Examining the impacts of e service quality on social shopping intention: A developing country perspective

Dr. Tazizur Rahman[1] (Corresponding), Md. Alomgir Hossen[2], Md. Abir Hossain[3]

Abstract:

Social shopping is a fast-growing trend due to the development of Web 2.0. Nowadays the integration of e-commerce with social media has become increasingly popular worldwide. The flexibility of social shopping is an evolving phenomenon among consumers, particularly the young generation. Customer perception towards the quality of e-services has a significant influence on the goodwill of a company. Considering service quality, this research sought to understand the influence of perceived usefulness and ease of use on social shopping intention. We used the structural equation model to examine survey data from 304 online social media shoppers. The results depict that different aspects of the e-service quality affect the perceived ease of use, except the relationship between assurance and perceived ease of use. Several aspects of an e-service quality affect the relationship between reliability and perceived usefulness. Furthermore, the findings show that perceived usefulness and ease of use favourably and significantly affect social shopping intention. This research adds to what is already known about social shopping by showing how high-quality e-services affect the likelihood of making a social shopping. Furthermore, findings suggest that the perceived utility and user-friendliness of an electronic service affect the relationship between the service's quality and the intention to shop from social platforms. The study's findings and suggestions might provide crucial insights for management and inform future research endeavors.

Keywords: E-service quality, Social shopping, Technology acceptance model, Structural equation model, Bangladesh.

Introduction

[1] Associate Professor, Department of Management Studies, University of Barishal, Bangladesh.
[2] Lecturer, Department of Business Administration, Trust University, Barishal, Bangladesh.
[3] Associate Professor, Department of Management Studies, University of Barishal, Bangladesh.

There are 5.19 billion internet users all over the world, which is almost 65 percent of the total population. According to Statista, in 2023, around 4.88 billion individuals, which accounts for 60 percent of the global population, use social media. According to Elkheshin (2020), widespread internet access and smartphone availability produce many social network users. In early 2023, Bangladesh had a total of 66.94 million individuals who were using the internet, with an internet penetration rate of 38.9 percent (Datareportal, 2023). Social media is now widely used in Bangladesh. In January 2023, Datareportal's report mentioned that 44.70 million people in Bangladesh used social media, making up 26.0% of the nation's population. In Bangladesh, Facebook is the most popular social media network. At present, Facebook is a significant e-commerce platform used to engage customers. There are more than 50,000 e-commerce Facebook pages. Many of them are run by small companies that use Facebook to perform marketing activities and sell goods, including clothing, cosmetics, and food (Yasin et al., 2023). As a result, social shopping has emerged because of quick growth of electronic-commerce together with the increasing usage of social media and smartphones.

Social shopping enhances social interactions that influence the decision of which products to purchase. Previous researchers have undertaken numerous studies in this area in response to the increasing prevalence of social shopping. A heuristic-systematic model and informational social influence were used by Fu et al. (2020) to ascertain social shopping intention at various degrees of product engagement. The study of social shopping intention also encompassed a judgment of users' information privacy concerns (Zhou, 2020). To forecast the degree of social shopping intention, researchers took into account the influence of trust, social commerce constructs, social value, peer-member characteristics as well as technical attributes (Hsiao et al., 2010; Li, 2019; Wu et al., 2018; Hu et al., 2016). After conducting a cross-cultural investigation, Hsu et al. (2017) established the influence of relationship and website quality on social shopping in various nations. Ko (2018) used the MGB theory to comprehend social shopping intention, and Zheng et al. (2020) applied the technology attraction along with parasocial interaction theories. Additionally, scholarly investigations explored the influence of social comparison, social engagement, enjoyment, and qualities on individuals' intentions to engage in social shopping (Ruan, Li, and Xu; Shen and Eder, 2011; Bakar, 2021; Elkheshin, 2020).

