

The Research on Influence of Social Commerce Characteristic for Consumer Purchasing Intention

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Abstract

Social business is a combination of e-commerce and social media, which is developing rapidly. The rise of real-time video interaction platform, to provide new channels for enterprises. China's e-commerce transactions reached 43.83 trillion yuan, up 3.5%, and the popularity of social commerce changed consumers' purchasing behavior. It is important to study the influence of social business characteristics on consumers' purchase intention. Existing studies are scattered, mainly focus on social factors, and need to be further explored.

Based on the S-O-R framework and media richness theory, this study constructs a model of consumer purchase intention and explores the key drivers, intermediary influencing factors and influence paths. First, the relevant literature is combed, the connotation of social business is defined, the process is expounded, and the characteristics and process factors are summarized. Media richness, social network theory and relationship were determined. Study the media richness characteristics of social business platforms (feedback immediacy, clue diversity, language richness),

The empirical results show that the media richness characteristic significantly affects the consumers' purchase intention; the consumer trust plays a partial mediating role between the media richness characteristic and the purchase intention; the media richness characteristic influences the formation of merchant relationship through consumer trust. Opinion leader characteristics positively regulate the influence of feedback immediacy and cue diversity on trust, but not obvious regulation on the influence of language richness and trust. The results of this study extend the theoretical research of social business, enrich the factors of consumer purchase intention, provide a theoretical framework for subsequent research, and provide strategies and suggestions for social business participants.

Keywords: Social commerce; Media richness; Relationship; Trust; Consumer purchase intention

Introduction

The construction of digital cities in China is accelerating, and social commerce is developing rapidly. Social commerce platforms are growing at a phenomenal rate, with middle-income groups being an important base of spending, and millennial students being the primary online consumer group. Thomas (2019) The driving force for the development of social commerce lies in the construction of platforms with diversified, personalized, and differentiated ecosystems, as well as the social platform usage habits perceived by users. Therefore, in-depth exploration of the characteristics of social commerce and consumer behavior is of great significance for enterprises to enhance their competitiveness.

With the development of the Internet, online shopping has become an important shopping channel for Chinese consumers. By December 2022, the number of Internet users in China has reached 1.067 billion, and the Internet penetration rate has reached 75.6%. The Internet and mobile applications have become one of the main sources of information and data collection, communication and entertainment, and social media, as a medium of information dissemination, provides more platforms for consumers to express their opinions and suggestions. China E-commerce Report (2022) points out that China's e-commerce transaction volume is 43.83 trillion yuan, a year-on-year growth of 3.5%; Online retail sales reached 13.79 trillion yuan, up by 4.0% year-on-year; Online retail sales of physical goods reached 11.96 trillion yuan, up by 6.2% year-on-year; Online retail sales in rural areas reached 2.17 trillion yuan, up 3.6 percent year-on-year. The online retail sales of agricultural products reached 5313.82 trillion yuan, up 9.2% year on year; Cross-border e-commerce imports and exports totaled 2.11 trillion yuan, up 9.8% year on year.

Hajli (2021) points out that the biggest change brought by technological progress to e-commerce is the empowerment of consumers, who become active content creators, share product and service information and shopping experience, obtain product information shared by other consumers through social networks and interactions, support purchase decisions, and enhance social presence. Social commerce builds a supportive and friendly online environment where social media and websites are important sources for consumers to get information from interactions, reviews, recommendations, social advertising and recommendations. Cheng et al (2017) Social commerce provides consumers with interactive platforms, opportunities to contact sellers, share views and make accurate shopping decisions, and creates a more reliable and interactive online business environment. One of the core objectives of the company is to motivate consumers to make purchase decisions and explore valuable business opportunities through social relationships on the social commerce platform.

With the popularity of social media today, social business has gradually become an important business model. Consumers' purchase intention on social business platforms is influenced by many factors, among which social interaction, social promotion and advertising, users' trust in influencers, personalized recommendation, user evaluation and feedback are the focus of research. However, these studies are relatively scattered and lack of in-depth exploration of the specific behavioral mechanisms.

The social commerce platform provides a channel for merchants to interact closely with consumers. Businesses can release product information, dynamic sharing, rewards and other activities through social business platforms to attract consumers' attention and establish close ties. Zhou Ying et al. (2021) shows that these interactive activities can improve the loyalty and

satisfaction of product users, and then have a positive impact on users, promote users' social sharing, and enhance consumers' purchase intention.

However, there is still too much uncertainty about the factors influencing the relationship perception and purchase intention. Currently, most researchers focus on Western markets such as technology acceptance models, website design, shopping frequency, and user acceptance. However, there is still relatively little research on the social commerce market in China. Previously, the research conducted by pointed out that the characteristics of social commerce mainly include four main factors: technology, person, information, and business. The factors of technical characteristics run through the whole process of purchasing behavior.

Social commerce is characterized using social media innovation technology, the sharing of shopping experience through opinion leaders, and the provision of social recommendations, which has a significant impact on consumers' purchasing decisions. Liu (2017). From the perspective of consumer perception, this paper studies how the media technology characteristics of social commerce platforms affect consumers' purchase intention, and how the trust relationship between consumers and merchants affects the construction of social networks and consumers' purchase intention. At the same time, the generation mechanism and key influencing factors of purchase intention in social commerce are discussed to provide theoretical reference for consumers, merchants, and managers of social platforms.

Research Purpose

This paper proposes a comprehensive model of the influence factors of the characteristics of social commerce on consumers' purchase intention. The main research objectives are reflected in the following four aspects:

(1) This paper aims to identify the key factors that affect consumers' purchase intention in social commerce, especially how the characteristics of media technology affect consumers' trust in merchants and purchase intention.

