DRIVING PURCHASE BEHAVIOR IN SOCIAL COMMERCE: THE ROLE OF INNOVATION, ENGAGEMENT, TRUST, AND PERCEIVED VALUE

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ABSTRACT

Social commerce has rapidly transformed consumer behavior by combining technological innovation and social engagement. This study investigates the effect of social commerce innovation on consumer behavior using an extended Theory of Planned Behavior (TPB) framework, including customer engagement, brand trust, and perceived value. Data from 360 active social commerce users in Padang, Indonesia were collected via purposive sampling using an online structured questionnaire and analyzed using PLS-SEM. Results show that social commerce innovation significantly affects attitude, subjective norms, and perceived behavioral control, while marketing constructs mediate the relationship with behavioral intention. Attitude is the strongest predictor of intention, followed by subjective norms and perceived behavioral control, and behavioral intention strongly predicts actual purchasing behavior, confirming the robustness of the extended TPB model. The study provides a theoretical contribution by integrating innovation-driven marketing constructs into TPB and offers practical guidance for enhancing platform innovation, engagement, trust, and perceived value. Future research may examine moderating factors such as demographics, cultural differences, and AI personalization.

Keywords: *Social Commerce Innovation; Customer Engagement; Brand Trust; Perceived Value; Theory of Planned Behavior; Consumer Behavior*

ABSTRAK

Social commerce telah mengubah perilaku konsumen dengan menggabungkan inovasi teknologi dan interaksi sosial. Penelitian ini meneliti pengaruh inovasi social commerce terhadap perilaku konsumen melalui kerangka Theory of Planned Behavior (TPB) yang diperluas, dengan memasukkan customer engagement, brand trust, dan perceived value. Data dikumpulkan dari 360 pengguna aktif social commerce di Kota Padang melalui purposive sampling menggunakan kuesioner online dan dianalisis dengan PLS-SEM. Hasil menunjukkan bahwa inovasi social commerce berpengaruh signifikan terhadap attitude, subjective norms, dan perceived behavioral control, sedangkan variabel pemasaran memediasi hubungan dengan behavioral intention. Attitude menjadi prediktor terkuat, diikuti subjective norms dan perceived behavioral control, dan behavioral intention memprediksi perilaku aktual, menunjukkan kekokohan model TPB yang diperluas. Penelitian ini memberikan kontribusi teoretis dengan mengintegrasikan variabel pemasaran inovatif ke TPB serta memberikan arahan praktis untuk meningkatkan inovasi platform, engagement, kepercayaan, dan perceived value. Penelitian selanjutnya dapat mengeksplorasi moderasi dari demografi, budaya, dan personalisasi berbasis AI.

Kata Kunci: *Inovasi Social Commerce; Customer Engagement; Brand Trust; Perceived Value; Theory of Planned Behavior; Perilaku Konsumen*

INTRODUCTION

The swift evolution of digital technology has significantly reshaped the e-commerce environment, leading to the emergence of social commerce as a novel business model that combines social media features with online commercial transactions. Social commerce enables consumers not only to search for and purchase products but also to interact, share experiences, and influence one another's purchasing decisions through user-generated content, online reviews, livestreaming, and social networking features (Hajli, 2015; Liang & Turban, 2011). By embedding social interaction and community-driven influence into the purchasing process, social commerce has reshaped traditional consumer behavior and repositioned marketing strategies toward engagement-based, relationship-oriented approaches.

Recent market data indicate that social commerce adoption is rapidly increasing globally and in Indonesia. Globally, social commerce sales reached an estimated US$699.4 billion in 2024, representing approximately 19% of total e-commerce transactions, and are projected to grow to US$821 billion in 2025 (Quick Market Pitch, 2025). In Indonesia, more than half of consumers (52%) reported purchasing via social commerce platforms in the past year, exceeding the Asia-Pacific average of 40% (Tek.id, 2025). Moreover, the Indonesian social commerce market is expected to reach USD 5.25 billion by 2025, following a historic compounded annual growth rate (CAGR) of nearly 25% between 2021 and 2024 (GlobeNewswire, 2025). These figures highlight the increasing importance of social commerce as a central component of consumer behavior in emerging digital markets.

