worked in the government sector. Approximately 32% of the respondents were between 41 and 50 years old; 26% of the respondents were between 21 and 30 years old. Nearly 73% of the respondents had completed a university education, and more than 63% had > 1 years of social shopping experience.

RESEARCH RESULTS

The data collected were analyzed through an item analysis, a factor analysis, and reliability and validity testing. In addition, a hierarchical regression analysis was used to examine the disposition to trust as a control for user trust in social shopping. Similarly, a hierarchical regression analysis was used to control for gender, age, occupation, and education.

Reliability and validity

There were 23 measurement items and only 166 valid samples in this study. If a factor analysis is performed using a full model, the valid samples must be at least ten times the measurement items (23*10) (Hair et al., 2010). This study thus had limited information based on the recommendations of Sethi and Carragher (1993), so the construct was divided into antecedent variables, intermediate variables, and dependent variable, which were then tested separately to ensure sufficient factor stability for the validity analysis. The antecedent variables included active URS (situational normality), passive URS (structural assurance), and interactive URS (social presence). The intermediate variables included perceived value and user trust in social shopping. The dependent variable included only social shopping intention. Before the factor analysis, the KMO was found to be greater than 0.80, and the Bartlett test showed a significance of $p < 0.01$,

indicating that all the data were suitable for the factor analysis (Nunnally, 1978). The results of the factor analysis indicated that SN1 and SA1 should be eliminated because they could not be classified into the “active URS” and “passive URS” dimensions, separately (Hair et al., 2010). The reliability for each of the factors was obtained using the Cronbach’s alpha coefficient.

Table I presents the factor loading, cumulative variance explained, and the Cronbach’s α reliability

for all of the variables used in this study. The antecedent, intermediate, and dependent variables could explain, respectively, 90.675%, 87.432%, and 80.524% of the cumulative variations. The Cronbach’s alpha coefficients ranged from 0.870 to 0.961. All the factor loadings were above 0.7, and all cross-loadings were low (Nunnally, 1978), thus supporting the convergent and discriminant validity of the scales. To summarize, the scales for all variables had adequate reliability and construct validity.

TABLE I FACTOR LOADING, CUMULATIVE VARIANCE EXPLAINED, AND CRONBACH'S A RELIABILITY

Constructs		Items	Factors loading	Cumulative variance explained (%)	Cronbach's α
Antecedent Variables	Active URS (situational normality)	SN3	.860	25.582	.870
		SN2	.772		
	Passive URS (structural assurance)	SA2	.856	52.302	.923
		SA3	.802		
	Interactive URS (social presence)	SP2	.893	90.675	.945
		SP3	.883		
SP1		.854			
Intermediate Variables	Perceived Value	PV2	.837	45.720	.933
		PV3	.835		
		PV4	.827		
		PV1	.810		
	User Trust In Social Shopping	TR1	.891	87.432	.961
		TR2	.885		
TR3		.860			
Dependent Variable	Social Shopping Intention	SI3	.925	80.524	.918
		SI2	.921		
		SI1	.900		
		SI4	.840		

Hierarchical regression analysis

Table II presents the results of the analyses for predicting user trust in social shopping. In step 1, the control variable (i.e., disposition to trust) was entered. In step 2, the antecedent variables (i.e., active URS, passive URS, and interactive URS) were added. The results of step 1 showed that disposition to trust had a positive influence on user trust in social shopping. The variance explained by the control variable was 23.5%. The results of step 2 showed that disposition to trust had no significant controlling effects on user trust in social shopping. The active URS (situational normality), passive URS (structural assurance), and interactive URS (social presence) were shown to significantly and positively influence user trust in social shopping, thus supporting H1-H3. The antecedent variables explained 50.5% of the additional variance over the control variable in predicting user trust in social shopping.

TABLE II HIERARCHICAL REGRESSION ANALYSIS FOR PREDICTING USER TRUST IN SOCIAL SHOPPING

Predictor		β	Beta	t-value	R ²	Adj. R ²	ΔR^2	Sign.
Step 1	Constant	.000		.000	.235	.231	.235	.000
	Disposition to Trust	.485	.485	7.105***				
Step 2	Constant	.000		.000	.741	.734	.505	.000
	Disposition to Trust	.083	.083	1.791				
	Active URS (situational normality)	.312	.312	4.794***				
	Passive URS (structural assurance)	.431	.431	6.455***				
	Interactive URS (social presence)	.163	.163	2.954**				

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

Table III presents the results of the analyses for predicting perceived value. In step 1, the control variable (i.e., disposition to trust) was entered. In step 2, the intermediate variable (i.e., user trust in social shopping) was added. The results of step 1 showed that disposition to trust had a positive influence on user trust in social shopping, where 24.3% of the variance was explained by the control variables. The results of step 2 showed that disposition to trust had a significant controlling effect on user trust in social shopping. User trust in social shopping had a significant and positive influence on perceived value, thus supporting H4. User trust in social shopping explained 34.6% of the additional variance over the control variable in predicting perceived value.

