Managing enterprise social media to develop consumer trust

Hsiao-Ting Tseng
Department of Information Management, National Central University, Taoyuan, Taiwan
Mohana Shanmugam
Universiti Tenaga Nasional, Kajang, Malaysia
Pritheega Magalingam
Universiti Teknologi Malaysia, Kuala Lumpur, Malaysia
Shahriyar Shahbazi
Shahid Beheshti University, Tehran, Islamic Republic of Iran, and
Mauricio S. Featherman
Washington State University, Pullman, Washington, USA

Abstract

Purpose – This study examines the impact of social media information sharing and usage on consumer beliefs particularly in the credibility of the information provided by e-commerce vendors, and consumer trust formation.

Design/methodology/approach – Drawing on trust through social media usage and surface credibility, the authors have proposed a research model to investigate consumers satisfaction on food and beverage (F&B) products. Empirical support for the research model was provided by using structural equation modelling using survey data drawn from Malaysian consumers with an account with Facebook.

Findings – Results indicate that consumer participation in social media communities support higher levels of consumer trust and ratings of the surface credibility of information provided by an F&B vendor, and surface credibility also helped to develop consumer trust. Trust in the vendor also exerted a positive influence on consumer satisfaction with F&B product offerings. Results suggest that F&B that provide credible and transparent information regarding their branded products, enjoy increased levels of consumer trust, leading to higher levels of consumer satisfaction with their F&B consumption experience.

Originality/value – The result of this research contributes to social commerce branch of literature and has practical implications for practitioners in the F&B industry as a means to survival strategies to embrace critical and challenging period during an endemic, particularly. As such, this study analyses the relationship between social media usage, surface credibility, trust and satisfaction for developing consumer trust while managing enterprise social media.

Keywords Entrepreneurship, Electronic commerce, Satisfaction, Source credibility, Enterprise social media, Trust

Paper type Research paper

1. Introduction

The rapid advancements in e-commerce and enterprise social media usage for marketing and transaction have affected how entrepreneurs manage their daily business activities. Newer, easier to use enterprise social media (SM) applications enable entrepreneurs, and food and beverage (hereafter F&B) industry members to market their products and build branded communities with business partners and consumers. While free and easy to use social media applications and contactless delivery are changing daily food consumption patterns, other

factors that historically are shown to impede consumer engagement, such as a lack of pre-purchase trust and satisfaction with prior transactions, remain as barriers to business success.

Social media technologies create new commercial opportunities for businesses (Hajli, 2014; Hajli *et al.*, 2017a, b; Tajvidi *et al.*, 2017, 2018). F&B merchants can use social media to advertise, engage, and expand their target markets, and in general enable easy virtual transaction. Due to the ease of use and ubiquity of social media and smartphones in many regions, F&B merchants, brand managers and even start-up entrepreneurs can easily craft and implement marketing and engagement strategies. Recent advancements in e-commerce and social media have affected how entrepreneurs manage their daily business activities (Olanrewaju *et al.*, 2020) by removing many technological hurdles.

The F&B industry in Malaysia is recognised as a high-potential industry and one of the major contributors to Malaysia's economy (Mahidin, 2019). The F&B services recorded a gross output value of RM82.8 billion in 2017 as compared to RM66.4 billion in 2015, growing annually at a rate of 11.7% (Mahidin, 2019). Findings by Flanders Investment and Trade (FIT), an agency that assists Flanders-based companies in establishing trade relations with Malaysia, revealed that the revenue of Malaysia F&B industry in 2018, was amounted to €22.12 billion, and increasing at a rate of 7.6% annually (Flanders Investment and Trade, 2020). Dominated by the leading small and medium enterprises (SMEs), many foreign multinational corporations (MNCs) with manufacturing ventures are also renowned in the Malaysia F&B industry.

This can be reflected in Malaysia's diverse and wide range of products, from the local and international markets. The F&B industry key sectors can be labelled as livestock and livestock products, cocoa and cocoa products, fruits and vegetables, palm-oil based products and herbs and spices (Flanders Investment and Trade, 2020). With a high demand for F&B products for domestic consumption, Malaysia is heavily reliant on the imported raw materials such as rice, meat and seafood products, including dairy milk and wheat for new production and export. However, due to the vast number of similar products and players, it causes the F&B distribution market to be highly fragmented. Even so, the F&B services that are certified Halal by the Department of Islamic Development (JAKIM) provides a vital market potential, considering over 60% of the Malaysian population are Muslims (Flanders Investment and Trade, 2020).

Online purchasing, especially during the COVID-19 times, although set a new trend in the e-commerce industry, has certain drawbacks that need to be considered. It is noteworthy to mention that while Malaysian merchants have the opportunity to adopt digital transformation of marketplaces, many SMEs struggled with the new trend, that if overlooked, may affect the retailers' business performance, branding and engagement with business communities (Flanders Investment and Trade, 2020). In 2020, with the COVID-19 pandemic, the food and beverages industry was affected positively and negatively. While the food supply chain faced certain problems as Malaysia is heavily dependent on imports, the e-commerce industry observed significant growth as the number of people purchasing online accelerated (Flanders Investment and Trade, 2020).

Prior e-commerce research explores how businesses engage with consumers. The quality of the relationship amongst buyers and sellers is examined (Hajli, 2014; Kousheshi *et al.*, 2019; Riana and Halim, 2019), as well as customer reactions and engagement levels (Tümer *et al.*, 2019; Vafaei and Fekete-Farkas, 2017), and other aspects of customer loyalty (Jain *et al.*, 2018; Yadav and Rahman, 2018). The vendors' desire to develop an effective customer relationships on multiple e-commerce platforms has motivated an ongoing study of SM strategies and usages specifically designed to entice, transact with, and satisfy customers' needs. Past research also affirms that vendors must continually persuade customers with branded social media promotional content (Lin *et al.*, 2019a, b; Nadeem *et al.*, 2019, 2020a, b; Wang *et al.*, 2019).

This research therefore focuses on the influence of SM engagement on the credibility of vendor information and consumer trust formation. In addition, the current research examines customer satisfaction levels in e-commerce settings, which in part is determined by the customer experience (Yao and Liao, 2011). Related research in customer satisfaction formation when shopping using e-platforms suggests that the main factors that affect customer satisfaction are security, privacy, Website design, information quality, customer service and the product's price and quality (Juneja and Mehta, 2017). Our research similarly examines how customer satisfaction is developed in the current COVID-19 economy where social media is often being used to connect F&B buyers and sellers. In addition, this study examines how F&B consumers evaluate SM marketing efforts, assess the credibility of vendor-provided information, development of consumer trust and resultant consumer satisfaction ratings. Results presented here are hoped to aid F&B entrepreneurs, and industry members to refine SM content to better deliver a reliable and trusted shopping, ordering and consumption experience.

Data were collected through the sampling of data among Facebook users in Malaysia, where they were asked to answer a survey that was designed using Google Forms online questionnaire. The survey questions were revised and adapted from prior researches, with the measurement system of a seven-point Likert scale. Before the survey was spread to the targeted population, it had gone through a pilot test by 25 online consumers. In the analysis phase, the partial least squares of the structural equation modelling (PLS-SEM) approach was utilised and tested for its validity.