Innovation within social commerce platforms—such as interactive content, personalized recommendations, influencer marketing, and integrated payment systems—has significantly influenced how consumers evaluate brands and make purchasing decisions. These innovation-driven features enhance customer engagement, strengthen brand trust, and increase perceived value, which are identified as crucial drivers of consumer behavior in online marketing environments (Zhang & Benyoucef, 2016; Hajli et al., 2017). Unlike conventional e-commerce, social commerce emphasizes social presence, social support, and community participation, resulting in a more complex and multidimensional consumer decision-making process.

To explain consumer behavior in adopting innovative digital platforms, prior studies have widely applied the Theory of Planned Behavior (TPB). TPB proposes that intentions to act are guided by attitudes, social norms, and perceived behavioral control, which jointly forecast real behavior (Ajzen, 1991). In digital and marketing contexts, TPB has demonstrated strong explanatory power in predicting adoption of online platforms, mobile commerce, and social media–based services (Lim et al., 2017; Yadav et al., 2019). However, the socially embedded and interactive nature of social commerce suggests that the original TPB framework may not fully capture the underlying behavioral mechanisms.

Recent studies argue that constructs such as customer engagement, brand trust, and perceived value better capture the attitudinal, normative, and evaluative dimensions of consumer behavior in social commerce environments (Hajli, 2015; Sheikh et al., 2019; Sundari & Pertiwi, 2025). Customer engagement reflects consumers' cognitive, emotional, and behavioral involvement with brands, brand trust captures confidence in the reliability and integrity of sellers and platforms, and perceived value represents consumers' overall assessment of benefits relative to costs. Furthermore, social cognitive factors including subjective norms, utilitarian value, and psychological influences such as self-efficacy and fear of missing out (FoMO) have been shown to significantly affect engagement and purchase intentions among Indonesian social commerce users (Auliya et al., 2025). Integrating these high-impact marketing constructs into TPB allows for a more

contextually relevant and robust explanation of consumer intentions and behavior.

Despite the growing body of research on social commerce, empirical studies that systematically integrate social commerce innovation with an extended TPB framework incorporating engagement, trust, and perceived value remain limited, particularly in emerging markets where social media penetration and digital innovation are expanding rapidly. Although recent studies have explored cognitive and normative influences on engagement and intention in Indonesian social commerce contexts (Auliya et al., 2025; Sundari & Pertiwi, 2025; Zhao et al., 2024), comprehensive models that incorporate high-impact marketing constructs into TPB are still scarce. This study aims to fill this gap by exploring how social commerce innovations affect purchase intention and actual purchasing behavior, extending the TPB model with mediators such as customer engagement, brand trust, and perceived value. This study aims to contribute theoretically by advancing TPB in a social commerce context and practically by providing actionable insights for digital marketers and platform managers seeking to design innovation-driven strategies that foster sustainable consumer engagement and trust in competitive digital marketplaces.

LITERATURE REVIEW

Social commerce has emerged as a unique form of online commerce that blends social interaction with transactional processes, driven by technological innovation and interactive platform features. Unlike traditional e-commerce, social commerce enables consumers to search, buy, and engage socially within the same environment through online reviews, user-generated content, livestreaming events, and peer communication, all of which influence purchasing behavior (Hajli, 2015; Liang & Turban, 2011). Recent industry data show that global social commerce sales reached approximately US$699.4 billion in 2024 and are projected to grow further, highlighting the expanding influence of social platforms on consumer shopping behavior (Quick Market

Pitch, 2025). In Indonesia, social commerce adoption is particularly strong, with more than half of consumers reporting purchases through social platforms in the last year, reflecting shifting consumer preferences toward socially embedded shopping experiences (Tek.id, 2025). These developments suggest that innovation in social commerce not only enhances functional transaction processes but also amplifies social and emotional elements of consumer decision-making.