(2) Consumers' purchase intention in social commerce is affected by psychological experience perception, including emotional trust and cognitive trust.

(3) From the perspective of social networks, this paper aims to explore the impact of consumer attitudes on the formation of social network relationships between buyers and sellers, and the impact of technical features and their combined effects on purchase intention in social commerce.

This paper will explore the above issues through theoretical analysis and empirical test and provide targeted marketing strategies and management suggestions for social commerce platforms.

Literature Review

Conceptual definition

1 Social Commerce

Lin Jiabao (2017: 52-63) Social commerce is an e-commerce model assisted by social media to achieve commodity sales through user interaction. It involves computer science, sociology, psychology, communication, and marketing. Social commerce not only includes merchant trust in traditional e-commerce, but also introduces social trust. Su et al (2021) features technology, people, information and business elements, and uses consumers' social network support to enhance trust and stimulate purchase and recommendation. Live streaming is widely used in social commerce to help buy and sell products and services through user-generated content. The social commerce studied in this paper refers to a kind of commercial activity that utilizes the media of social commerce platform and embedded real-time video interaction to enable consumers and merchants to complete social exchange, generate purchase intention, and further complete the transaction, payment, service, and other processes of purchasing goods.

2. Willingness to buy

Wang et al (2021) Purchase intention is a manifestation of consumers' behavioral intention, which can be used as a basis to judge whether consumers are willing to buy products. The psychological factors of consumers can affect the purchase intention when stimulated by the external environment. Liu & Zhang (2021) Purchase intention can prompt consumers to take purchase actions and is an important judgment index for consumers to make consumption behaviors. The purchasing behavior of consumers for a certain product is driven by the purchase intention. Yang (2021) In the context of social commerce, consumers communicate with merchants or users through media, thereby generating trust and influencing their purchase intention. As an information source, opinion leaders can lead consumers to change their purchase intention. In this paper, it is feasible to use purchase intention to study consumers' purchase behavior in the context of social commerce, aiming to predict the possible influence of social commerce characteristics on consumers' purchase behavior through purchase intention.

Step 3 Trust

The study of trust originated in the 1820s and was proposed by German sociologist Simmel. Handarkho (2020: 369-386), which has been extensively studied in various fields, defines trust as the rational expectation of a trusting party on the possibility and reliability of a trusted party to perform a specific action. In the field of e-commerce, trust influences individual behavior and improves purchasing efficiency. Trust is divided into cognitive trust and emotional trust, which jointly determine consumer trust.

Step 4: Relationships

The relationship in social commerce refers to the fast and convenient relationship created by consumers and merchants online, which is based on social networks and has the characteristics of mutual understanding, mutual benefit, and harmonious relationship (Zhang et al. 2020: 627-642.). Through online interaction and interpersonal communication, consumers and merchants can form trust and consensus in a short time (Ullah et al. 2018), reduce transaction risks and uncertainties, and improve shopping willingness (Sun,2020). The establishment of this relationship mainly depends on the characteristics of social support

provided by merchants, interaction and social presence, perceived service quality, and consumers' trust and attitude change towards merchants.

5. Opinion leaders

Opinion leaders have professional knowledge and the right to speak on products in specific fields on social commerce platforms (Ye & Liu (2021: 21-40.)), which can provide reference for consumers' purchasing behaviors, influence and be trusted by others in the group. Chen & Yao (2018) Merchants use opinion leaders to improve the return on investment of social e-commerce, and e-commerce managers attach importance to the role of opinion leaders in promoting business performance. The characteristics of Amal (2020: 262-297.) opinion leaders include high involvement and familiarity with products, risk of trying new products, and public charisma. The field of marketing finds that opinion leaders can enhance the close relationship between products and consumers.

Conceptual framework

In the social network environment, users can discover more unexpected discoveries in social business through rich social interaction. Social business not only provides merchants with the opportunity to open a new chapter of consumers' shopping, but also helps consumers and merchants to establish social network relations, thus forming a complete closed loop of consumers' purchasing decision-making process. Therefore, the influence of social business characteristics on consumers' purchase intention has become a hot topic. Based on the review of domestic and foreign literature, the theoretical model of this study will be constructed, and the relationship between these characteristics and their influence on consumers' purchase intention can be verified and perfected through subsequent empirical studies. This will help us to better understand the consumer behavior and decision-making process in social business and provide more targeted marketing strategies for merchants.

Research Method

Literature analysis: Review the literature on social commerce and purchase intention, find research gaps and defects, and propose research questions and objectives. Use academic websites to search top management journals and literature in related fields, accumulate research results, sort out key concepts, and establish research logic. Based on media richness theory, trust theory, relationship theory, etc.

Questionnaire survey method: Design the scale with reference to Chinese and Western scholars maturity scale, conduct small sample pre-survey, test reliability and validity, and adjust the questionnaire to form a formal questionnaire scale. Questionnaires were collected in the form of on-site distribution or electronic questionnaires, and different people were invited to fill out the questionnaires to ensure authenticity and validity.

Empirical analysis: The subjective data of actual users were used to measure various variables in the model, and software such as Amos and SPSS were used to test the reliability and validity of the measurement model and the path coefficient of the structural model, so as to obtain the influencing factors and internal mechanisms of the characteristics of social commerce platforms on consumers' purchase intention, including mediating effects and moderating effects.