The results of the research lead to two types of implications: theoretical and managerial. Firstly, the study strengthens an assertion made by Giao *et al.* (2020) and Ha *et al.* (2010), both claiming that customer satisfaction is influenced by the existing level of consumer-seller trust. In addition to that, it is the first research that examines how customer satisfaction and engagement are affected by social media, trust, and surface credibility in the F&B industry. Other than that, managerial implications include a more creative involvement and commitment from F&B vendors in participating on social media, making efforts to receive customer feedbacks, and putting in the work to build customer-vendor trust.

Results presented here provide further insight and implications for the F&B industry in the new COVID-19 economy where vendors and consumers alike are increasingly relying on contactless ordering and delivery. The research begins with a brief review of the relevant foundational literature that supports the proposed research model, and presents the hypothesized relationships of the research model. Next the research methodology, and the data collection procedures are presented. The paper concludes with a discussion that highlights the contributions and limitations of this research and provides several suggestions for further research.

2. Related work

Social media and customer trust are interdependent where through various technologies that improve its performance, social media attracts customers and reciprocally trust is built. With the confidence gained through the customers' support, marketers can increase the sales items and selling volumes. Besides technology advancement, other criteria that largely contribute to the development of customer trust are based on the quality and validity of the information given for each product or service advertised (Ludin and Cheng, 2014; Juneja and Mehta, 2017). New customers' purchase intent may increase when the product description given matches past purchase reviews besides being able to achieve good ratings and upstanding (Witmer and Håkansson, 2015; Zhang *et al.*, 2019). Therefore, vendor content, past customer review and product that matches said quality are essential to improve customer trust. Based on this context, an exploration of social media's role in the economic revolution for entrepreneurs especially in the F&B ventures will be presented in this paper.

Social media have largely improved and maintains its performance by engaging friendly marketing tools to establish a relationship between entrepreneurs and customer (Fang *et al.*, 2011; Zahoor and Qureshi, 2017; Paquette, 2013; Icha, 2015; Rapp *et al.*, 2013). In general business context, the number of contacts and how effortless it is to share vendor content depend on the social media marketing tools that one uses. This platform is also responsible for allowing the business to meet suitable clients and can be grouped into tools that fit for small to medium businesses and also for enterprise businesses. Some tools that are suitable for small to medium businesses are such as Buffer, Sprout Social, Agora Plus and eClincher. Meanwhile Sprinklr, Oktopost, Falcon.io, Salesforce Social Studio, Spredfast, Likeablehub, Social Flow, etc. are suitable for the latter (Jumin *et al.*, 2017; Brinker, 2017). These social media platforms come in different designs and are manageable to engage in effective customer engagement, management, analytics and most importantly provides a certain level of security to maintain trust (Nilashi *et al.*, 2015). Thus, the social media feature is one of the main criteria that need to be explored to show that it is essential to lead to customer trust. Social media features need to be evaluated carefully and decide the dependability of its credibility for different types of e-commerce platforms. Based on the study, four main components that are social media usage, surface credibility, customer satisfaction and trust are extracted for further research in the F&B entrepreneur journey.

2.1 Theoretical development

2.1.1 Entrepreneurship and e-commerce. E-commerce platforms support F&B entrepreneurship by connecting vendors and consumers in new ways. We contend that social media (SM) is creating an economic revolution for entrepreneurs, and providing a pathway to prosperity for new F&B ventures. SM has been described by Kaplan (2015) as "a group of Internet-based applications that are built on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user-generated content." Vendors and consumers alike can connect via SM channels, enabling product evaluation, consumer information sharing and engagement.

In today's world, it has become much easier for individuals to become entrepreneurs through smart use of e-commerce and social commerce platforms to promote their products and services, transact, accept payment and fulfil orders. E-commerce apps on smart phones, provide an inexpensive way to build market shares, especially small and medium-sized businesses with limited resources (de Vries *et al.*, 2018). Most F&B marketing activities are reported to have shifted to online marketing channels (Hasanov and Khalid, 2015). Social media applications facilitate communication and engagement amongst consumers, and facilitate consumers learning about branded F&B product offerings. With daily updates and offers from branded SM applications, the usage of social media marketing should increase customer trust in vendor capabilities, and loyalty to branded consumption experiences (Al-Dmour *et al.*, 2020).

The mass acceptance of SM on mobile phones has led F&B entrepreneurs and industry members to market their products on online sites such as Facebook and Instagram, where communities, allowing individuals to learn and support one another are built (Moro and Rita, 2018), largely in an effort to develop enough trust to a successful transaction. With the rise of scalable and reliable SM apps, implementing an e-shop and menu on social media has with limited start-up effort (as compared to the prior reality of hiring IT staffers or consultants that develop custom e-commerce webpages to build the storefront). Social media applications are also shown to facilitate vendor communication (Hajli and Sims, 2015; Hajli *et al.*, 2017a, b), enabling a more effortless market reachability. Currently, SM applications not only enable commercial e-transacting, they promote branded products. Therefore, the study of consumer behaviour and trust development within the F&B SM context is important to current and emerging business models.

2.2 Hypothesis development

This section presents the research model and hypotheses that together allow the examination of trust development in innovative F&B marketing and fulfilment channels.

2.2.1 Consumer trust in social media platforms. Trust is a significant factor influencing consumer engagement where vendors strive to earn the trust of their target markets (Oliveira *et al.*, 2017). Consumer trust, however, can be easily damaged by logistics or food service failures. Global F&B brands can experience difficulty entering foreign markets. Even powerhouse global brands can be confused about why consumer trust levels (as measured by the brand's low market share) can remain relatively low even after several years in a new region. In the pre-purchase phase of product consumption, the consumer has only a digital interaction (and perhaps prior experience) with an F&B vendor and fellow consumers; therefore, consumer trust development patterns are malleable. The trust measure captures consumers' judgement of the reliability of a branded product consumption experience.

A lack of trust in a vendor or brand can be an impediment to business development. Trust can be difficult to earn as it requires consumers to envision transacting in often new and ambiguous shopping and payment systems, and their supply chains (Sharma and Sharma, 2019). F&B offers may require consumers to take the leap and risk e-transacting; therefore, trust levels are important consumers perceive risk (Featherman and Hajli, 2016).

Regarding the F&B consumer and their trust development processes and influencers, consumers are exposed to the F&B products through smartphones and social media which are rich arenas for researching prior consumers' consumption experience and review. Consumers value the social support (answers to posted questions) and informational support (reading non-vendor reviews) they receive in social commerce communities. Learning from others in social media communities has been demonstrated to promote important emotional changes such as higher level of trust towards vendors and their product line (Shanmugam *et al.*, 2016), which differs based on strong versus weak recommendations from other online shoppers (Shen, 2012).

Besides that, trust is proven to be influenced by the intensity of seller's activities on social media and how the contents that are provided online leads to the customers' first thoughts on the brand or product (Attar *et al.*, 2020). It was also observed that good website content and involvement also result in customer satisfaction, leading to an increase in purchase intention. In simple words, when one is given sufficient information on a vendor's website or page and is satisfied with their online shopping experience, they will be more likely to make a transaction and repeat their behaviour.