Growing uses of the ICT, along with their fast expansion, has made the widespread use of electronic services inevitable (Bhati, Vijayvargy, and Pandey, 2022). Consequently, the use of electronic services, or "E-services," has grown significantly and is now influential in the success of e-businesses (Bhati, Vijayvargy, and Pandey, 2022). An e-service is provided via social media or internet networks to assist customers with shopping, buying, and distributing products and services (Syachrony et al., 2023). E-service quality refers to an online platform's capacity to provide service efficiently and buy goods effectively (Hoffman & Bateson, 1997). Service quality (SQ) is the level to which a person's evaluation of their level of service meets and goes beyond their expectations (Parasuraman and Berry,1990). Furthermore, actions, efforts, or performances made possible by information technology (mobile devices, the web, etc.) were characterized as e-service quality by Parasuraman and Berry (1990). E-service quality must be addressed because it is a growing and significant field. Retailers now must provide their clients with high-quality services (Orel and Kara, 2014). According to Zeithaml, Parasuraman, and Malhotra (2002) and Fassnacht and Koese (2006), among other academics, SQ is also essential to the long-term viability of online merchants. E-service quality is just as crucial to business success in the e-commerce sector as the availability of the website and its cheap cost. As stated by Amjad-ur-Rehman, Qayyum, and Javed (2019), enhancing online shopping SQ might drive the intention to purchase online by raising consumers' performance and effort expectations. E-service quality benefits customers' perceptions (Arilaha, Fahri, and Buamonabot, 2021). Online transaction is encouraged by the quality of online shopping services (Amjad-ur-Rehman, Qayyum, and Javed, 2019). E-service quality has to be investigated in Bangladesh because it is essential for improving the way that customers perceive their buying experiences (Arilaha, Fahri, and Buamonabot, 2021) and because it is crucial to company performance (Fassnacht and Koese, 2006). However, in a developing nation like Bangladesh, the influence of e-service quality on social shopping has hardly ever been investigated. Consequently, we consider the effects of e-service quality to ascertain the degree of social shopping intention. Since an integrated model may give greater explanatory power, we also utilized response time and information quality to predict social shopping intention. We also considered perceived usefulness (PU) and perceived ease of use (PEU), the major mediators in the popular technology adoption framework. As such, this study adds much to closing the previously indicated gap in the literature, especially when taking Bangladesh's status as a developing country into account.

2. Theoretical Framework and Hypothesis:

Numerous researchers have developed metrics and features to assess e-service quality. Parasuraman et al. (1988) developed SERVQUAL to assess SQ in five areas: tangibles, assurance, empathy, responsiveness, and reliability. Dabholkar (1996) examined how clients define technology-based self-service quality requirements for e-services. Researchers say high-quality e-services must be reliable, controllable, easy to use, and fast. However, the SERVQUAL model is the most used service quality assessment method (Parasuraman, Zeithaml, and Berry, 1988). According to Alrubaiee and Alkaa'ida (2011), Kitapci, Akdogan, and Dortyol (2014), and Kansra and Jha (2016), this model is still widely used. E-service quality studies have used the SERVQUAL scale to measure web-based services (Kuo, 2003; Negash, Ryan, and Igbaria, 2003), online shopping (Barnes and Vidgen, 2001; Kaynama and Black, 2000), and electronic banking.

The TAM was constructed from conceptual and experimental combinations to provide a theoretically solid perspective on online buying. The TAM says PU and PEU influence users' technology adoption decisions. Carlsson et al. (2006) examined mobile adoption services using the TAM framework in 2006. The results showed that PU and PEU strongly influenced intentions to use mobile devices. Wang, Cho, and Denton (2017) suggest considering PEU and PU for determining user preferences. Based on the relevance and shortness of the study model, we employed the TAM model, personalization, information quality, assurance, response time, and reliability from SERVQUAL. The study examines the usefulness of e-services in social shopping intention in underdeveloped nations like Bangladesh. We know of a bit of research on Bangladeshi customers' social shopping intentions. The majority of prior research has been on developed countries. This study investigated the characteristics that affect Bangladeshi users' social shopping intention. The connections among e-service quality, PU, PEU, and social shopping intention are shown below.

2.1 Assurance

Assurance (ASS) refers to the confidence level a user experiences while engaging in online transactions (Kaur and Malik, 2019). Customers' primary concern in the online world is assurance. Typically, it pertains to the intellectual capacity, etiquette, and aptitude for fostering trust and reliance among workers. Prior research has shown that consumers have a desire to

safeguard their personal information (Holloway and Beatty, 2008). Researchers reached a consensus on the issue of consumer assurance and recommended that service providers take measures to safeguard their customers. Business owners should be responsible for providing compensation in the event of fraudulent activities occurring during social shopping.

In terms of SQ, a customer must acquire a service before using it (Parasuraman et al., 1988). Thus, a relationship is essential to preserving trust. This includes issues like online transaction authentication, client loyalty, and privacy in e-commerce (Ribbink et al., 2004). The PU is enhanced when privacy is guaranteed (Lee and Cranage, 2011). In this study, ASS can be interpreted as user trust and safety. Mosawi et al. (2016) found a substantial relationship between PEU and ASS. As a result, the following hypotheses were made.

> **H1:** *Assurance has a positive influence on perceived ease of use.*

> **H2: Assu***rance has a positive influence on perceived usefulness.*

2.2 Reliability

Reliability (REL) refers to the degree to which an "online website can ensure that customers receive what they thought they ordered" (Blut, 2016). It further reflects the website's ability to execute orders accurately, deliver efficiently, and keep personal details confidential (Parasuraman, Zeithaml, and Berry, 1988; Kim and Lee, 2002). Further, it is the consistency and dependability of the service provided. So, Yang, Peterson, and Huang (2001) focus on these factors to describe the reliability of electronic service quality.