Research Hypothesis

1. The effect of social commerce characteristics on purchase intention

In addition to the characteristics of socialization, social commerce also has its own technical characteristics. Dankwa (2021) The main cornerstone of social commerce is the extensive, two-way communication and synchronous interaction generated by users in a certain social network. Ou et al. (2014) The interaction between consumers and merchants mainly simulates the traditional interactive face-to-face communication through computer-mediated communication (CMC) technology. Therefore, to explore the consumer decision-making behavior in the social business environment, we should not only consider its social characteristics, but also consider the influence brought by the media technology characteristics of the platform.

Different categories of social media have different media richness, so they have different emphasis or differences in content, expression, and information quality (Hossain et al., 2021). Therefore, different media richness of social commerce platforms will bring different user experiences to users (Susana & Martins., 2021). For the social commerce embedded with real-time video interaction, whether its platform has obvious media richness characteristics mainly includes: the ability to give rapid feedback, the ability to present information through multiple channels, the ability to accurately express the connotation of information, and the attitude toward the sense of information richness provided by opinion leaders.

Based on the media richness theory, the media characteristics of social commerce platforms can be considered from the following aspects: immediacy of feedback, diversity of clues and richness of language. These three aspects of media richness measurement form the media characteristics of the social commerce platform and influence the willingness of consumers to use the platform.

Based on this, the following hypothesis is proposed:

H1: The immediacy of feedback positively affects consumers' purchase intention.

H2: Clues diversity positively influences consumers' purchase intention.

H3: Language richness positively influences consumers' purchase intention.

2. Mediating effect of Trust

Before making a purchase decision, consumers will be stimulated by the S-O-R theory and decide their purchase intention with confidence. Muhammad et al (2021) believes that trust plays an intermediary role in the relationship between customer perceived value and brand affection. The study of S u et al (2021) shows that trust plays an intermediary role in the perceived risk-purchase intention model in wechat shopping environment. The media features of social commerce promote the interaction between consumers and merchants, the acquisition of product information and emotional communication, and the acquisition of cognitive trust. When consumers think that social commerce platform is useful, they will have emotional trust and purchase intention. Many factors can indirectly or directly influence consumers' willingness to buy by influencing trust. This paper argues that trust plays an intermediary role between the media characteristics of social commerce platforms and consumers' purchase intention.

H4: Trust plays a positive mediating role between the media technology characteristics of the social commerce platform perceived by consumers and consumers' purchase intention.

H4a: Trust plays a positive mediating role between immediacy of feedback and consumers' purchase intention.

H4b: Trust plays a positive mediating role between Clues diversity and consumers' purchase intention.

H4c: Trust plays a positive mediating role between language richness and consumers' purchase intention.

3. The moderating effect of recommendation characteristics of opinion leaders

In online communication, the forces influencing others may change over time. Research shows that Wang et al (2019) central users have an impact on the duration of online communication network trends. Mohsin & Adalat (2018) Opinion leaders in the tourism community have many fans and a high number of posts and endorsements, which will have a great impact on community information dissemination and other activities. Chevalier (2006) The development of online question-and-answer community requires diversified users. Opinion leaders are the main force in content generation, with prominent behavioral influence and frequent knowledge sharing among leaders. With the expansion of Internet coverage, network opinion leaders appear and promote the transformation and development of network social platforms. Sweeney et al (2007) Consumers' cognition of products comes from professional knowledge and familiarity, and the recommendation features of opinion leaders are easy for consumers to recognize and perceive. Social capital includes structural capital, cognitive capital and relational capital, which Smith (2002) believes constitute social structure and promote information exchange. Kim (2013) In the social commerce platform, merchants' social capital mainly comes from the relationship between consumers and merchants, which affects consumers' trust and purchasing relationship. This paper selects three dimensions of opinion leaders' popularity, professionalism, and consumer emotional dependence to measure their recommendation characteristics. Opinion leaders have high visibility and strong professionalism, and consumers have strong emotional dependence on them, so they can get more trust and support from consumers.

Therefore, the following hypothesis is proposed:

H5: The recommendation characteristics of opinion leaders positively regulate the relationship between immediacy of feedback and consumers' trust.

H6: Recommendation characteristics of opinion leaders positively regulate the relationship between cue diversity and consumers' trust.

H7: Recommendation characteristics of opinion leaders positively regulate the relationship between linguistic richness and consumers' trust.

Based on the S-O-R model, this paper explores the influence of social commerce characteristics on consumers' purchase intention. The media technology features of the social commerce platform perceived by consumers provide stimulation, and the cognitive trust and emotional trust of consumers form the physical response. The rapid relationship with merchants and the final purchase intention perceived by consumers respectively reflects the response. The characteristics of media technology include timeliness of feedback, diversity of cues and richness of language. The study also explores the moderating effect of opinion leaders' recommendation characteristics on consumers' perceived media technology characteristics and trust of social commerce platforms.