It can be observed that the social presence provided by other SM community members contributes to beliefs that vendor-provided content is trustworthy (Lu *et al.*, 2016). Further, Hajli (2015) examined social commerce systems as an extension to online forums and communities, and report a significant supporting link between consumer trust and purchase intent. Trust formation in an era of reliance on social media shopping applications and contactless F&B delivery is evolving and it is significant to test this relationship in a Malaysia setting therefore, we hypothesise:

H1. Social media usage increases consumer trust in vendor content

2.2.2 Assessing the surface credibility of a social media vendor. Consumers (un)consciously assess the credibility of information (provided on social media apps) that is believed to offer tangible cues on products and vendors (Gummerus *et al.*, 2004). Previous studies discuss how characteristics of the social media channel enable a more compelling information design, and a more attractive visual design (Hong *et al.*, 2017). The current research supplements prior efforts by examining whether the information shared in SM groups, in general, support consumer beliefs that vendor-provided marketing information is credible. Surface credibility measures an individual's first impression of a vendors' credibility based in large part, on an initial review of a website's visual design, and product claims. We contend that the initial

assessment of the credibility of the vendor provided information can be used as a rough heuristic for approach/avoid shopping decisions, hence, consumer beliefs of a vendor's credibility are an important initial hurdle for F&B vendors.

Recent research focuses on improving information credibility in the social media channel (Hajli, 2018). Factors shown to affect vendor information credibility for a Facebook page include using interactivity and information quality (Li and Suh, 2015a) to help build positive relationships with customers (Srinivasan *et al.*, 2002). Wan and Ren (2017) studied factors that significantly impact product sales, and reported that a well-designed website featuring informative content impacted product sales more than vendor persuasive content or promotional content). A related study by Sari *et al.* (2018) investigated three types of information (persuasive information, detailed information and interactive information) that affect information credibility of a Facebook page. Results revealed that only detailed and interactive information increased consumer beliefs that the information was credible. We expect that consumers value the information gleaned from SM communities, and will use this information to assess the credibility of vendor content.

Prior research demonstrates that well-designed interactive sites generate a better-quality user experience (Cheng, 2019), increased consumer engagement behaviours (Su *et al.*, 2020), improve ratings (Kaushik and Srinivasa, 2017) and improve consumer perceptions (Tarafdar *et al.*, 2019). In addition to SM surface, content and marketing activities also were reported to have a significant (however indirect) positive effect on purchase intent, perceived value and trust (Witmer and Håkansson, 2015; Zhang *et al.*, 2019). Reports also suggest that a well-designed, visually appealing, navigable website attracts more attention from online customers, contributing to increased consumer trust and satisfaction with the e-shopping experience (Lindgaard *et al.*, 2011; Pengnate and Sarathy, 2017). Therefore, service providers need to carefully craft social media messages that reinforce that they are truthful with and care about their customers.

The reported findings suggest that communication and research conducted by consumers using social media platforms (e.g. the hosting of product-themed discussion, with rich informational content such as consumer reviews and consumption experiences, etc.) will enhance consumer's ability to perceive whether vendor provided informational content is credible. To examine this relationship in an F&B context, we hypothesise:

H2. Social media features increases the surface credibility of vendor content

2.2.3 Trust development process for a social commerce encounter. In addition to facilitating consumer beliefs that vendor-provided social media content is credible, the technical and visual design of the social media shopping channel may also contribute to higher levels of consumer trust. Social media applications provide informational and entertaining content to market F&B products and services. However, trust-building takes time and often repeated exposure. Trust formation for Indian online consumers was examined (Punyatoya, 2018) and the factors that influenced consumer trust included perception of security, privacy policy, website quality and the *credibility* of the online retailer. The current research examines whether the surface credibility of vendor provided materials influences subsequent consumer trust levels.

Factors other than the reliability, dependability and credibility of the e-vendor (based on an evaluation of the information presented in social media channels) are shown to support higher levels of consumer trust in e-commerce shopping. An attractive website design also is shown to support higher levels of customer satisfaction and trust when online shopping (Faisal *et al.*, 2016). The visual interface design of e-shopping platforms is shown to greatly influence consumer motivation, and depth of cognitive processing (engagement) when shopping (Faisal *et al.*, 2016).

Furthermore, websites that carefully use visual content (images, video and logos) may attract new customers and directly affect customer trust. The perceived quality of the e-commerce HCI interface has been shown to support higher levels of consumer trust in an e-commerce vendor (Wang *et al.*, 2016). A great deal of effort is spent by brand managers and application development teams to ensure the consumer shopping experience (whether on smartphone, tablet or screen) is easy to navigate, easy to understand, easy to use, and as a result, high quality.

In a study of the security, design and content dimensions of a mobile commerce website, the dimensions that significantly influenced customer trust were content and design factors (Nilashi *et al.*, 2015). In addition to information quality signalling a reliable and trustworthy vendor, the web design quality of e-shopping platforms is also important element for the success of e-shopping and to appeal to new customers that are deciding to purchase (Dedeke, 2016). Web design quality is likely to support consumer beliefs that a vendor's SM content is credible, and lead to higher levels of consumer trust, which is crucial for vendor sustainability. Related research examines the effect of perceived information quality on consumer trust levels, and reports that higher consumer trust levels are associated with higher purchasing intent (Ponte *et al.*, 2015). Vendor crafted product offerings hosted with social media shopping applications express signals of product and vendor quality, vendor and information credibility.

In a study by Sharma and Pawar (2020), there are various factors to consumers' perceptions and attitude towards online products or services, including their own experiences, viewpoint, and inclination. It was mentioned that the brand image that social media contents carry an important role to establish and maintain credibility, as it is a powerful tool that can mould consumers' opinions on the brand. We contend that consumers can develop trusting beliefs about the vendor and their F&B product offerings when the social media content appears credible, therefore we hypothesise:

H3. Surface credibility of social media content increases consumer trust

2.2.4 Influence of trust on customer satisfaction. Market researchers measure consumers' consumption experience using the concept of customer satisfaction. Customers gauge their satisfaction regarding the branded products (or services) they consume by comparing the actual product against the expected product consumption experience. Customer satisfaction in relation to e-shopping is one of the most important determinants of consumers' desire to repurchase and is a measure of the extent to which a customer's experience meets or exceeds their expectations (Chen and Lin, 2015). Development of customer satisfaction is an important research topic as it an important determinant of consumers' desire to buy again (Chen and Lin, 2015).

Several factors are shown to increase customer satisfaction. An effective website interface design supports higher levels of customer satisfaction (Bilgihan, 2016) as is level of trust, product quality and beliefs of the efficiency that web vendors provide (Park *et al.*, 2017). Similarly Guo *et al.* (2012) study of customer satisfaction during online shopping in China identified that customer satisfaction was mainly determined by website design, security, information quality and service quality.

In contrast, Eid (2011) found that determinants of customer satisfaction include user interface quality, product quality, privacy and information quality. Ludin and Cheng (2014) argue that e-service quality and information quality are the main factors that strengthen consumer satisfaction. As many F&B products provide limited profitability per transaction, developing consumer satisfaction and loyalty as measured by repeat patronage levels is critical. Thus, examining drivers of F&B consumer satisfaction is vital in the current COVID-19 era.

According to Ha *et al.* (2010), the interactive design of an e-commerce site can significantly influence consumer trust and satisfaction. Related research reports that consumers of an online travel service who developed trust in an e-vendor were shown to have higher satisfaction levels (Pappas *et al.*, 2014; Leninkumar, 2017). Various studies (Giao *et al.*, 2020; Park *et al.*, 2017; Puangmaha, 2017; Vasić *et al.*, 2019) state that customer satisfaction is an essential mediating role in re-purchase intent and other e-commerce success measures. However, it remains to be tested whether consumer trust in an F&B vendor increases their satisfaction with the e-shopping process and consumption experience in a Malaysian context. For the F&B context, our research model focuses on trust formation and tests for downstream effects on consumer satisfaction, therefore we hypothesise:

H4. Trust has a positive effect on satisfaction.