According to research on the effect of SQ on customer adoption of IPTV (Jang and Noh, 2011), REL has a major impact on PU and PEU. Similarly, Al-Nawafleh et al. (2019) proposed that among Jordanian telecom users, PU and PEU positively correlated with SQ. In light of this, we formulate the following hypotheses.

> **H3:** *Reliability has a positive influence on perceived ease of use.*

> **H4:** *Reliability has a positive influence on perceived usefulness.*

2.3 Information Quality

DeLone and McLean (2003) argued that information quality (IQ) is "the quality of the information that the systems produce". It is a crucial concept to gauge e-service quality.

Customers frequently consider the total process in online retailers without providing their customer service (McLean and Wilson, 2016). Nonetheless, a few internet retailers offer space that allows customers to ask for detailed information to purchase. Customers are really curious to learn more about the product at this point. Buying intention is significantly influenced by the accuracy and the standard of the information. Online service desks, social media platforms, and live chat tools are web-based media businesses frequently use (Turel and Connelly, 2013).

The PU is significantly impacted by IQ, which also lessens the hassles faced in using a system (Athmay, Fantazy, and Kumar, 2016). A robust association was discovered when examining the impact of IQ on PU and PEU (Machdar, 2016). Therefore, we put the following hypothesis:

> **H5:** *Information quality has a positive influence on perceived ease of use.*

> **H6:** *Information quality has a positive influence on perceived usefulness.*

2.4 Personalization

The lack of engagement tends to oppose buying through internet shopping for the target audience (Yang and Jun 2002). Therefore, it creates the necessity for personalization in online shopping. Personalization (PER) is the individualized focus and concern provided by the service provider (Cronin Jr and Taylor, 1994). The degree to which facilities or services are tailored to meet the needs of each customer is measured by PER (Lee and Lin, 2005). According to Zeithaml, Parasuraman, and Malhotra (2002), PER has gained importance and is now a crucial component of the quality of e-services.

It requires personal attention, personal notes of thanks, and the response to messages to consumer inquiries and comments (Yang, Peterson, and Huang, 2001). Personalizing any technology, i.e., social media, makes it more accessible, easier to use, and useful for users (Treiblmaier and Pollach, 2007; Wood *et al.*, 2023). As a result, the following hypotheses are proposed:

> **H7:** *Personalization has a positive influence on perceived ease of use.*

> **H8:** *Personalization has a positive influence on perceived usefulness.*

2.5 Response Time

The time needed to provide a requested service is the response time. Social shopping offers prompt customer service. It is crucial to provide customer service. Response time is the service

provider's ability to provide prompt service and readiness to assist clients, according to Cronin Jr. and Taylor (1994). When utilizing QRIS, Pasya et al. discovered that PU and PEU are significantly impacted by prompt response. Consequently, we develop the following hypothesis:

> **H9:** *Response time has a positive influence on perceived ease of use.*
>
> H10: *Response time has a positive influence on perceived usefulness.*

2.6 Perceived Usefulness

An individual's attitude towards the advantages of utilizing a particular system is perceived usefulness (Davis, 1989). PU, as defined by Henderson and Divett (2003), is the user's conviction that utilizing a particular technology will enhance their productivity at work. The PU was defined in this study as the benefits and productiveness of consumers' purchasing of social media. It's the process by which individuals believe technology can assist them in achieving their goals.

The utilitarian benefits of electronic shopping anticipated by shoppers, like saving time dealing with bargains, ease around the clock, wide-ranging availability of goods, and shopping without hassle, provoke online shopping intentions dramatically (Çelik, 2011). According to earlier research (Keni, 2020; Lai et al., 2013; Al-Qeisi et al., 2014), users' intention is influenced by PU. Furthermore, Moslehpour et al. (2018) contended that the intention to shop is significantly influenced by PU. We developed the following hypothesis in light of the conversation above.

> **H11:** *Perceived usefulness has a positive influence on social shopping intention.*

2.7 Perceived Ease of Use

Perceived ease of use (PEU) is "the degree to which a person believes that using a particular system would be free of effort" (Davis, 1989). In online shopping, it's the consumer's perceived ease of the transaction over a technology (Zheng *et al.*, 2020). Consumers feel it requires little effort when using a specific technology, like social media, for shopping (Ha and Stoel, 2009; Stocchi, Michaelidou, and Micevski, 2019). We defined it as the extent to which social shopping is easy and understandable.