Social commerce platform innovations, such as personalized suggestions, interactive media, influencer collaborations, and unified payment options, play a crucial role in shaping consumer behavior. They support real-time engagement, content co-creation, and smooth purchasing processes, strengthening customer engagement, brand trust, and perceived value (Zhang & Benyoucef, 2016; Zhao et al., 2024). Customer engagement, defined as a consumer's cognitive, emotional, and behavioral investment in interaction with a brand or platform, has been shown to significantly influence behavioral intentions in social commerce contexts by enhancing involvement and attachment (Brodie et al., 2011; Hollebeek et al., 2014). Empirical studies in Indonesia further demonstrate that social commerce features such as livestreaming, influencer interactions, and peer feedback significantly increase engagement and thereby strengthen intentions to purchase (Sundari & Pertiwi, 2025; Auliya et al., 2025). These findings indicate that customer engagement operates as a key psychological mechanism linking platform innovation to consumer behavioral outcomes.

Brand trust is another critical construct in social commerce literature, reflecting consumers' confidence in the reliability, integrity, and competence of both the platform and its sellers. Because social commerce transactions often involve higher perceived risk than traditional online shopping, trust becomes a major determinant of purchase intention and loyalty (Chaudhuri & Holbrook, 2001; Zhao et al., 2024). Evidence suggests that social signals, including ratings, reviews, responsive sellers, and transparent return policies, strengthen trust

and thereby increase the probability of purchase behavior (Hajli et al., 2017; Sundari & Pertiwi, 2025). In the Indonesian market, trust formation has been linked to social endorsement and interactive content quality, emphasizing the cultural and contextual layers of trust dynamics in social commerce (Auliya et al., 2025). Consequently, brand trust is conceptualized as a critical mediator that translates social commerce innovation into favorable consumer outcomes.

Perceived value, defined as the consumer's global assessment of benefits relative to costs, is a dominant predictor of intention and behavior in digital commerce research (Zeithaml, 1988; Wu & Li, 2021). In social commerce environments, perceived value is not only shaped by product price and quality but also by social interaction, platform convenience, and engagement rewards. Studies reveal that when consumers perceive higher value through interactive and social features—such as exclusive deals, social validation, and community recommendations—they are more likely to form positive purchase intentions and exhibit sustained engagement (Zhang et al., 2023; Sundari & Pertiwi, 2025). These findings underscore the importance of perceived value as both an outcome of innovation and a driver of behavioral intention in social commerce.

TPB has been extensively employed to explain how consumers adopt digital platforms, proposing that behavior is guided by intention, itself determined by attitude, social norms, and perceived control (Ajzen, 1991). While TPB has successfully predicted behavioral intentions in mobile commerce and social media settings (Lim et al., 2017; Yadav et al., 2019), the inherently social and interactive nature of social commerce suggests the need for theoretical extension. Scholars argue that TPB can be extended with constructs like customer engagement, trust, and perceived value to better capture the social and psychological influences on consumer behavior within social commerce ecosystems (Hajli, 2015; Zhao et al., 2024). Empirical evidence also supports the mediating roles of these constructs in connecting platform innovation with intention and actual behavior,

reinforcing the appropriateness of an extended TPB framework for social commerce research (Auliya et al., 2025; Sundari & Pertiwi, 2025).

Despite growing interest in social commerce, existing studies have often examined individual determinants in isolation, with limited application of integrated frameworks that simultaneously assess social commerce innovation, engagement, trust, and perceived value within a unified model. In emerging markets like Indonesia, characterized by rapidly increasing social media engagement and digital adoption, the absence of comprehensive models restricts both theoretical insights and practical applications (Sundari & Pertiwi, 2025; Tek.id, 2025). Addressing this gap, the present study proposes an extended TPB model that incorporates social commerce innovation and high-impact marketing constructs to generate a more holistic understanding of how these factors collectively influence purchase intention and actual purchasing behavior in a social commerce context.

RESEARCH METHODS

Adopting a quantitative approach, this research investigates how social commerce innovations affect consumer behavior by integrating customer engagement, brand trust, and perceived value into an expanded TPB framework. The study focuses on active users in Padang City, Indonesia, who frequently use platforms like Tokopedia, Shopee, and Instagram Shopping, with social commerce penetration surpassing 50% (DataReportal, 2024; Tek.id, 2025), Using purposive sampling, a total of 360 respondents were recruited, each having made at least one purchase through social commerce platforms. A structured online questionnaire was employed to collect data, comprising five sections: demographics, social commerce usage patterns, perceptions of social commerce innovation, marketing constructs, and TPB constructs including attitude, subjective norms, perceived behavioral control, behavioral intention, and actual purchasing behavior. All items were measured using a five-point Likert scale ranging from one (strongly disagree) to five (strongly agree), and the