Figure 1 shows the proposed conceptual model. It demonstrates how social media influences trust and surface credibility. Additionally, surface credibility may increase consumer trust which leads to social media satisfaction.

3. Methodology
In this section, we report the utilized research methodology, aspects of the data collection process and aspects about the sample. This section presents the measurement items and data analysis procedures.

3.1 Data collection
The data is gathered from a survey specifically constructed for social media users. The sampling population were Facebook users living in Malaysia. Malaysian Facebook users are chosen as the sample of this study to uncover the actual challenges faced by Malaysian F&B industry from their social media activities and reviews. From the initial 450 invitees, 285 valid responses were obtained yielding a 63.3% response rate. To assess nonresponse bias, the initial and last responses to the survey for each research variable were *t*-test compared, and no significant difference in group means levels was found. Table 1 indicates that the respondents (105 males and 180 female) ranged in age from 18 to 52. A majority of consumers (68.8%) had a bachelor's degree, 12.8% a master's degree or higher, and 18.4% had a high school degree or less.

3.2 Measurement development
The survey for this study was designed using the Google Forms online questionnaire. The social media usage items were adapted from Hajli *et al.* (2016), trust items were adapted from Chaudhuri and Holbrook (2001), Gefen and Straub (2000), Liang and Turban (2011) and
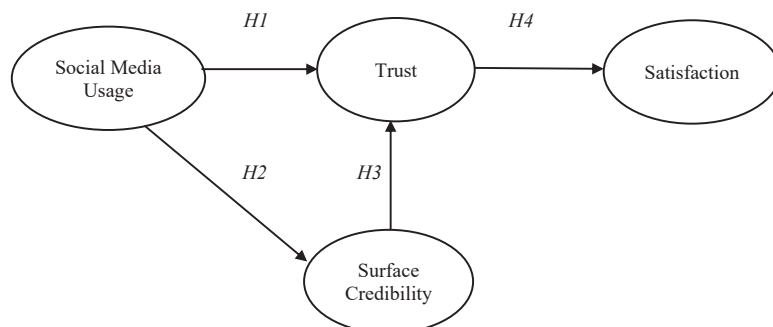

Figure 1.
Conceptual model

Pavlou and Chai (2002). Items for satisfaction were adapted from Bhattacherjee (2001) and Molla and Licker (2001), whereas items for surface credibility were adapted from Hajli (2018). The measurement items are adjusted following the context of this study and are measured on a seven-point Likert-type scale, ranging from 1 (strongly disagree) to 7 (strongly agree). The survey was piloted with 25 online consumers to detect any possible issues in design and instrumentation. After a few measurement item refinements, the survey was distributed to the sampling population.

4. Analysis and results

The partial least squares approach to structural equation modelling (PLS-SEM) was utilized to estimate the hypothesized paths of the research model. PLS-SEM is a tool appropriate for identifying key driver constructs in exploratory research (Bagozzi, 1980) and appropriate for testing path models (George *et al.*, 2009).

4.1 Results: assessment of the measurement model

The validity of the measurement model was tested using the steps proposed by Hair *et al.* (1998). Convergent validity was assessed by measuring Cronbach's alpha (CA), composite reliability (CR) and average variance extracted (AVE) for the construct measures. The minimum values for CR, AVE and CA are 0.7, 0.5 and 0.7 (Hair *et al.*, 1998) respectively were met. The CR value of each study construct were all above 0.8. AVE value of all constructs also exceeded the 0.70 recommended level. The outcomes thus show acceptable convergent validity (see Table 2). The AVE measure of discriminant validity as proposed by (Claes and F.L.D, 1981) is shown in the diagonal of correlation matrix displayed in Table 2. The AVE values are higher than the correlation amongst any other variables, demonstrating acceptable discriminant validity.

4.2 Results: assessment of structural model

The hypothesised relationships of the research model were PLS-estimated and are displayed in Figure 2. The findings indicate that each path coefficient is significant. Social media design

Variable	Groups	Percentage
Gender	Male	36.8
	Female	63.2
Level of education	Master and above	12.8
	Bachelor	68.8
	Others	18.4
Age	18–25	49.5
	26–35	25.2
	36–45	13.1
	46–55	12.2

Table 1.
Participants' demographics

	AVE	CR	CA	SAT	SC	SM	TR
Satisfaction	0.650	0.848	0.731	*0.806*			
Surface credibility	0.602	0.817	0.691	0.597	*0.776*		
Social media	0.727	0.914	0.875	0.634	0.496	*0.853*	
Trust	0.520	0.812	0.701	0.544	0.619	0.564	*0.721*
Note(s): Diagonal values shown in italics are square roots of AVEs							

Table 2.
Correlations matrix
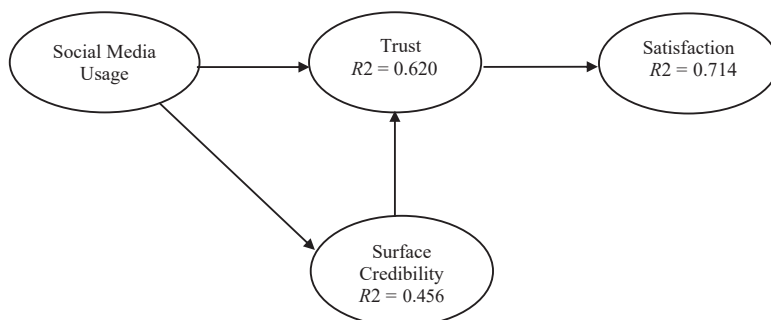
Note(s): *$p < 0.05$; **$p < 0.01$; **; $p < 0.001$

has a positive effect on trust ($\beta = 0.422$) and surface credibility ($\beta = 0.312$) while surface credibility also contributes to higher consumer trust levels ($\beta = 0.647$). Consumer trust also significantly affected consumer satisfaction ($\beta = 0.560$), consistent with the findings by Martínez-Navalón *et al.* (2019).

In addition, the model explains that 62% of the variance in trust responses, while 46% of the variance in surface credibility is related to social media design factors. Finally, 71% of the variance in consumer satisfaction scores was explained by trust in the vendor. Model estimated results thus support the hypothesised research model.

5. Discussion
The aim of this study was to develop and empirically test a creditability-trust-satisfaction model of consumer behaviour in Malaysian enterprise's social media context. Beliefs in vendor credibility and trust are the core decision criteria prior to (re)purchase and other transaction outcomes. The research model investigated the phenomenon of consumers using social media applications to read both vendor and consumer authored product information and reviews. Original to this F&B research is the focus on the information and perspective that consumers receive from more experienced friends and other consumers. Social media forums and product pages are the information hubs, where consumers' experience and advice is freely shared from experts to novices. For experiential products and services such as F&B offerings, the implication is that vendor reputation and credibility is being tracked by independent consumer groups. The advent of hyper-informed consumers is an indication of difficulties by F&B vendors to continually improve their social media messages (and product consumption experience), shaping and instilling consumer trust in their branded products.