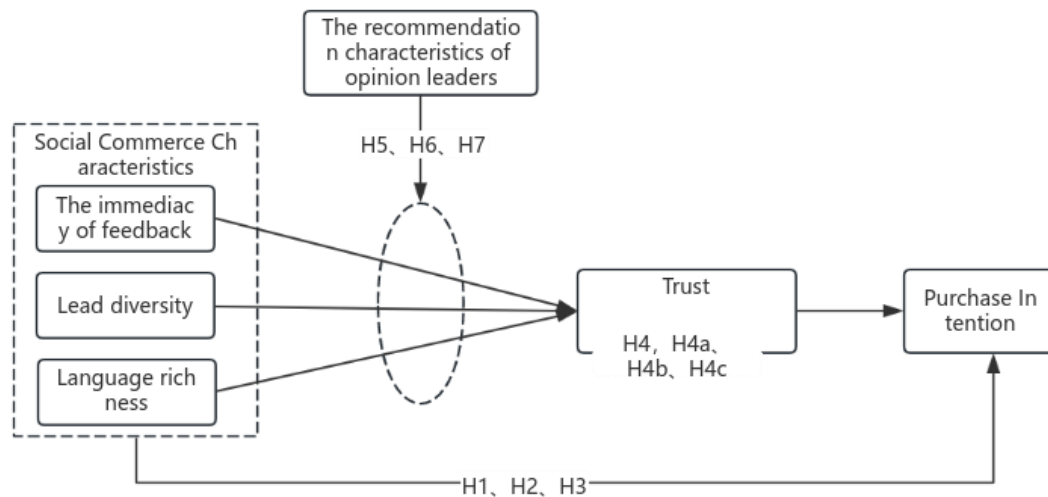


Figure 1 Research model

Research Design

1. Measuring tools

This paper collects data through questionnaire survey to test the research hypothesis. The questionnaire design includes three stages: preliminary design, pre-survey and final revision. The questionnaire consists of two parts. The first part is the measurement items of the research variables, which are measured by the seven-level Richter scale. The second part is the demographic characteristics of the interviewees. This paper involves 10 variables, each of which is composed of a certain number of measurement items. A total of 31 measurement items are designed. The scale design refers to the research literature of previous scholars.

In this article, we will use the sophisticated and unique Likert 7 scale to investigate and measure all variables in depth. We take an integrated quantitative and qualitative approach to examine the full spectrum of media richness. In doing so, we focus on three key aspects: immediacy of feedback, diversity of cues, and richness of language.

For these three core dimensions, we will refer to the pioneering work of Vickery (2004) and Liu (2009), whose measurement items have high academic value and practical significance. However, these questions will be appropriately revised considering the unique context of the current study to ensure their adaptability and accuracy. The revised questionnaire will contain nine items, three for each area.

In addition, we cited the Trust scale developed by Gong (2016) to assess the reliability estimates of subjects' statements of behavior and commitment to others. The scale has high reliability and validity, covering two key dimensions of cognitive trust and emotional trust, each dimension contains 3 items. These items are designed to capture the subjects' feelings of trust and judgments in specific situations.

In discussing the importance of relationships, we refer to the work of Ou et al. (2014: 209-230), whose measurement of relationships provides a measure of practical significance. According to the actual situation of this paper, we will make appropriate deletion and adjustment to some items to keep their close relevance to this paper. After streamlining and optimizing, we will retain 10 questions that accurately capture subjects' feelings and perceptions of mutual understanding, mutual benefit, and relationship harmony.

When evaluating the recommendation characteristics of opinion leaders, we will mainly use the measures proposed by Gilly et al. (1998: 83-100.). Their measurement of opinion leader traits is highly innovative and practical. We will make a comprehensive synthesis and deletion of the items to meet the needs of this paper. After careful selection and adaptation, we will use 3 question items to effectively measure the subjects' cognition and evaluation of the opinion leader recommendation characteristics.

As for the measurement of purchase intention, we will learn from the research results of Hong and Cha (2013). Their research method has high reliability and provides an effective tool for the measurement of purchase intention.

To ensure the rigor and comprehensiveness of the study, we will control for several variables that may affect the results of the study. These control variables will include gender, age, education level and monthly income. These factors have been verified by previous studies and are considered to have a significant impact on the results of the study.

2. Study the sample

Before the formal questionnaire was issued, a preliminary survey was conducted, mainly among colleagues and friends who use social platforms. The concept of opinion leaders was defined in the questionnaire, and the effective questionnaire recovery rate was 91.3%. Women are more willing to buy on social commerce platforms, with many respondents having a bachelor's degree or above. The monthly income of the sample is concentrated in urban wage earners. The questionnaire was set up with anonymous filling function, and a small-scale pre-survey was conducted to test the rationality of the expression of the questionnaire items and the reliability and validity of the questionnaire.

Through the questionnaire survey on the users of social platforms, such as Xiaohongshu, TikTok, Weibo and other platforms, the research information on the use behavior of social business users is collected. According to the general law of empirical research, the research process of the questionnaire stage is designed, including four steps: measurement design, initial questionnaire formation, pre-test and large-scale distribution of formal questionnaire. Based on the theoretical model and research hypothesis, combined with previous research results and literature data, the measured variables in the questionnaire were defined and designed. Through small-scale interview, the measurement expression and semantics were modified and adjusted to form an initial questionnaire. Small-scale prediction of the initial questionnaire, project analysis, validity analysis and reliability analysis of the prediction data, and the final formal questionnaire was formed. According to the requirements of the research environment of the structural equation model, the sample object and scale were determined, and the appropriate questionnaire distribution form was selected to provide the data basis for the subsequent model verification. The research objects of this paper are universities, enterprises, software developers, students, businessmen and other groups, which are representative in the middle-income group. The research areas are Shenzhen, Henan, Beijing, Shandong, and Shanghai, where middle-income groups are concentrated, digital cities

develop rapidly, and social commerce platforms are widely used. By issuing questionnaires, the research investigated the social commerce platforms used by consumers and their understanding of opinion leaders. In this paper, a total of 837 questionnaires were sent out, 745 were recovered with a recovery rate of 89%, and 620 were valid, accounting for 74.1% of the recovered questionnaires. Among the 620 valid samples, the proportion of men and women is 35.8% and 64.2%, and the age is between 18 and 40 years old, among which the number of people aged 18 to 25 is the largest, the proportion of bachelor's degree or above is the largest, the monthly income is 5,000, and the number of people above and below the middle income is basically balanced. The most used social platform is Douyin, accounting for 73.7%. Most of the respondents are 20-30 years old, most of them have bachelor's degree or above, most of them work in vocational students, public institutions, private enterprises and other units, and the sample distribution of monthly income is more balanced. In general, the research objects selected in this paper can basically represent the user groups of social commerce platforms.