questionnaire was pre-tested with thirty respondents to ensure clarity, reliability, and content validity. Measurement items were adapted from established scales in previous studies. Social commerce innovation was assessed via platform features such as interactivity, personalized recommendations, influencer integration, and seamless payment systems (Zhang & Benyoucef, 2016; Zhao et al., 2024). Customer engagement captured cognitive, emotional, and behavioral involvement (Brodie et al., 2011; Hollebeek et al., 2014), while brand trust included reliability, integrity, and platform credibility (Hajli et al., 2017; Zhao et al., 2024). Perceived value measured functional, social, and hedonic benefits relative to cost (Wu & Li, 2021; Zhang et al., 2023), and TPB constructs were adapted from Ajzen (1991) to the social commerce context. All constructs exhibited strong reliability, with Cronbach's alpha values exceeding 0.70, and content validity was confirmed by academic experts. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4, appropriate for complex models with multiple mediators and predictive objectives (Hair et al., 2022). The analysis included assessment of the measurement model for convergent validity (factor loadings >0.70; AVE >0.50) and discriminant validity using the HTMT ratio (<0.90), as well as structural model evaluation for hypothesis testing through path coefficients, t-values, and p-values using bootstrapping with 5,000 resamples, alongside examination of explanatory power, effect size, and predictive relevance.

RESULT

The data analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM) demonstrated that the proposed extended TPB model explained a substantial portion of variance in consumer behavioral intention and actual purchasing behavior in the social commerce context. The measurement model assessment indicated that all constructs had satisfactory convergent validity with factor loadings exceeding 0.70 and average variance extracted (AVE) above 0.50, while discriminant validity was confirmed through HTMT ratios below 0.90. Internal consistency reliability was high, with Cronbach's alpha and composite reliability values exceeding 0.70 for all constructs.

The structural model results revealed that social commerce innovation had a significant positive effect on attitude ($\beta = 0.53$, t = 8.21, p < 0.001), subjective norms ($\beta = 0.47$, t = 7.12, p < 0.001), and perceived behavioral control ($\beta = 0.49$, t = 7.85, p < 0.001), indicating that innovative platform features such as interactivity, personalized recommendations, influencer integration, and seamless payment systems enhanced consumers' cognitive, social, and control perceptions. Moreover, social commerce innovation significantly influenced customer engagement ($\beta = 0.61$, t = 9.14, p < 0.001), brand trust ($\beta = 0.56$, t = 8.53, p < 0.001), and perceived value ($\beta = 0.58$, t = 8.97, p < 0.001), highlighting the mediating role of high-impact marketing constructs in translating platform innovation into behavioral outcomes.

Further analysis indicated that attitude was the strongest predictor of behavioral intention ($\beta = 0.44$, t = 6.72, p < 0.001), followed by subjective norms ($\beta = 0.32$, t = 5.11, p < 0.001) and perceived behavioral control ($\beta = 0.28$, t = 4.85, p < 0.001), confirming the applicability of TPB in the social commerce setting. Both customer engagement ($\beta = 0.37$, t = 6.02, p < 0.001) and brand trust ($\beta = 0.35$, t = 5.74, p < 0.001) were significant predictors of behavioral intention, while perceived value also contributed positively ($\beta = 0.31$, t = 5.29, p < 0.001), suggesting that marketing constructs effectively complement TPB components in driving purchase intentions. Finally, behavioral intention significantly predicted actual consumer behavior ($\beta = 0.63$, t = 10.12, p < 0.001), demonstrating the robustness of the extended TPB model. The model explained 52% of the variance in behavioral intention ($R^2 = 0.52$) and 48% of the variance in actual purchasing behavior ($R^2 = 0.48$), indicating substantial explanatory power. Effect size analysis (f^2) further confirmed that social commerce innovation and marketing constructs had medium to large effects on both behavioral

intention and actual behavior, while Q² values exceeded 0, showing predictive relevance for the endogenous constructs. Overall, the results provide strong empirical support for the integrated role of social commerce innovation, customer engagement, brand trust, perceived value, and TPB constructs in shaping consumer behavior in social commerce platforms.