While trust formation for F&B products and services can be affected by many factors, the current research focused on consumer ability to learn from other consumers on social media groups, and how this learning supports trust development. Consumers now commonly learn from other consumer reviews before buying F&B experiences. Vendors can use social media in many different ways to build brand, engagement and consumer trust. Especially when reaching new target markets that are using social media extensively, understanding how consumers evaluate the credibility and decide whether to trust a vendor is critical.

Consumers that use social media to research on F&B products and vendors may feel confident to rely upon the informative and revealing reviews and ratings of more experienced consumers. Therefore, if consumers gain familiarity with a product or vendor from more experienced consumers (by reading SM reviews and consumption experiences) they can feel confident in their ability to assess the credibility of vendor provided marketing information. There are many dimensions of credibility identified to be significant for building trust in

S-Commerce (Kim and Park, 2013; Bianchi and Andrews, 2012; Li and Suh, 2015), consistent with the findings of our research where surface credibility is a precursor that affects trust which subsequently leads to consumers satisfaction.

Based on the results of this study, it can be claimed that consumers who use social media to learn about products and vendors also have higher trust levels. Thus, it is safe to say that social media allows consumers of the F&B industry to build their own trust level toward F&B vendors by doing research online, learning about the product and vendor, without the influence of word of mouth or rumours that could affect consumers' pre-purchase uncertainty. The findings of this study also echo the research by Hajli (2015), which revealed that social media activities performed by consumers on social commerce platforms provide significant relationship with trust.

Survey results from the current research sample suggest that consumer usage of social media systems to learn about F&B product offerings led to an increase of trust in F&B e-commerce vendors and the credibility of information provided. Product usage information gained from more experienced consumers can inform and influence consumers resulting in stronger beliefs of surface credibility of vendor information (as measured by the vendor information being believable, factual and credible) and resulting in higher consumer trust levels.

The importance of consumer trust as a hurdle to consumer purchase and satisfaction is especially relevant in the current COVID-19 economy, when more individuals are relying on smartphone based product research and transaction, and contactless delivery of F&B products. Thus, entrepreneurs, and other business ventures are encouraged to improve the credibility of their social media communications.

5.1 Theoretical implications

This study confirms on the positive impact of social media usage and surface credibility on trust and satisfaction, respectively. Also, this study creates an empirically validated model that contributes to the S-Commerce body of knowledge. In particular, this research explains the role of social media usage and trust in S-Commerce platforms towards users' satisfaction. Findings reported here confirm prior research which reported that social media usage successfully increased trust in an e-commerce vendor (Hajli, 2015). When peers share information and post illustrative pictures or reviews about food products on SM forums, consumers have the information to develop trusting beliefs (Freeman *et al.*, 2014; Tran *et al.*, 2017). It is noteworthy that consumers' initial assessment of vendor surface credibility increased consumer trust. The result of this study succeeds in reinforcing the claim by Giao *et al.* (2020), reporting that website interface design is a key factor in developing customer trust and enhancing customer satisfaction. This affirms that surface credibility is a significant predictor which influences trust in S-Commerce platforms.

Furthermore, the study also found significant relationship between the level of consumer satisfaction and their trust in the brand, as reported by previous studies (Ha *et al.*, 2010). Trust encouraged by social media usage, significantly affects social commerce satisfaction. This finding further reinforces that social media is a strong predictor of trust leading to consumer satisfaction. This is due to the reality in the F&B world that consumer satisfaction encourages repurchase intent – and for this to be successful, consumer trust is pivotal to facilitate consumer engagement. Above all, the current study is among the pioneer to provide a research model that aims to examine the relationship of social media, trust, surface credibility and their effect on consumer satisfaction (and consumer engagement) in the F&B industry.

5.2 Managerial implications

In the current COVID-19 economy, consumers are increasingly time-harried, as they are compelled to make quick F&B purchase decisions (Sheth, 2020). However, consumers still

find the time to read incoming F&B offers, and product consumption reviews, which are generated by other consumers that will influence their decision in whether or not the vendor is trustworthy. Automatically, information that are put online by vendor and consumers are an important input to another purchase decision. Consumer trust is based on some degree of the credibility of vendor provided SM content and the information gleaned from social media communities. The findings of the study suggest that there is a huge implication of online resources of an F&B product on consumers' impression on the brand.

Results from this study imply that F&B vendors should actively participate in and read social media content generated by their target markets (as a form of market research). In 2018, ReviewTrackers Online Review Surveys noted that negative vendor and product reviews harm the brand's equity and business revenue by 94% of the surveyed customers (ReviewTrackers, 2018); therefore, we recommend that F&B vendors use regular short surveys on SM (compensated by a digital discount) to remain cognizant of consumer sentiment for different target markets. F&B vendors can also ask the customers' targeted open-ended questions to gain feedback about product consumption and the delivery service experience. Through the feedbacks received from the online shoppers, the F&B retailers can gain insights about their service quality and have a better understanding of their customers' culture, behaviours and demands. This is detrimental to further strategise product marketing and re-structure their production and manufacturing process to meet the needs at both local and international markets.

At present, consumers are increasing their shopping activities for F&B products using social media and e-commerce applications (Chu, 2021; Sheth, 2020; Singh and Singh, 2018); thus, online channels need to provide rich information, visual appealing apps and easy purchase and consumption experiences. The vendor offers provided via SM applications should convey product information clearly and in a believable manner (to increase surface credibility). Given this study's findings, F&B entrepreneurs should also continually refine and develop social media based e-shopping and delivery systems. Further customization of social media platforms can give the target markets a personalized views to familiarise, credible product information to increase consumer trust levels and ultimately enhance the levels of customer satisfaction.

In the current COVID-19 economy, we expect that consumer trust (in a vendor and their brand's F&B products) will increase in importance as a purchase decision-making criteria. As such, organizations should strive to improve social media content to increase and enhance the interactive communications on the e-shopping channel amongst current and past satisfied shoppers (perhaps by offering discounts for positive reviews). Vendors are encouraged to focus and facilitate consumer trust formation by continually reforming their SM marketing messages and developing interactive conversations with members of key target markets. For example, F&B e-shopping apps should provide and highlight assurances of transaction security, the pledge of information privacy, and the promise of customer satisfaction. F&B retailers should proactively provide accurate and sufficient information about their brand's products to develop transparency. In summary, branded social media applications have become a more important connection to target markets and can be leveraged to develop market share. Therefore, the importance of portraying credibility to facilitate consumer trust has never been more necessary.

5.3 Limitations and future research direction
Several limitations of this study can be addressed in future research. First, the study's sampling population were limited to Facebook users living in Malaysia. Future research using data sets from different regional economies could expose regional differences or additional findings. Second, the data collected for this study was during the COVID-19

pandemic active phase, and therefore, the results may vary with pre and post pandemic studies. Future research could also compare specific F&B social media designs or marketing campaign to identify consumer assessments of surface credibility, which was demonstrated as an important influence on consumer trust levels. The research phenomenon can also be studied in a longitudinal manner to assess changes over time. Future research can expand the current research model to identify further drivers of consumer trust in the social media economy.