Hansen (2006) states that the ability to save time and energy by reducing the mental and physical exertion required to complete a transaction not available on other platforms is the primary factor in a consumer's decision to use an electronic commerce channel. Moslehpour et al. (2018) found

that in Taiwan, e-purchase intention is significantly influenced by PEU. Furthermore, prior studies have discovered that behavioral intentions increase with PU (Jaturavith, Noormohamed, and Massrour; Dai and Palvi, 2009; Butt et al., 2016). As a result, we put up this hypothesis:

***H12:** Perceived ease of use has a positive influence on social shopping intention.*
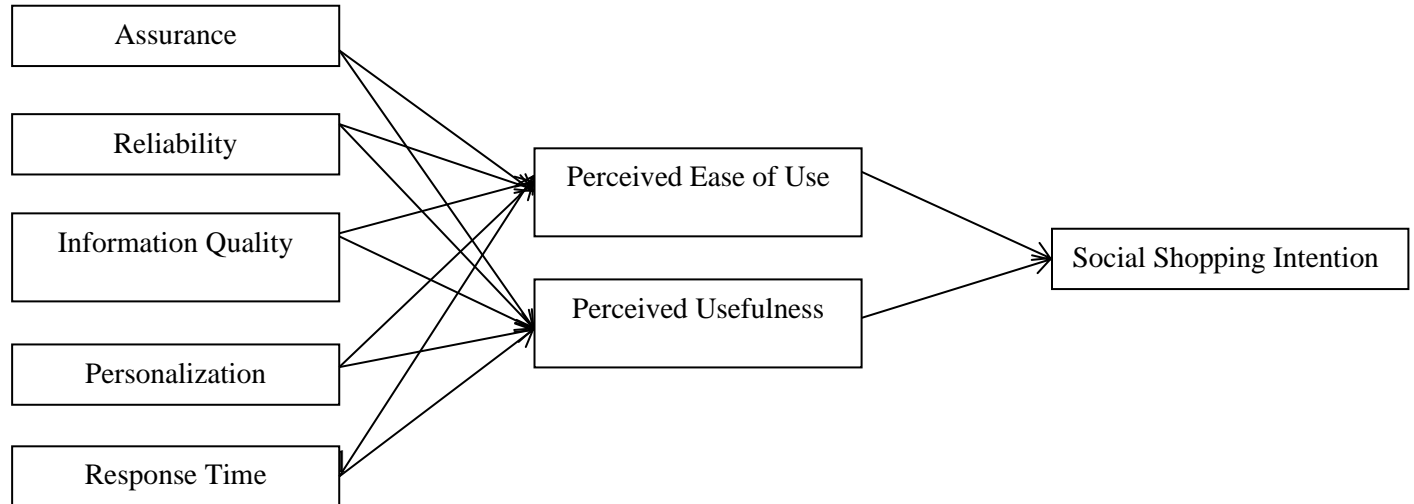
3. Methods

Research design is crucial for a study since selecting the appropriate design assists researchers in obtaining precise results (Henson et al., 2020). The majority of information systems researchers tend to favor the quantitative approach. We choose it for its superiority, including the capability to quickly quantify responses from a large sample size and the high generalizability of findings (Gunasinghe & Nanayakkara, 2021). To test hypotheses and address research questions in this study, a cross-sectional investigation was planned using deductive reasoning and quantitative methods, which were determined to be the most appropriate approach. Structure equation model (SEM) approach used to analyze the empirical data.

3.1 Measurement Instruments

We collected them from prior studies to ensure the appropriateness of all measurement items. Appendix 1 mentions the details of each measurement item with its respective sources.

3.2 Questionnaire Design and Data Collection

The empirical data was collected via an online survey. On December 01, 2021, a Google form was made available, and it was closed on December 31, 2021. There are three sections to the questionnaire. The study's goals are briefly explained in Part A, assuring respondents that their

answers will be kept private. In the second section, questions on age, gender, education, and monthly income were asked. The measurement questions in the last section were arranged on a 5-point Likert scale, with 1 denoting "strongly disagree" and 5 denoting "strongly agree." For data collecting, we used a convenient sampling method. The study's target demographic consisted of social media users from Bangladesh. Young people spend a lot of time scrolling through their Facebook newsfeeds, which exposes them to information from friends, news sources, and adverts regularly (Lim et al., 2022). Furthermore, they claimed that most young people use social media to get information via both active and passive exposure modalities. We get much of the data from young people since they use social media sites more than individuals in other age groups do. Since we believed that the target population could comprehend the fundamentals of the English language, the questionnaires were created in English. We invited 300 respondents on Facebook and sent survey questionnaires via email to 150 respondents. 315 out of them completed the questionnaire, with 60 responding by email and 255 on Facebook, resulting in a 70% response rate. We excluded eleven replies from our dataset because they were unengaged, with identical answers for each question, resulting in a standard deviation of 0.00. Previous studies utilized the same approach to exclude unengaged replies (Coursaris et al., 2018). Kline (2015) states that a sample size of 300 is ideal for the structural equation model, with 200 serving as the minimum required. After closing the acceptance of responses, we got 304 valid responses and used them to examine the research model.

3.3 Analysis

We gathered the required data using Google form and utilize Smart PLS 3.00 for analysis to look into the study model. Then, using a bootstrapping technique, we test the path coefficients (Hair Jr et al., 2014). We also used SPSS 16.00 to analyze demographic data.