Research Result

empirical analysis

1. Reliability and validity analysis

.0ผิดพลาด! ไม่พบแหล่งอ้างอิง In this paper, SPSS 25 was used to calculate the Cronbach's α value of the variable, and the calculation results were shown in Table 5-6. It can be seen from the table that all Cronbach's α coefficients are above 0.8, CR values are greater than 0.7, and factor load coefficients are greater than 0.7, indicating that the model has good reliability. Validity analysis assesses the consistency of measurement items and constructs. The smaller the value, the better the validity. Structural validity determines the degree of fit between the data and the theoretical model, including aggregate validity, discrimination validity and fit index. The aggregation validity should meet the factor load >0.7 , combination reliability >0.7 , AVE >0.5 . The discriminative validity adopts diagonal matrix analysis, the diagonal value is larger than the lower value, and the variable can explain the variable better. The fit index includes the Chi-square degree of freedom ratio (χ^2/df), relative fit index (CFI), Tuck-Lewis's index (TLI), increasing fit index (IFI), root mean square error (RMSEA), and meeting the criteria indicate good structural validity. In this paper, AMOS was used for confirmatory factor analysis, and the model fit index was excellent ($\chi^2/df=1.324$, CFI=0.985, RMSEA=0.023, TLI=0.982, IFI=0.98). Structure validity consists of fit index and aggregation validity, which tests factor load, combination reliability and AVE value of each dimension. Confirmatory factor analysis tested the aggregate validity, and the results showed that the factor load of all items was greater than 0.7, the combined reliability CR was greater than 0.8, and the AVE was greater than 0.5, indicating that the aggregate validity of the measurement scale was good. At the same time, the AVE square root of all constructs is greater than the correlation coefficient with other constructs, indicating that the model has good discriminative validity. Therefore, the scale designed in this paper has better reliability and validity, which can be further studied.

2. Correlation analysis

Table 1 Uses correlation analysis to study the correlation between feedback immediacy, cue diversity, language richness, trust, relationship, and purchase intention, and uses Pearson correlation coefficient to represent the strength of the correlation. The results are as follows: The immediacy of feedback, the diversity of cues and the richness of language are significantly

positively correlated with the purchase intention, and the correlation coefficients are 0.416, 0.600 and 0.514, respectively. There is a significant positive correlation between trust, relationship and purchase intention, and the correlation coefficients are 0.371 and 0.337, respectively. It can be seen from the table that independent variables at each level are significantly correlated with improvisation behavior at the 0.01 level, which is basically in line with the above hypothesis. The preliminary judgment shows that there is a certain internal relationship between each variable, which is also in line with the above theoretical hypothesis. Further regression analysis can be performed for further verification.

Table 1 Correlation coefficient matrix

	FB	CM	LL	CA	GX	KL	BU
FB	1						
CM	0.350**	1					
LL	0.262 *	0.426 *	1				
CA	0.243 *	0.288 *	0.262 *	1			
GX	0.179 *	0.260 *	0.198 *	0.123 **	1		
KL	0.186**	0.277**	0.124**	0.117**	0.439 *	1	
BU	0.416 *	0.600 *	0.514 *	0.371 **	0.337 *	0.338 *	1

* p<0.05 ** p<0.01

Note: CA stands for trust, GX stands for relationship

Hypothesis testing

1. Main effect test

Table 2 Path coefficient index of structural equation

path	Standard path coefficient	Non-standard path coefficient	S.E.	C.R.	P
Feedback is instant to trust	0.193	0.158	0.053	2.95	0.003
Cue diversity to trust	0.294	0.221	0.058	3.82	***
Language richness and trust	0.211	0.159	0.052	3.03	0.002
Trust the purchase intention	0.188	0.302	0.102	2.97	0.003
Feedback on the instant purchase intention	0.137	0.18	0.054	3.34	***

Cue diversity to purchase intention	0.395	0.477	0.062	7.75 6	***
Language richness of the purchase intention	0.239	0.29	0.054	5.40 8	***

From the correlation analysis, some variables had high correlation coefficients, so we performed the multicollinearity test. Each independent variable was tested for multicollinearity using improvisation as the dependent variable. The variance expansion coefficient VIF of each variable was less than 3. The criterion for judging this value is less than 5. This indicates that the choice of modular data analysis method has an impact on the reliability of the study results. The Structural equation model (SEM) combines factor analysis and path analysis to test the relationship between dominant variables, latent variables, interference, or error variables. Model analysis needs to meet the normal distribution and the linear relationship. This paper uses SEM to analyze questionnaire data to verify the hypothesis and determine the reliability of measurement indicators such as factor load coefficient and path coefficient. In the structural model test results, R2 for trust was 0.305, R2 for relationship was 0.109, and R2 for purchase intention was 0.647. Therefore, feedback immediacy, cue diversity, and language richness explained 30.5% for trust and 10.9% for trust, and these variables plus trust and relationship buying intention explained 64.7%, as shown in Table 2.

According to the data in the table, the path coefficients of feedback immediacy, cue diversity, language richness and consumer purchase intention are 0.137 ($P < 0.05$), 0.395 ($P < 0.05$) and 0.239 ($P < 0.05$), respectively. It shows that the immediacy of feedback, the diversity of cues and the richness of language have positive effects on consumers' purchase intention, respectively. Hypothesis H1, H2 and H3 are valid respectively.