6. Conclusion

Consumers of F&B industry products and services are increasingly using social media forums and friendships to learn about vendors and their product lines. Consumer leverage of non-vendor social media content to learn about vendors and products shifts information control to consumers because they can read a wide variety of different perspectives from prior consumers. With consumers valuing the information they can receive on social media, and relying on other consumers' recommendations and reviews, the trust formation process is now heavily influenced by social community members. The past reviews show that surface credibility is greatly important to examine customer's trust in a particular social media website. The website's visual design, and product quality claims in line with the customer opinion are pretty much related to the surface credibility. Much effort has been taken previously in other fields to examine other e-commerce websites' criteria but not in F&B field. F&B market leaders of the future will be the firms that exude credibility in their social media communications and product offerings, and find ways to gain consumer trust in their brand's promotions. By building trust in the F&B brands among the online business communities, it opens up high opportunities for joint business, encourages more knowledge exchanges and transfers which can lead to the empowerment of the Malaysian F&B industry.

References

Al-Dmour, R., Abuhashesh, M., Zoubi, G. and Amin, E.A. (2020), "Perceived barriers hindering the Jordanian SMEs operating in the Food and Beverage industry from enganging in e-commerce: an empirical study", *Jordan Journal of Business Administration*, Vol. 16 No. 2, pp. 365-384.

Attar, R.W., Shanmugam, M. and Hajli, N. (2020), "Investigating the antecedents of e-commerce satisfaction in social commerce context", *British Food Journal*, Vol. 123 No. 3, pp. 849-868.

Bagozzi, R.P. (1980), *Causal Models in Marketing*, Wiley, New York, NY.

Bhattacherjee, A. (2001), "Understanding information systems continuance: an expectation-confirmation model", *MIS Quarterly*, Vol. 25, pp. 351-370.

Bianchi, C. and Andrews, L. (2012), "Risk, trust and consumer online purchasing behaviour: a Chilean perspective", *International Marketing Review*, Vol. 29 No. 3, pp. 253-275.

Bilgihan, A. (2016), "Gen Y customer loyalty in online shopping: an integrated model of trust, user experience and branding", *Computers in Human Behavior*, Vol. 61, pp. 103-113.

Brinker, S. (2017), *Marketing Technology Landscape Supergraphic (2017)*, Martech 5000, available at: https://chiefmartec.com/2017/05/marketing-techniology-landscape-supergraphic.

Chaudhuri, A. and Holbrook, M. (2001), "The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty", *Journal of marketing*, Vol. 65, pp. 81-93, doi: 10.1509/jmkg.65.2.81.18255.

Chen, S.C. and Lin, C.P. (2015), "The impact of customer experience and perceived value on sustainable social relationship in blogs: an empirical study", *Technological Forecasting and Social Change*, Vol. 96, pp. 40-50.

Cheng, H. (2019), "How does interaction design affect user experience throughonline shopping interfaces?", *paper presented at the IOP Conference Series: Materials Science and Engineering.*

Chu, F. (2021), "Social Commerce is leading the future of ecommerce", *Digital Commerce*, Vol. 360, pp. 1-10.

Claes, F. and F.L.D. (1981), "Evaluating structural equation models with unobservable variables and measurement error", *Journal of Marketing Research*, Vol. 18 No. 1, pp. 39-50.

de Vries, H.P., Veer, E. and de Vries, K.V. (2018), "An examination of SME social media use in the food industry", *Small Enterprise Research*, Vol. 25 No. 3, pp. 227-238.

Dedeke, A.N. (2016), "Travel website design: information task-fit, service quality and purchase intention", *Tourism Management*, Vol. 54, pp. 541-554.

Eid, M.I. (2011), "Determinants of e-commerce customer satisfaction, trust, and loyalty in Saudi Arabia", *Journal of Electronic Commerce Research*, Vol. 12 No. 1, p. 78.

Faisal, C.N., Gonzalez-Rodriguez, M., Fernandez-Lanvin, D. and de Andres-Suarez, J. (2016), "Web design attributes in building user trust, satisfaction, and loyalty for a high uncertainty avoidance culture", *IEEE Transactions on Human-Machine Systems*, Vol. 47 No. 6, pp. 847-859.

Fang, Y.H., Chiu, C.M. and Wang, E.T. (2011), "Understanding customers' satisfaction and repurchase intentions: an integration of IS success model, trust, and justice", *Internet Research*, Vol. 21 No. 4.

Featherman, M.S. and Hajli, N. (2016), "Self-service technologies and e-services risks in social commerce era", *Journal of Business Ethics*, Vol. 139 No. 2, pp. 251-269.

Flanders Investment and Trade (2020), *Food and Beverage Industry Report Malaysia 2020 [PDF].*

Freeman, B., Kelly, B., Baur, L., Chapman, K., Chapman, S., Gill, T. and King, L. (2014), "Digital junk: food and beverage marketing on Facebook", *American Journal of Public Health*, Vol. 104, pp. e56-e64.

Gefen, D. and Straub, D. (2000), "The relative importance of perceived ease of use in is adoption: a study of e-commerce adoption", *AIS Educator Journal*, Vol. 1, doi: 10.17705/1jais.00008.

George, A., Marcoulides, Wynne and Saunders, C. (2009), "A critical look at partial least squares modeling", *MIS Quarterly*, Vol. 33, pp. 171-175.

Giao, H., Vuong, B. and Quan, T. (2020), "The influence of website quality on consumer's e-loyalty through the mediating role of e-trust and e-satisfaction: an evidence from online shopping in Vietnam", *Uncertain Supply Chain Management*, Vol. 8 No. 2, pp. 351-370.

Gummerus, J., Liljander, V., Pura, M. and Van Riel, A. (2004), "Customer loyalty to content-based Web sites: the case of an online health-care service", *Journal of Services Marketing*, Vol. 18 No. 3.

Guo, X., Ling, K.C. and Liu, M. (2012), "Evaluating factors influencing consumer satisfaction towards online shopping in China", *Asian Social Science*, Vol. 8 No. 13, p. 40.

Ha, H.Y., Janda, S. and Muthaly, S.K. (2010), "A new understanding of satisfaction model in e-re-purchase situation", *European Journal of Marketing*, Vol. 44 Nos 7/8, pp. 997-1016.

Hair, J.F. Jr, Anderson, R.E., Tatham, R.L. and Black, W.C. (1998), *Multivariate Data Analysis with Readings*, Prentice-Hall, Englewood Cliffs, NJ.

Hajli, N. (2014), "A study of the impact of social media on consumers", *International Journal of Market Research*, Vol. 56 No. 3, pp. 387-404.

Hajli, N. (2015), "Social commerce constructs and consumer's intention to buy", *International Journal of Information Management*, Vol. 35 No. 2, pp. 183-191.

Hajli, N. (2018), "Ethical environment in the online communities by information credibility: a social media perspective", *Journal of Business Ethics*, Vol. 149 No. 4, pp. 799-810.

Hajli, N. and Sims, J. (2015), "Social commerce: the transfer of power from sellers to buyers", *Technological Forecasting and Social Change*, Vol. 94, pp. 350-358.

Hajli, N., Sims, J., Zadeh, A. and Richard, M.-O. (2016), "A social commerce investigation of the role of trust in a social networking site on purchase intentions", *Journal of Business Research*, Vol. 71, doi: 10.1016/j.jbusres.2016.10.004.

Hajli, N., Shanmugam, M., Papagiannidis, S., Zahay, D. and Richard, M.-O. (2017a), "Branding co-creation with members of online brand communities", *Journal of Business Research*, Vol. 70, pp. 136-144.