4 Results

4.1 Demographic Profile

Table 1 illustrates that the respondents' significant proportion is male, 65.80%, while the percentage of female respondents is only 32.20%, and the significant respondents (55.30%) were young adults aged between 21-23 years. The respondents are mainly students (89.5%). However, there is a small fraction of businesses, 4.30%, and another profession, 5.9%. Besides, 72.4% of

the respondent's monthly income is under BDT 5000, and the percentage of over thirty thousand monthly incomes is 4.30%.

Table 1 Demographics

Items			Frequency	%
Gender	Male		200	65.8%
	Female		104	34.2%
Age	Below 18		02	0.7%
	18-20		57	18.8%
	21-23		168	55.3%
	24-27		70	23%
	27-30		3	1%
	Over 30		4	1.3%
Educational Status	SSC		02	0.7%
	HSC		20	6.6%
	Bachelor		242	79.6%
	Post-Graduation		40	13.2%
Professions	Student		272	89.5%
	Businesses		13	4.3%
	Employment		18	5.9%
Monthly Income	Under 5000		220	72.4%
	5000-10000		41	13.5%
	10000-15000		17	5.6%
	15000-20000		7	2.3%
	20000-25000		1	0.3%
	25000-30000		5	1.6%
	Over 30000		13	4.3%

4.2 Common Method Bias and Multicollinearity Test

Common method bias (CMB) was assessed in this investigation by employing Harman's single-factor test. Utilizing principal axis factor (PAF) analysis, the number of factors that account for variation was determined. The data showed that one construct only explained 30.460% of the overall variation, which is less than the 50% cutoff point suggested by Podsakof et al. (2003). To look at the CMB, the number of the variance inflation factor (VIF) was also used. All of the VIF

values in Table 2 were below the limit of 3.3 (Kock, 2015), which means that there were no CMB issues in this analysis. In addition, the VIF values were much lower than the suggested level of 10, so it's likely that there were no multicollinearity issues in this study (O'Brien, 2007).

Table 2 Collinearity Statistics (VIF)

Constructs	ASS	EE	IQ	PE	PER	PI	REL	RES
ASS		1.890		1.890				
EE						1.538		
IQ		1.612		1.612				
PE						1.538		
PER		1.630		1.630				
PI								
REL		1.876		1.876				
RES		1.387		1.387				

Note: ASS: Assurance, PEU: Perceived Ease of Use, IQ: Information Quality, PU: Perceived Usefulness, PER: Personalization, SI: Shopping Intention, RE: Reliability, RT: Response time

4.3 Measurement Model

The measuring model assessed concept convergence, discrimination, and reliability. Cronbach's alpha (CA) and composite reliability (CR) measured construct reliability. CA should be 0.70, per Hair et al. (1995). Lower alpha values are better for constructs with fewer items (Nunnally & Bernstein, 1978). A CR score of 0.60 or above is acceptable in social science research. Each idea should have a reliability score of 0.70 or above. Bagozzi and Yi (1988) recommend 0.50 AVE. All components in Table 3 had CR and CA above 0.70, except for PER, RT, and PEU, which had values of 0.693, 0.683, and 0.695 (1981). Since the AVE (0.618, 0.513, and 0.521) and CR (0.828, 0.807, and 0.813) fulfil the criteria and the construct is near to 0.70, we investigate these constructs. Thus, it ensures model latent variable validity. Convergent validity was assessed using AVE. Convergent validity was found in all constructs with AVE values above 0.50 (Fornell and Larcker, 1981; Henseler, Ringle, and Sinkovics, 2009). The AVE cross-loading matrix assessed discriminant validity. The square root of AVE (Table 4) for each latent variable exceeded its correlation with others, proving discriminant validity. The factor loading for each construct was examined to ensure that the factors were accurately connected with their constructs

and not others. Hulland (1999) recommends factor loadings of 0.70 or greater for item measurement. However, exploratory results imply that 0.40 or higher loadings are acceptable. Table 3 shows a solid internal correlation between measurement items, capturing the variables' properties. The latent variable has a much more significant variance than the measurement error, demonstrating good convergent validity for the measurement model. The structural model was used to evaluate the proposed model.