2. Intermediate effect test

ผิดพลาด! ไม่พบแหล่งอ้างอิง The conclusions drawn from Table 3 show that the immediacy of feedback, clue diversity and language richness all positively affect consumers' purchasing intention, that is, their main effect on purchase intention is established, with the premise of analyzing trust and relationship as intermediary. The analysis results in the table, in the mediation path "feedback instant trust purchase intention", the direct effect of trust is 0.137, indirect effect is 0.036, bootstrap confidence interval 0.009~0.109 (95% confidence interval), excluding 0, the mediation effect is significant, that is, the trust has a positive mediation effect between feedback instant and consumer purchase intention, assuming 4a. As can be seen from the table, the immediacy of feedback positively affects consumers' purchasing intention, so trust plays a partial intermediary role between the immediacy of feedback and consumers' purchasing intention. Table 3 for the same reason shows that in the mediation path "clue diversity and trust purchase intention", trust plays a partial intermediary role between clue diversity and consumer purchase intention, and in the mediation path "Language richness of trust purchase intention", trust plays a partial intermediary role between language richness and consumer purchase intention.

In conclusion, trust has a partial mediation effect between feedback immediacy, cue diversity, language richness, and purchase intention, so the hypothesis test H 4 and the three sub hypotheses all hold.

Table 3 Test of mediating effect

	Parameter	Estimate	Lower	Upper	P
Feedback instant trust purchase intention	direct effect	0.137	0.051	0.226	0.011
	indigo effect	0.011	0.004	0.026	0.005
	gross effect	0.148	0.063	0.238	0.007
Clue diversity trusts purchase intentions	direct effect	0.395	0.268	0.492	0.002
	indigo effect	0.016	0.005	0.039	0.005
	gross effect	0.412	0.281	0.507	0.002
Language richness of trust purchase intention	direct effect	0.239	0.14	0.328	0.003
	indigo effect	0.012	0.004	0.029	0.005
	Total effect	0.251	0.15	0.338	0.002

3. Regulation effect test

In this paper uses SPSS 25 to test the regulatory role of the recommended characteristics of opinion leaders on the characteristics of media technology, so as to verify the hypothetical relationship. Firstly, the data of the respective variables and regulatory variables are centralized to reduce potential multicollinearity problems (Aiken & West, 1991), and calculate their interaction terms: feedback immediacy * opinion leader recommendation characteristics, diversity of opinion leaders, language richness, and then the hierarchical regression method is used to test the regulatory relationship mentioned above. See Table 4.

ผิดพลาด! ไม่ใช่การอ้างอิงถึงตัวนักมาร์กเองที่ถูกต้อง From table 4, regulating effect is divided into three models, model 1 includes independent variable feedback immediacy, and gender, age, education, monthly income four control variables, model 2 since model 1 to adjust the recommended characteristics of opinion leaders, model 3 on the basis of model 2 add interaction (feedback immediacy * opinion leaders recommended features).

Table 4 Analysis of adjustment effect

	model 1	model 2	model 3	model 4	model 5	model 6	model 7	Model 8	Model 9
constant	4.823** (15.428)	4.813** (15.424)	4.763** (15.428)	4.657** (15.064)	4.658** (15.066)	4.618** (14.955)	4.735** (15.220)	4.728** (15.242)	4.736** (15.281)
sex	-0.099 (-1.029)	0.097 (-1.015)	-0.088 (-0.926)	-0.089 (-0.941)	-0.089 (-0.936)	-0.081 (-0.860)	-0.085 (-0.890)	-0.084 (-0.879)	-0.093 (-0.970)
age	0.014 (0.316)	0.016 (0.374)	0.017 (0.398)	0.044 (1.012)	0.044 (1.018)	0.045 (1.037)	0.032 (0.727)	0.034 (0.776)	0.039 (0.896)
educational status	0.085 (1.107)	0.085 (1.120)	0.079 (1.051)	0.102 (1.354)	0.102 (1.352)	0.097 (1.282)	0.095 (1.252)	0.095 (1.258)	0.094 (1.242)
monthly income	-0.036 (1.079)	-0.037 (-1.112)	-0.031 (0.914)	-0.035 (-1.038)	-0.035 (-1.059)	-0.031 (-0.918)	-0.044 (-1.320)	-0.045 (-1.343)	-0.051 (-1.503)
Feedback immediacy	0.208** (6.154)	0.196* (5.710)	0.204** (5.989)						