Hajli, N., Sims, J., Zadeh, A.H. and Richard, M.O. (2017b), "A social commerce investigation of the role of trust in a social networking site on purchase intentions", *Journal of Business Research*, Vol. 71, pp. 133-141.

Hasanov, J. and Khalid, H. (2015), "The impact of website quality on online purchase intention of organic food in Malaysia: a WebQual model approach", *Procedia Computer Science*, Vol. 72 No. 6, pp. 382-389.

Hong, J.-C., Tai, K.-H., Hwang, M.-Y., Kuo, Y.-C. and Chen, J.-S. (2017), "Internet cognitive failure relevant to users' satisfaction with content and interface design to reflect continuance intention to use a government e-learning system", *Computers in Human Behavior*, Vol. 66, pp. 353-362.

Icha, O. (2015), "Effectiveness of social media networks as a strategic tool for organizational marketing management", *Journal of Internet Banking and Commerce*, Vol. S2, pp. 1-9.

Jain, N.K., Kamboj, S., Kumar, V. and Rahman, Z. (2018), "Examining consumer-brand relationships on social media platforms", *Marketing Intelligence and Planning*, Vol. 36 No. 1, pp. 63-78.

Jumin, J., Ijab, M.T. and Zaman, H.B. (2017), "An integrated social media trading platform for B40 social media entrepreneurship", *International Visual Informatics Conference*, Springer, Cham, pp. 112-119.

Juneja, R. and Mehta, P. (2017), "Customer satisfaction towards online shopping in Surat city", *International Journal of Academic Research and Development*, Vol. 2 No. 6, pp. 713-717.

Kaplan, A.M. (2015), "Social media, the digital revolution, and the business of media", *International Journal on Media Management*, Vol. 17 No. 4, pp. 197-199.

Kaushik, A.N. and Srinivasa, P.R. (2017), "Effect of website quality on customer satisfaction and purchase intention in online travel ticket booking websites", *Management*, Vol. 7 No. 5, pp. 168-173.

Kim, S. and Park, H. (2013), "Effects of various characteristics of social commerce (S-Commerce) on consumers' trust and trust performance", *International Journal of Information Management*, Vol. 33 No. 2, pp. 318-332.

Kousheshi, M.R., Aali, S., Zendeh, A.R.B. and Iranzadeh, S. (2019), "The antecedents and consequences of online relationship quality in internet purchases", *Journal of Islamic Marketing*, Vol. 11, pp. 161-178.

Leninkumar, V. (2017), "The relationship between customer satisfaction and customer trust on customer loyalty", *International Journal of Academic Research in Business and Social Sciences*, Vol. 7 No. 4, pp. 450-465.

Li, R. and Suh, A. (2015), "Factors influencing information credibility on social media platforms: evidence from Facebook pages", *Procedia Computer Science*, Vol. 72, pp. 314-328.

Liang, T. and Turban, E. (2011), "Introduction to the special issue social commerce: a research framework for social commerce", *International Journal of Electronic Commerce*, Vol. 16, pp. 5-14, doi: 10.2753/JEC1086-4415160201.

Lin, X., Featherman, M., Brooks, S.L. and Hajli, N. (2019a), "Exploring gender differences in online consumer purchase decision making: an online product presentation perspective", *Information Systems Frontiers*, Vol. 21 No. 5, pp. 1187-1201, doi: 10.1007/s10796-018-9831-1.

Lin, X., Wang, X. and Hajli, N. (2019b), "Building e-commerce satisfaction and boosting sales: the role of social commerce, trust, and its antecedents", *International Journal of Electronic Commerce*, Vol. 23 No. 3, pp. 328-363, doi: 10.1080/10864415.2019.1619907.

Lindgaard, G., Dudek, C., Sen, D., Sumegi, L. and Noonan, P. (2011), "An exploration of relations between visual appeal, trustworthiness and perceived usability of homepages", *ACM Transactions on Computer-Human Interaction (TOCHI)*, Vol. 18 No. 1, pp. 1-30.

Lu, B., Fan, W. and Zhou, M. (2016), "Social presence, trust, and social commerce purchase intention: an empirical research", *Computers in Human Behavior*, Vol. 56, pp. 225-237.

Ludin, I.H.B.H. and Cheng, B.L. (2014), "Factors influencing customer satisfaction and e-loyalty: online shopping environment among the young adults", *Management Dynamics in the Knowledge Economy*, Vol. 2 No. 3, p. 462.

Mahidin, U.M. (2019), *Food and Beverage Services Recorded Gross Output Value of RM82.8 Billion in 2017*, Department of Statistics Malaysia.

Martínez-Navalón, J.G., Gelashvili, V. and Debasa, F. (2019), "The impact of restaurant social media on environmental sustainability: an empirical study", *Sustainability*, Vol. 11 No. 21, p. 6105.

Molla, A. and Licker, P.S. (2001), "E-commerce systems success: an attempt to extend and respecify the DeLone and McLean model of IS success", *Journal of Electronic Commerce Research*, Vol. 2, pp. 1-11.

Moro, S. and Rita, P. (2018), "Brand strategies in social media in hospitality and tourism", *International Journal of Contemporary Hospitality Management*, Vol. 30 No. 1, pp. 343-364.

Nadeem, W., Juntunen, M., Hajli, N. and Tajvidi, M. (2019), "The role of ethical perceptions in consumers' participation and value co-creation on sharing economy platforms", *Journal of Business Ethics*, Vol. 169, pp. 1-21.

Nadeem, W., Juntunen, M., Shirazi, F. and Hajli, N. (2020a), "Consumers' value co-creation in sharing economy: the role of social support, consumers' ethical perceptions and relationship quality", *Technological Forecasting and Social Change*, Vol. 151, 119786.

Nadeem, W., Khani, A.H., Schultz, C.D., Adam, N.A., Attar, R.W. and Hajli, N. (2020b), "How social presence drives commitment and loyalty with online brand communities? the role of social commerce trust", *Journal of Retailing and Consumer Services*, Vol. 55, 102136, doi: 10.1016/j.jretconser.2020.102136.

Nilashi, M., Ibrahim, O., Mirabi, V.R., Ebrahimi, L. and Zare, M. (2015), "The role of security, design and content factors on customer trust in mobile commerce", *Journal of Retailing and Consumer Services*, Vol. 26, pp. 57-69.

Olanrewaju, A.-S.T., Hossain, M.A., Whiteside, N. and Mercieca, P. (2020), "Social media and entrepreneurship research: a literature review", *International Journal of Information Management*, Vol. 50, pp. 90-110.

Oliveira, T., Alhinho, M., Rita, P. and Dhillon, G. (2017), "Modelling and testing consumer trust dimensions in e-commerce", *Computers in Human Behavior*, Vol. 71, pp. 153-164.

Pappas, I.O., Pateli, A.G., Giannakos, M.N. and Chrissikopoulos, V. (2014), "Moderating effects of online shopping experience on customer satisfaction and repurchase intentions", *International Journal of Retail and Distribution Management*, Vol. 42 No. 3, pp. 187-204.

Paquette, H. (2013), *Social Media as a Marketing Tool: A Literature Review*, University of Rhode Island.

Park, E., Kim, K.J. and Kwon, S.J. (2017), "Corporate social responsibility as a determinant of consumer loyalty: an examination of ethical standard, satisfaction, and trust", *Journal of Business Research*, Vol. 76, pp. 8-13.