Table 3 Measurement Model

Constructs	Items	Loadings	Cronbach's alpha	CR	AVE
ASS	ASS-1	0.688	0.772	0.843	0.519
	ASS-2	0.683			
	ASS-3	0.724			
	ASS-4	0.760			
	ASS-5	0.744			
REL	REL-1	0.763	0.711	0.821	0.536
	REL-2	0.813			
	REL-3	0.629			
	REL-4	0.712			
IQ	IQ-1	0.826	0.758	0.847	0.581
	IQ-2	0.779			
	IQ-3	0.741			
	IQ-4	0.698			
PER	PER-1	0.839		0.828	0.618
	PER-2	0.797	0.693		
	PER-3	0.717			
RT	RT-1	0.629	0.683	0.807	0.513
	RT-2	0.760			
	RT-3	0.706			
	RT-4	0.761			
PU	PU-1	0.748	0.695	0.813	0.521
	PU-2	0.671			
	PU-3	0.753			
	PU-4	0.714			
PEU	PEU-1	0.813	0.821	0.881	0.650
	PEU-2	0.840			
	PEU-3	0.804			
	PEU-4	0.768			
	SSI-1	0.901	0.863	0.916	0.785

SSI	SSI-2	0.876			
	SSI-3	0.880			

Note: *ASS: Assurance, IQ: Information Quality, PER: Personalization, PEU: Perceived Ease of Use, RT: Response time, SSI: Social Shopping Intention PU: Perceived Usefulness, RE: Reliability,*

Table 4 Correlation Matrix and Square Root of the AVE

Constructs	ASS	PU	IQ	PEU	PER	SSI	REL	RT
ASS	**0.721**							
PU	0.428	**0.807**						
IQ	0.514	0.478	**0.762**					
PEU	0.527	0.591	0.581	**0.722**				
PER	0.532	0.439	0.474	0.555	**0.786**			
SSI	0.438	0.614	0.533	0.610	0.374	**0.886**		
REL	0.600	0.492	0.541	0.486	0.500	0.408	**0.732**	
RT	0.444	0.466	0.369	0.414	0.435	0.285	0.434	**0.716**

Note: *ASS: Assurance, IQ: Information Quality, PER: Personalization, PEU: Perceived Ease of Use, RT: Response time, SSI: Social Shopping Intention PU: Perceived Usefulness, RE: Reliability,*

4.4 Structural Model

The structural model explored path relationships between research model constructs. The significance criteria for evaluating this hypothesis was p<.05. The t-statistic and path coefficient (β) were employed to analyze the variables' relationships. Table 5 provides structural model results. The findings indicate that while reliability (t=0.250, β = -0.016, p>.05) did not affect PEU of social shopping intention, ASS (t=2.209, β =0.148, p<.05), IQ (t=5.356, β = 0.338, p<.05), PER (t=4.301, β = 0.266, p<.05), and RT (t=2.793, β = 0.163, p<.05) had a significant effect on PEU. Thus, the following hypotheses were accepted: H1, H5, H7, and H9. However, H3 was not supported. The path coefficient values indicate that IQ is the most significant predictor of PEU, followed by PER, RT, and ASS. The results also show that REL (t=1.975, β = 0.142, p<.05), IQ (t=4.990, β = 0.273, p<.05), PER (t=2.933, β = 0.197, p<.05), and RT (t=4.845, β = 0.269, p<.05) significantly influence the perceived usefulness of social shopping intention, while ASS (t=0.293, β= -0.022, p>.05) had no effect on PU. Thus, hypothesis, H4, H6, H8, H10

were supported, whereas H2 was not supported. Based on the path coefficient values, it can be inferred that PU is primarily influenced by IQ and RT, PER, and REL. Furthermore, PEU (t=4.626, β = 0.338, p<.05) and PU (t=6.690, β =0.455, p<.05) had significant and positive influences on SSI. Therefore, H11 and H12 were supported.

Table 5 Structural Model

Path	β	t-Statistics	p-Value	Comments
H1: ASS -> PEU	0.148	2.209	0.027	Accepted
H2: ASS -> PU	-0.022	0.293	0.770	Rejected
H3: REL -> PEU	-0.016	0.250	0.803	Rejected
H4: REL -> PU	0.142	1.975	0.048	Accepted
H5: IQ -> PEU	0.338	5.356	0.000	Accepted
H6: IQ -> PU	0.273	4.990	0.000	Accepted
H7: PER -> PEU	0.266	4.301	0.000	Accepted
H8: PER -> PU	0.197	2.933	0.003	Accepted
H9: RT -> PEU	0.163	2.793	0.005	Accepted
H10: RT -> PU	0.269	4.845	0.000	Accepted
H11: PEU -> SSI	0.338	4.626	0.000	Accepted
H12: PU -> SSI	0.455	6.690	0.000	Accepted

Note: Significant at p < 0.05 *ASS: Assurance, IQ: Information Quality, PER: Personalization, PEU: Perceived Ease of Use, RT: Response time, SSI: Social Shopping Intention PU: Perceived Usefulness, RE: Reliability,*

Table 6 Mediation

Mediation	Indirect effect	t Statistics	P Values	Comments
ASS -> PEU -> SSI	-0.010	0.288	**0.773**	Rejected
IQ -> PEU -> SSI	0.124	3.916	0.000	Accepted
PER -> PEU -> SSI	0.090	2.889	0.004	Accepted
REL -> PEU -> SSI	0.065	1.817	**0.069**	Rejected
RES -> PEU -> SSI	0.122	4.192	0.000	Accepted
ASS -> PU -> SSI	0.050	1.796	**0.073**	Rejected
IQ -> PU -> SSI	0.114	3.511	0.000	Accepted
PER -> PU -> SSI	0.090	2.915	0.004	Accepted