TABLE III Hierarchical regression analysis for predicting perceived value

Predictor		β	Beta	t-value	R ²	Adj. R ²	ΔR^2	Sign.
Step 1	Constant	.000		.000	.243	.238	.243	.000
	Disposition to Trust	.493	.493	7.255***				
Step 2	Constant	.000		.000	.589	.584	.346	.000
	Disposition to Trust	.167	.167	2.900*				
	User Trust in Social Shopping	.673	.673	11.712***				

* p < 0.05; ** p < 0.01; *** p < 0.001.

Table IV presents the results of the analyses for predicting social shopping intention. In step 1, the control variables (i.e., gender, age, occupation, education, and disposition to trust) were entered. In step 2, the intermediate variables (i.e., perceived value and user trust in social shopping) were added. The results for step 1 showed that gender, age, occupation, and education had no significant effects on social shopping intention. Disposition to trust had a positive influence on user trust in social shopping, where 22.5% of the variance was explained by the control variables. The results for step 2 showed that only age had a controlling effect on social shopping intention. Both perceived value and user trust in social shopping were found to significantly and positively influence social shopping intention, thus supporting H₅-H₆. Perceived value and user trust in social shopping explained 47.0% of the additional variance over the control variables in predicting social shopping intention.

TABLE IV HIERARCHICAL REGRESSION ANALYSIS FOR PREDICTING SOCIAL SHOPPING INTENTION

Predictor		β	Beta	t-value	R ²	Adj. R ²	ΔR^2	Sign.
Step 1	Constant	.240		.799	.225	.200	.225	.000
	Gender	-.079	-.039	-.562				
	Age	.001	.002	.020				
	Occupation	-.033	-.039	-.530				
	Education	-.019	-.021	-.266				
	Disposition to Trust	.470	.470	6.739***				
Step 2	Constant	-.117		-.610	.695	.681	.470	.000
	Gender	.031	.015	.347				
	Age	.092	.109	2.083*				
	Occupation	-.045	-.054	-1.160				
	Education	-.036	-.040	-.787				
	Disposition to Trust	.053	.053	1.026				
	Perceived Value	.672	.672	9.772***				
	User Trust in Social Shopping	.171	.171	2.484*				

* p < 0.05; ** p < 0.01; *** p < 0.001.

DISCUSSION

Theoretical Implications

As shown in Table II, in terms of active URS (situational normality), passive URS (structural assurance), and interactive URS (social presence), the β values for predicting user trust in social shopping were 0.312, 0.431, and 0.163, respectively. All variables showed positive significant influences on user trust in social shopping. The adjusted R² was 0.734, so the model explained the variability in the

response data satisfactorily. Consequently, the research results supported hypotheses H₁-H₃, indicating that the degree of active URS (situational normality), passive URS (structural assurance), and interactive URS (social presence) will have positive effect on user trust in social shopping. This result echoes McKnight et al. (1998), McKnight et al. (2002) and Srivastava and Chandra (2018) findings suggesting that improving active URS (situational normality), passive URS (structural assurance), and

interactive URS (social presence) will help increase user trust in social shopping. Therefore, it is suggested that social commerce business operators devote themselves to enhancing the degree to which those engaged in social shopping feel that business operators have good intentions towards users and that the legal and technological structures will adequately protect users on the social shopping site. They should also ensure that users will feel that they are being treated as individuals while engaging in social shopping. Then the level of user trust in social shopping will be higher (Gefen, 2000, Gefen & Straub, 2004).

As shown in Table III, in terms of user trust in social shopping, the β value for predicting perceived value was 0.673. This indicated that user trust in social shopping positively and significantly influenced perceived value. The adjusted R² was 0.584, so the proportion of the variance for this variable was acceptable. Consequently, the research results supported Hypothesis H4, indicating that user trust in social shopping websites will have positive effect on user perceived value. This result echoes the findings Guenzi et al. (2009) and Bonsón Ponte et al. (2015) indicating that trust will contribute to perceived value. The role of trust becomes particularly important when users utilize social shopping websites for shopping tasks because social shopping has a number of uncertainties that have to be mitigated to provide reassurance to users. Therefore, the findings of this study suggest that social commerce business operators should win user trust in order to enhance their perceived value.