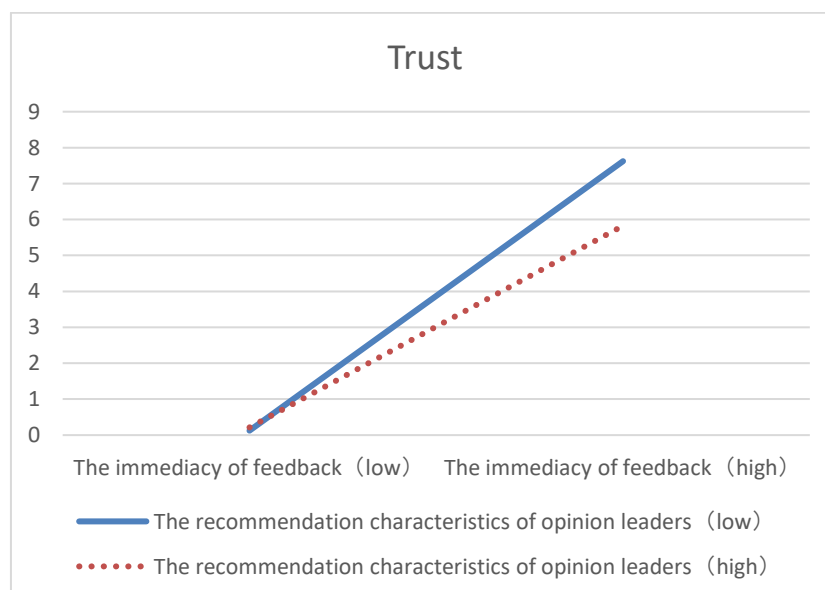
	model 1	model 2	model 3	model 4	model 5	model 6	model 7	Model 8	Model 9
Clues diversity				0.243** (7.424)	0.233** (6.857)	0.231** (6.817)			
Language richness							0.214** (6.697)	0.205** (6.397)	0.201** (6.274)
Opinion leader recommendation characteristics		0.062 (1.864)	0.088 * * (2.604)		0.034 (0.999)	0.053 (1.512)		0.072* (2.193)	0.075* (2.276)
Feedback immediacy * Opinion Leader Recommended features Cue diversity * Opinion leader.			0.090** (3.909)			0.054 * (2.123)			
Recommended features Language richness * Opinion leader									0.036 (1.498)
Recommended features sample capacity	620	620	620	620	620	620	620	620	620
R ²	0.063	0.069	0.091	0.087	0.089	0.096	0.073	0.080	0.084
adjust R ²	0.056	0.060	0.081	0.080	0.080	0.085	0.066	0.071	0.073
F price	F (5,614) =8.304 p=0.000	F (6,613) =7.527 p=0.000	F (7,612) =8.785 p=0.000	F (5,614) =11.772 p=0.000	F (6,613) =9.977 p=0.000	F (7,612) =9.244 p=0.000	F (5,614) =9.707 p=0.000	F (6,613) =8.941 p=0.000	F (7,612) =8.000 p=0.000
ΔR ²	0.063	0.005	0.023	0.087	0.001	0.007	0.073	0.007	0.003
ΔF□	F (5,614) =8.304 p=0.000	F (1,613) =3.473 p=0.063	F (1,612) =15.283 p=0.000	F (5,614) =11.772 p=0.000	F (1,613) =0.999 p=0.318	F (1,612) =4.508 p=0.034	F (5,614) =9.707 p=0.000	F (1,613) =4.810 p=0.029	F (1,612) =2.244 p=0.135

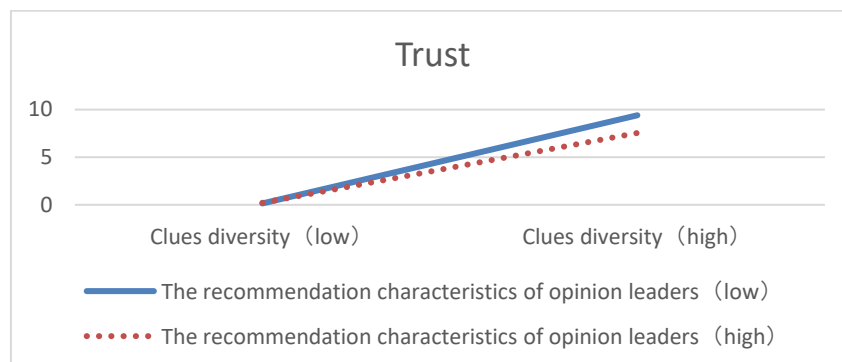
Dependent variable: Trust

Note: * p <0.05 * * p <0.01 t is in parentheses

For model 1, the purpose is to study the influence of feedback immediacy on the trust of dependent variables when the interference of regulatory variables is not considered. As can be seen from the table, feedback immediacy is significant ($t=6.154$, $p=0.000 < 0.05$), and the effect value of this main effect is 0.208, which means that feedback immediacy has a significant positive impact on trust. For Model 3, the interaction terms between the feedback immediacy and the opinion leader recommendation feature were significant ($t=3.909$, $p=0.000 < 0.05$). It means that when the immediacy of feedback has an influence on trust, the influence amplitude of the recommendation characteristics of the opinion leader of the regulation variable is significantly different at different levels. The effect value is 0.090, greater than 0, indicating that the regulation is positive regulation, that is, the recommendation characteristics of the opinion leader positively regulate the trust of consumers, and hypothesis 5 is true. Similarly, for model 6, the interaction term of cue diversity and the recommended feature of the opinion leader was significant ($t=2.123$, $p=0.034 < 0.05$). It means that when the influence of cue diversity on trust, the influence amplitude of opinion leader recommendation feature is significantly different at different levels. The effect value is 0.054, which is greater than 0, indicating that the regulation is positive regulation, that is, the opinion leader recommendation feature positively regulates the influence of cue diversity on trust, assuming H6 is established. For model 9, the interaction terms between language richness and opinion leader recommendation features were not significant ($t=1.498$, $p=0.135 > 0.05$), and from model 1, language richness will affect consumer trust, meaning that when language richness affects the trust, the adjustment variables are consistent at different levels, that is, the recommended characteristics of opinion leaders do not have a regulatory effect between language richness and trust, that is, assuming H9 is not valid.05), and from model 1, language richness will affect consumer trust, meaning that when language richness affects the trust, the adjustment variables are consistent at different levels, that is, the recommended characteristics of opinion leaders do not have a regulatory effect between language richness and trust, that is, assuming H9 is not valid. Details can be viewed in the following simple slope diagram.