DISCUSSION

The findings of this study confirm that social commerce innovation plays a pivotal role in shaping consumer behavior by influencing both psychological and marketing mechanisms. Consistent with the extended Theory of Planned Behavior (TPB), the results demonstrate that innovative platform features, including interactivity, personalized recommendations, and seamless transaction processes, significantly enhance consumers' attitudes, subjective norms, and perceived behavioral control—core predictors of behavioral intention (Ajzen, 1991; Minarni et al., 2024). This supports the view that social commerce innovations are not solely technological upgrades but also drivers of user predispositions toward engagement and adoption.

The mediating effects of high-impact marketing constructs further underscore the importance of integrating marketing variables into behavioral frameworks. Customer engagement emerged as a significant contributor to behavioral intention, aligning with recent literature that positions engagement as a central driver of social commerce adoption due to its role in fostering interaction, social support, and motivational mechanisms (Mubdir et al., 2025). Engaged users are more likely to form positive intentions and invest in ongoing platform interactions, supporting the notion that engagement fosters deeper consumer-brand connections.

Brand trust also showed a strong relationship with behavioral intention, reinforcing its critical role in online purchase decisions. Trust has been identified as a core determinant of purchase intentions in social commerce, functioning to mitigate perceived risk and strengthen consumer confidence (Lee, 2025; Prestyasih & Hati, 2025). Specifically, social commerce environments that incorporate transparent information, reliable reviews, and credible endorsements enhance trust formation, which in turn increases the likelihood of purchase behavior. This aligns with broader evidence that trust underpins digital commerce adoption by addressing inherent uncertainty in online interactions.

Perceived value further contributed positively to behavioral intention, consistent with empirical findings in related contexts where consumption decisions are shaped by evaluations of benefit relative to cost (e.g., usefulness of reviews, ease of use) (Alamsyah & Jumhur, 2025). In social commerce, perceived value extends beyond functional benefits to include social and experiential dimensions such as community validation, social feedback, and interactive rewards. These multi-dimensional value perceptions reinforce users' motivation to engage with platforms and translate intentions into intention-driven behaviors.

The strong effects of attitude, subjective norms, and perceived behavioral control on purchase intentions align with classical TPB findings in online contexts, where positive evaluations, social influence, and perceived ease contribute to intention formation (Bangun et al., 2025). Importantly, the significant path from behavioral intention to actual behavior confirms the robustness of the extended TPB model in accounting for real purchase decisions in social commerce, bridging the intention–behavior gap that often challenges traditional adoption studies.

From a theoretical perspective, this study advances social commerce literature by demonstrating the synergistic interplay between innovation, marketing constructs, and behavioral predictors in shaping consumer behavior. The results respond to calls for integrated frameworks that consolidate technological and psychosocial determinants of social commerce adoption (Ahmad et al., 2025). By situating engagement, trust, and

perceived value within the TPB structure, this research offers a holistic model that captures the complexity of socially embedded purchase decisions.

Practically, the findings suggest that social commerce platform designers and marketers should prioritize features that not only streamline transactions but also enhance engagement and trust while delivering tangible value. For instance, investing in interactive functionalities, credible influencer partnerships, quality customer reviews, and personalized experiences can generate stronger user commitment and higher conversion rates. Such strategies align with recent evidence highlighting the importance of social support and credibility mechanisms in trust formation and purchase intention (Soewignyo et al., 2025)

CONCLUSION AND SUGGESTION

This study confirms that social commerce innovation significantly affects consumer behavior by shaping attitudes, subjective norms, perceived behavioral control, and mediated by customer engagement, brand trust, and perceived value. Attitude was the strongest predictor of behavioral intention, which in turn significantly influenced actual purchasing behavior, highlighting the robustness of the extended TPB model in social commerce contexts (Ajzen, 1991; Minarni et al., 2024; Zhao et al., 2024). Theoretically, the study integrates marketing constructs with TPB, offering a comprehensive framework for understanding consumer adoption in digital platforms. Practically, social commerce practitioners should focus on continuous platform innovation, enhancing engagement, building trust, and maximizing perceived value to drive sustainable consumer participation. Future research may explore moderating factors such as demographics, cultural differences, and advanced features.

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