Pavlou, P.A. and Chai, L. (2002), "What drives electronic commerce across cultures? Across-cultural empirical investigation of the theory of planned behavior", *Journal of Electronic Commerce Research*, Vol. 3, pp. 240-253.

Pengnate, S.F. and Sarathy, R. (2017), "An experimental investigation of the influence of website emotional design features on trust in unfamiliar online vendors", *Computers in Human Behavior*, Vol. 67, pp. 49-60.

Ponte, E.B., Carvajal-Trujillo, E. and Escobar-Rodríguez, T. (2015), "Influence of trust and perceived value on the intention to purchase travel online: integrating the effects of assurance on trust antecedents", *Tourism Management*, Vol. 47, pp. 286-302.

Puangmaha, L. (2017), *The Causal Model of Factors Affecting Thai Customer Loyalty towards e-Commerce Business*, National Institute of Development Administration.

Punyatoya, P. (2018), "Factors affecting trust towards online retailers in India: an empirical study", *International Journal of Business Innovation and Research*, Vol. 17 No. 3, pp. 342-360.

Rapp, A., Beitelspacher, L.S., Grewal, D. and Hughes, D.E. (2013), "Understanding social media effects across seller, retailer, and consumer interactions", *Journal of the Academy of Marketing Science*, Vol. 41 No. 5, pp. 547-566.

ReviewTrackers (2018), *ReviewTrackers Online Review Stats and Surveys*, available at: https://www.reviewtrackers.com/reports/online-reviews-survey/.

Riana, K.E. and Halim, R.E. (2019), "Value co-creation: the effect on relationship quality", *paper presented at the 12th International Conference on Business and Management Research (ICBMR 2018)*.

Sari, H., Mutaqin, F. and Setiaboedi, A.P. (2018), "The effect of different type of information on trust in Facebook page", *paper presented at the 2018 Thirteenth International Conference on Digital Information Management (ICDIM)*.

Shanmugam, M., Sun, S., Amidi, A., Khani, F. and Khani, F. (2016), "The applications of social commerce constructs", *International Journal of Information Management*, Vol. 36 No. 3, pp. 425-432.

Sharma, A. and Pawar, S. (2020), "Covid-19: challenges for the Indian FMCG – F&B sector – dreams or digital engagements?", *PalArch's Journal of Archaeology of Egypt/Egyptology*, Vol. 17 No. 12, pp. 1299-1311.

Sharma, S.K. and Sharma, M. (2019), "Examining the role of trust and quality dimensions in the actual usage of mobile banking services: an empirical investigation", *International Journal of Information Management*, Vol. 44, pp. 65-75.

Shen, J. (2012), "Social comparison, social presence, and enjoyment in the acceptance of social shopping websites", *Journal of Electronic Commerce Research*, Vol. 13 No. 3, p. 198.

Sheth, J. (2020), "Impact of Covid-19 on consumer behavior: will the old habits return or die?", *Journal of Business*, Vol. 117, pp. 280-283, doi: 10.1016/j.jbusres.2020.05.059.

Singh, M. and Singh, G. (2018), "Impact of social media on e-commerce", *International Journal of Engineering and Technology*, Vol. 7 No. 2, pp. 21-26, doi: 10.14419/ijet.v7i2.30.13457.

Srinivasan, S.S., Anderson, R. and Ponnavolu, K. (2002), "Customer loyalty in e-commerce: an exploration of its antecedents and consequences", *Journal of Retailing*, Vol. 78 No. 1, pp. 41-50.

Su, K.-W., Chen, S.-C., Lin, P.-H. and Hsieh, C.-I. (2020), "Evaluating the user interface and experience of VR in the electronic commerce environment: a hybrid approach", *Virtual Reality*, Vol. 24 No. 2, pp. 241-254.

Tajvidi, M., Wang, Y., Hajli, N. and Love, P.E. (2017), "Brand value co-creation in social commerce: the role of interactivity, social support, and relationship quality", *Computers in Human Behavior*, Vol. 11, 105238.

Tajvidi, M., Richard, M.-O., Wang, Y. and Hajli, N. (2018), "Brand co-creation through social commerce information sharing: the role of social media", *Journal of Business Research*.

Tarafdar, P., Leung, A., Yue, W.T. and Bose, I. (2019), *Impact of Immersive Interface Design on Consumer Perceptions during Online Product Presentation*, Association for Information Systems.

Tran, B.X., Huong, L.T., Hinh, N.D., Nguyen, L.H., Le, B.N., Nong, V.M., Thuc, V.T.M., Tho, T.D., Latkin, C., Zhang, M.W.B. and Ho, R.C.M. (2017), "A study on the influence of internet addiction

and online interpersonal influences on health-related quality of life in young Vietnamese", *BMC Public Health*, Vol. 17 No. 1, p. 138.

Tümer, M., Aghaei, I., Öney, E. and Eddine, Y.N. (2019), "The impact of traditional and social media marketing on customers' brand trust and purchase intentions in the Turkish airline market", *Journal of Research in Emerging Markets*, Vol. 1 No. 4, pp. 55-68.

Vafaei, S.A. and Fekete-Farkas, M. (2017), "The effect of social media on customer behaviour and firms' activities", *Polish Journal of Management Studies*.

Vasić, N., Kilibarda, M. and Kaurin, T. (2019), "The influence of online shopping determinants on customer satisfaction in the Serbian market", *Journal of Theoretical and Applied Electronic Commerce Research*, Vol. 14 No. 2, pp. 70-89.

Wan, F. and Ren, F. (2017), "The effect of firm marketing content on product sales: evidence from a mobile social media platform", *Journal of Electronic Commerce Research*, Vol. 18 No. 4, pp. 288-302.

Wang, W., Qiu, L., Kim, D. and Benbasat, I. (2016), "Effects of rational and social appeals of online recommendation agents on cognition-and affect-based trust", *Decision Support Systems*, Vol. 86, pp. 48-60.

Wang, X., Tajvidi, M., Lin, X. and Hajli, N. (2019), "Towards an ethical and trustworthy social commerce community for brand value co-creation: a trust-commitment perspective", *Journal of Business Ethics*, Vol. 167, pp. 1-16.

Witmer, H. and Håkansson, P. (2015), "Social media and trust: a systematic literature review", *Journal of Business and Economics*, Vol. 3, p. 6.

Yadav, M. and Rahman, Z. (2018), "The influence of social media marketing activities on customer loyalty", *Benchmarking: An International Journal*, Vol. 25 No. 9.

Yao, C. and Liao, S. (2011), "Measuring the antecedent effects of service cognition and internet shopping anxiety on consumer satisfaction with e-tailing service", *Management and Marketing*, Vol. 6, pp. 59-78.

Zahoor, S.Z. and Qureshi, I.H. (2017), "Social media marketing and brand equity: a literature review", *IUP Journal of Marketing Management*, Vol. 16 No. 1, pp. 47-64.

Zhang, H., Zhang, Y., Ryzhkova, A., Tan, C.D. and Li, F. (2019), "Social media marketing activities and customers' purchase intention: the mediating effect of brand image", *paper presented at the 2019 IEEE International Conference on Industrial Engineering and Engineering Management (IEEM)*.

Corresponding author
Mohana Shanmugam can be contacted at: mohana@uniten.edu.my