REL -> PU -> SSI	-0.005	0.242	**0.809**	Rejected
RES -> PU -> SSI	0.055	2.835	0.005	Accepted

Note: *ASS: Assurance, IQ: Information Quality, PER: Personalization, PEU: Perceived Ease of Use, RT: Response time, SSI: Social Shopping Intention PU: Perceived Usefulness, RE: Reliability,*

4.5 Predictive Relevance

We assessed endogenous construction's prediction power using Stone–Geisser's Q2 (Cohen 2013. To predict relevance, it is advised to use Q2 values of 0.02, 0.15, and 0.35 for small, medium, and large, respectively. Table 7 shows that all endogenous structures have positive Q^2 values greater than 0.15. Presumably, predictive relevance applies to all endogenous constructs. R^2 also shows endogenous variable predictive power. R^2 values are in Table 7. PU, PEU, and SSI are 0.374, 0.472, and 0.471, respectively, showing good model explanatory power.

Table 7 Predictive Relevance

Constructs	R Square	Q^2
PU	0.374	0.362
PEU	0.472	0.462
SSI	0.471	0.467

5. Discussion and Implications

This study set out to determine the key factors affecting Bangladeshi consumers' social shopping intention. In this case, an integrated model was created by combining the TAM theoretical components, the SERVQUAL model, and the concepts of PER and IQ. We looked into the connection between e-service quality and social shopping intention. This study also examined the relationships between PU and PEU and the quality of e-services and social shopping intention. This research offers a comprehensive grasp of the intention of social shopping in this area using the SEM method analysis. The study's conclusions are consistent with earlier research, and the hypotheses are validated experimentally.

First, the result shows that ASS does not significantly impact PEU. This means that payment security, secured information, and transactions have not reduced social shoppers' transaction efforts, but these factors help to achieve performance from social shopping as expected. The

results also depict that PEU is one of the key constructs that influence Bangladeshi consumers to buy online because shopping through social sites is comfortable and requires less effort. The study identified that reliability positively impacts PEU. So, e-businesses could achieve reliability by enhancing their effort as a customer expects proper delivery, accurate billing, keeping customer's privacy safe, etc.

Quality information is essential for the retailer and customers. If the retailer provides quality information, they could prove themselves to customers, and customers would be happy through their effort and performance. So, the study findings suggested that IQ influences PEU and PU; hence, high-quality information enhances customer expectancy for buying intention, which was consistent with Athmay, Fantazy, and Kumar (2016) findings.

This study found that PER significantly impacts PU and PEU. It means that personal attention to consumers, care, and providing customized service positively influence customers toward social shopping. This finding is similar to Wang, Cho, and Denton (2017). Moreover, the hypothesized impact of response time on PU and PEU is statistically significant. This analysis shows that customers purchase when they get timely and adequate responses. So, businesses need to focus on the response time of transactions. In addition, PU has a significant impact on shopping intention. This positive relationship between PU and SSI shows that customers are highly influenced by the usefulness they expect. A previous study also proved their positive relationship (Martins, Oliveira, and Popovič, 2014; Al-Qeisi *et al.*, 2014;).

Finally, the impact of PEU on social shopping intention (SSI) was assessed. The results show that PEU significantly and positively affects shopping intention, consistent with Riffai, Grant, and Edgar's (2012) findings. The mediation analysis results show that IQ, PER, and RT indirectly affect shopping intention through the mediators of PEU and PU. These results show that response time, personalization, and the quality of the information all raise the PU and PEU, which in turn affects consumers' intentions to purchase. Consequently, e-service quality is crucial in increasing social shopping intention in Bangladesh.

6. Contribution

This study presents a research model that may be used to evaluate the connections among the framework's constructs from the standpoint of emerging nations. The results of our study show

that social buying intention is strongly influenced by e-service quality through PU and PEU. We found that, in line with several other studies, there is a positive relationship between SSI, PU, and PEU. As a result, we attempt to assess the quality of e-services by applying the TAM model to the relatively new and seldom used in the context of social shopping. We establish a relationship between TAM and e-scale to investigate social shopping intention.

Furthermore, in the literature on social shopping, this research finds some significant antecedents of PU and PEU. By forecasting the impact of e-service quality, this research enhances the applicability of the TAM model on social shopping intention. Additional studies may be conducted using this theory.