Figure 2 High and low plots of regulatory effects





As can be seen from FIG. 2, the straight line in the first graph shows an upward trend, so the main effect of immediacy of feedback on trust is positive. Moreover, when the recommendation features of opinion leaders are obvious, the slope of the straight line is larger than that of the dashed line when the recommendation features of opinion leaders are not obvious, so the effect is higher when the recommendation features of opinion leaders are obvious. The recommendation characteristics of opinion leaders positively moderates the influence of immediacy of feedback on trust. Similarly, the straight line in the second picture for the upward trend, so clues diversity to the main effect of trust is positive, and opinion leaders recommend the feature is obvious, the slope of the line is greater than the dashed slope of the opinion leaders, so visible, opinion leaders recommend features more obvious effect is higher, therefore, opinion leaders recommend features positive adjust the influence of clues diversity to trust.

Conclusion and Discussion

The results show that the characteristics of media richness (feedback immediacy, cue diversity, language richness) have a direct impact on consumers' purchase intention, especially the cue diversity. This shows that diversified information presentation channels can better display product information, help consumers recognize products and reduce purchasing uncertainty, thus promoting purchasing behavior. In addition, the media richness characteristics of social commerce positively influence the purchase intention through consumer trust and rapid relationships.

This study also explored the influence of opinion leaders' characteristics on the relationship between media richness and trust, and found that opinion leaders had positive regulatory roles in the path that feedback immediacy and cue diversity influence trust. However, the regulation of influence between language richness and trust was not significant.

The research results have guiding value for managers of social business platforms, and help them to reasonably manage and develop social business platforms, maximize the value of social commerce, and enhance consumer loyalty and willingness to buy back.

Based on the theory of media richness and social network theory, this paper studies the key factors of purchasing intention of social business platform users. The main conclusions are summarized as follows:

1. The three dimensions of media technology characteristics (feedback timeliness, clue diversity and language richness) have a significant impact on the purchase intention.
2. As an intermediary, cognitive trust and emotional trust are influenced by the timeliness of feedback, cue diversity, and language richness.
3. The constructs of the relationship include mutual understanding, mutual benefit, and harmonious relationship, which have a direct impact on the purchase intention. At the same time, trust and relationship play an intermediary role between the characteristics of media technology and the purchase intention.
4. The recommendation characteristics of opinion leaders have a positive regulatory effect on feedback timeliness, cognitive trust, and emotional trust, but they have no significant effect on the adjustment between cue diversity, cognitive trust and emotional trust, and have a certain regulatory effect on language richness and emotional trust.

Summary and Recommendations

The results of this research have important guiding significance for the improvement of social platforms, mainly manifested in the following four aspects.

First, optimizing the platform media technology can enhance the competitiveness of the platform. With the continuous development of technology, social platforms need to constantly update and upgrade their technology architectures to provide more stable, fast and efficient services. This can not only attract more users, but also improve user loyalty and satisfaction.

Secondly, strengthening the supervision and management of information resources can improve the quality of information and reliable sources. On social platforms, the quality and authenticity of information directly affect the user experience and trust. Therefore, the platform needs to strictly review and manage the published information to ensure the authenticity and reliability of the information. At the same time, the platform also needs to establish an effective reporting mechanism to timely deal with false information and bad content.

Third, strengthening the interaction with users can improve the user experience. The core value of social platforms is to provide users with opportunities to interact and communicate. Therefore, the platform needs to continuously optimize the user interface and interaction design to improve the comfort and convenience of the user experience. At the same time, the platform also needs to actively carry out online activities and interactive games to increase user engagement and engagement.

Fourth, encouraging users to participate in content creation and dissemination can promote the construction of social content. Content on social business platforms is one of the most important factors in attracting users. Therefore, the platform needs to encourage users to actively participate in the creation and dissemination of content, providing a variety of content forms and themes. At the same time, the platform also needs to establish effective incentive mechanisms to reward the creators and communicators of quality content.

In addition to the above four aspects, this study also finds that merchants can select matching opinion leaders according to the characteristics of the platform and implement personalized marketing strategies. This can not only improve the marketing effect, but also increase the trust and goodwill of users. At the same time, operators need to pay attention to user needs and provide customized products and services to improve user engagement and satisfaction.

In terms of content publishing on social platforms, platforms and merchants need to have a deep understanding of the preferences, interests and needs of the target audience to produce targeted content. This requires an in-depth study of audience psychology and behavioral characteristics, an understanding of market trends and user feedback. The published content should focus on the quality and value and focus on the audience needs and market trends to attract users and customers. At the same time, businesses need to develop clear marketing strategies, and continue to pay attention to market trends and user feedback, to adjust the strategy in time.

Furthermore, this study found that consumer trust and fast relationships are important factors influencing consumer purchasing decisions on social commerce platforms. This provides a new perspective and practical guidance for the research of relationship theory in social commerce. In social business, it is of great significance to establish and maintain good consumer trust and fast relationship to promote consumers' purchase intention and behavior. Therefore, it is of great significance to pay attention to the role of rapid relationship in social business and consolidate the development foundation to improve economic benefits.

In conclusion, the present research results have an important guiding significance for the improvement of social platforms. By optimizing the platform media technology, strengthening the supervision and management of information resources, strengthening the interaction with users, and encouraging users to participate in content creation and dissemination, the competitiveness, information quality and user experience of the platform can be improved. At the same time, merchants and operators also need to formulate corresponding marketing strategies and product and service strategies according to the characteristics of the platform and user needs, so as to increase user stickiness and improve economic benefits.

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