As shown in Table IV, in terms of perceived value and user trust in social shopping, the β values for predicting social shopping intention were 0.672 and 0.171, respectively. All variables showed a positive significant influence on social shopping intention. The adjusted R² was 0.681, so the proportion of the variance for this variable was pretty good. Consequently, the research results supported hypotheses H5-H6, indicating that the degree of perceived value and user trust in social shopping will have positive effect on social shopping intention. This result echoes the findings of Konuk (2018) and Peng et al. (2019), who found that perceived value had a positive effect on purchase intention, as well as the findings of Yahia et al. (2018), who found that user trust has a positive effect on purchase intention. Therefore, the findings of this study suggest that social commerce business operators should devote themselves to enhancing the degree of perceived value and user trust in social shopping, so the level of social shopping intention will be increased (Konuk, 2018).

Practical Implications

According to the results of the hierarchical regression analysis used to predict user trust in social shopping (Table II), active URS (situational normality), passive URS (structural assurance), and interactive URS (social presence) significantly and positively influenced user trust in social shopping. This implies that if the active URS (situational normality), passive URS (structural assurance), and interactive URS (social presence) are superior, user trust in social shopping will be significantly enhanced. This study further found that the β values for institutional trust-building factors are greater than those for social presence. This means that the institutional trust-building factors have the potential to significantly enhance user trust in social shopping more than social presence. Thus, social commerce business operators should strive to enhance their institutional trust-building factors along with social presence, as well as to increase user trust in social shopping, in particular, institutional trust-building factors. For example, regarding institutional trust-building factors, social commerce business operators should ensure that people engaged in social shopping make promises that are reliable and that the encryption and technological advances on social shopping websites make it safe for users to use them. In the case of social presence, social commerce business operators should provide a sense of human warmth.

According to the results of the hierarchical regression analysis for predicting social shopping intention (Table IV), perceived value and user trust in social shopping significantly and positively influenced social shopping intention. This implies that if perceived value and user trust in social shopping are higher, user intention toward social shopping will be significantly enhanced. This study further found that the β value for perceived value was more than that for user trust in social shopping. This means that perceived value has the potential to significantly enhance social shopping intention as compared to user trust in social shopping. Thus, social commerce business operators should strive to enhance perceived value and user trust in social shopping, as well as to increase social shopping intention, in particular, perceived value. For example, regarding perceived value, social commerce business operators should devote themselves to enhancing the degree to which users assess positive levels of benefits against costs in order to make them feel that the business is worthwhile and overall delivers good value. Then, the level of perceived value will be higher for users.

According to the results of the hierarchical regression analysis for predicting perceived value (Table III) and

social shopping intention (Table IV), user trust in social shopping significantly and positively influences perceived value and social shopping intention, respectively. This implies that if user trust in social shopping is higher, perceived value and social shopping intention will be significantly enhanced. Since customers may be unfamiliar with the content and functionality of social shopping, and thus must decide whether to accept and participate in social shopping through their degree of trust in the social shopping website (Gibreel, AlOtaibi, & Altmann, 2018), it is expected that user trust in social shopping will be an important factor for determining social shopping intention. The findings of this study thus suggest that social commerce business operators should strive to make their websites reliable and trustworthy in order to increase perceived value and in turn, social shopping intention.

CONCLUSION

Because the market potential of social shopping is enhanced by social networks, social shopping research is interesting and valuable for social commerce business operators to clearly understand the determinants affecting social shopping intention. With this end in view, this study contextualizes and extends uncertainty reduction theory to the context of social shopping by examining the significant role that user-perceived value and trust in social shopping play in terms of the efficacy of their social shopping intention. Specifically, this study comprises and extends both the institutional trust framework and the URT to the context of social shopping by examining the influence of institutional trust-building factors such as situational normality and structural assurance, as well as social presence on user trust in social shopping. The results demonstrate that user perceived value and trust in social shopping will significantly and positively influence the efficacy of their social shopping intention. Trust in social shopping is influenced by a positive attitude toward active URS (situational normality), passive URS (structural assurance), and interactive URS (social presence) in the context of social shopping.

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