This work has some significant practical implications in addition to its theoretical contribution. Because business is competitive, e-service providers must constantly assess their offerings to ensure they are meeting the evolving demands of their customers. The goal of the research was to determine how e-service quality affected consumers' social shopping intentions. The present study suggests the critical factors of social shopping intention, which will assist companies in providing their clients with excellent customer care in the social marketplace. It goes on to say that companies should use social media to keep up with emerging trends. The research finds that users' intentions to purchase socially are indirectly increased by high-quality information, assurance, response time, and personalization. As a result, this research recommends that company owners should exceed clients' expectations by offering exceptional customer service. Ultimately, the results of this research should be used to inform wise decisions in social shopping platforms. Virtual executives, physical and digital service providers, and retailers wishing to provide premium e-services could find it helpful.

7. Limitations and Future Research

The paper has some drawbacks relating to the survey study method. This study is compromised because it uses a convenient sampling. Therefore, other sampling techniques, e.g., simple random sampling, may be considered to explore the impact of critical determinants on social shopping intention. Furthermore, it is remarkable that our responses are from Bangladesh, so the results cannot be universally applied. A comparative study between developed and developing nations may be carried out to evaluate the discrepancy in relevant elements affecting social buying intention between these two types of countries. Also, globally, the influences of e-service

quality on social shopping intention will be examined in the future by following this theory. Additionally, some other factors like social influence, facilitating conditions, customer service, and website design can be studied with the TAM model.

8. Conclusion

This study contributed to the literature on social shopping by exploring the impact that the quality of e-service has on social shopping intention. To reach the research objectives, e-service quality aspects have been employed with primary constructs of TAM and, eventually, social shopping intention. The analytical test results have significantly impacted e-service quality and social shopping intention. This study formulates an integrated model combining several theories of the related field, which was tested using an SEM approach.

The outcomes revealed several different aspects, including perceived utility, perceived simplicity of use, assurance, information quality, reliability, personalization, and reaction speed influence social shopping. Additionally, the link between social purchase intention and qualitative attributes of e-services is influenced by the perceived utility as well as the ease of use of the service. To encourage social shopping and stay up with global trends, the government ought to make the construction of infrastructure a priority and enact legislation that will assist the new technology market in flourishing, particularly in nations that are still in the process of growing and are economically disadvantaged. In the long run, this will benefit the country. Virtual executives, physical and digital service providers, and retailers seeking to provide premium e-services may find value in the study results.

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Appendix 1 Measurement Items

Constructs	Items	Sources
Assurance	ASS1. I feel secure about the mobile payment systems of online social shopping sites. ASS2. I feel secure when providing private information to online social shopping sites. ASS3. The behaviour of employees on online social shopping sites inspires trust and safety in customers. ASS4.I would find the online systems secure for conducting online transactions. ASS5. I can see faith in their commitments.	(Blut, 2016; Holloway and Beatty, 2008; Parasuraman, Zeithaml, and Berry, 1985; Parasuraman, Zeithaml, and Berry, 1988; Ribbink *et al.*, 2004)
Reliability	RE1. Social shopping sites provide reliable information about their products and services. RE2. Social shopping sites provide services at the promised time. RE3. Social shopping sites maintain accuracy in billing. RE4.Social shopping sites keep personal information secure.	(Parasuraman, Zeithaml, and Berry, 1988; Kim and Lee, 2002)
Information Quality	IQ1.The information on the social shopping site is pretty much enough to carry out my tasks**.** IQ2.The social shopping site sufficiently meets my information needs. IQ3.The information on the social shopping site is sufficient. IQ4.Social shopping sites use easy and simple words and phrases for better understanding.	(Blut, 2016; Holloway and Beatty, 2008)

Personalization	PER1.The online social shopping site provides me with information and products according to my preferences PER2.I feel that online social shopping sites have the same norms and values as mine. PER3.The online social shopping site provides a targeted email to customers.	(Parasuraman, Zeithaml, and Berry, 1988; Kim and Lee, 2002)
Response time	RT1.It is easy to reach contact with online social shopping sites. RT2.The social shopping site gives a quick reply to queries. RT3. Online social shopping sites quickly respond to phone calls. RT4. Online social shopping sites do quick order execution.	(Blut, 2016; Holloway and Beatty, 2008)
Perceived Usefulness	PU1: I think social shopping sites are useful for shopping tasks. PU2: social shopping sites allow me to accomplish tasks more quickly. PU3: social shopping sites increase my productivity in accomplishing shopping tasks. PU4: I get better deals if I use social shopping sites.	(Rahi *et al.*, 2019)
Perceived Ease of Use	PEU1: I think interaction with social shopping sites is clear and understandable. PEU2: I think it is easy for me to buy goods and services using this platform. PEU3: I think social shopping sites are easy to use PEU4: I think learning to make a transaction on this platform is easy.	(Rahi *et al.*, 2019)
Shopping Intention	IU1: I intend to repurchase products using this platform. IU2: I predict I will continue using this platform in the future. IU3: I plan to continue using this platform in the future.	(Rahi *et al.*, 2019)