

Online Social Shopping Motivation: A Preliminary Study

Selin Germirli^{1,2}

¹Department of Management, Bogazici University, Turkey

²Business Administration and Management Department, Bay Atlantic University, United States

ABSTRACT : Online social shopping emerges as the latest innovation in digital marketing, combining social networking with online shopping. The distinctive feature of social shopping is its power to enhance the online shopping experience by providing social interaction. It provides a platform that a customer can utilize to interact with other customers through a collaborative online network. Although its importance has been emphasized, the exploration of motivational factors underlying online social shopping is yet to be studied. This study is an initial attempt to explore components of online social shopping motivation. Based on the preliminary research conducted using qualitative and quantitative methods, findings reveal that online social shopping motivation is a construct composed of three main dimensions, namely opinion comparison, entertainment/socializing, and trend following.

KEYWORDS : Entertainment, Online Social Shopping, Opinion Comparison, Socializing, Trend Following

I. INTRODUCTION

The online social commerce market in the United States is estimated to grow from \$29.3 billion in 2020 to \$84.2 billion in 2024, an annual growth rate of 47% [1]. For many years, researchers have drawn attention to the importance of social motivations in shopping [2,3,4]. More recently, social interaction has been shown to be important in online shopping [5,6], and social networking is becoming one of the major ways in which people socialize [7]. Nevertheless, there is a dearth of scholarly research on online social shopping, combining social networking and online shopping. This initial study aims to explore the underlying factors of online social shopping motivation and take a preliminary step toward developing an online social shopping motivation scale.

II. RESEARCH BACKGROUND

2.1. Introduction

Online social shopping refers to consumers' e-commerce activities that their friends influence, to help them find reliable recommendations, explore products, and make satisfying purchases [8]. While engaging in online social shopping and generating content in the form of product reviews, customers also seek suggestions for their purchasing decisions from their social networks of friends, family, online acquaintances, and social communities [9].

In 2023, online social commerce sales in the United States were estimated at nearly 64.8 billion U.S. dollars. As social media's influence continues to increase, U.S. online social commerce is projected to reach nearly 150 billion U.S. dollars by 2028 [1].

2.2. Social Networking

The adoption of online technologies plays a vital role in all aspects of life, including searching for information, communicating with peers, entertainment, and supporting day-to-day activities [10], such as the most widely used social networking sites, including Facebook, Instagram, YouTube, TikTok and Twitter with a large proportion of internet users interacting with one or more of these platforms daily [11]. Social network sites have altered the internet landscape for social interactions at both the interpersonal and community levels [12]. Social networking has become integrated into people's daily lives [13], and it facilitates and encourages group connections.

Social networks are online communities that allow people to socialize and interact with each other. These networks have made a significant impact on society and have changed the "social" lives of many individuals [12]. Boyd and Ellison (2007) define social network sites as web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system [13].

Social networks have significantly influenced people's online activities and the amount of time they spend online. As a result, they have transformed consumer purchasing behaviors and the entire shopping process [10]. Nowadays, customers rely increasingly on social media platforms to conduct product research, connect with like-minded individuals to share their shopping experiences and gain valuable insights [14]. Social media platforms have emerged as a means for customers to discover brands, investigate products, and make informed buying decisions. Furthermore, the COVID-19 pandemic and lockdown increased the expansion of online social commerce due to the accessibility of peer reviews and shopping convenience. Thus, it is essential for companies to understand the importance of integrating social media into their business plans and marketing programs, given the current trend.

2.3. Online Social Shopping

For decades, retailers and researchers have been aware that shopping is not just a matter of obtaining tangible products but also about experience and entertainment [15,16]. Shopping is a social activity. As well as its functional role, it includes the pleasure of socializing with others as a focal point for planned and unplanned activities with other people. Researchers have drawn attention to the importance of social and affiliation motivations for shopping [3,4].

Social shopping is the latest innovation in online shopping, combining social networking with online shopping. The distinctive feature of online social shopping is its focus on supporting the social aspect of an online shopping experience, although there are emerging applications that support the integration of online social networking with offline shopping as well [17]. In contrast, traditional e-commerce technologies tend to focus exclusively on improving the efficiency of online shopping, providing features such as product search, product categorization, and personalized recommendations based on previous purchases [17].

In the new modern era, social networking and internet technologies continue to gain popularity under the media spotlight, and companies with foresight are beginning to explore ways to combine the power of social networking with online shopping for better service and new business opportunities. Such that companies such as Procter & Gamble offers websites that enable consumers to share their experiences of products with other consumers online, and to create online shopping communities, Facebook creates a feature that allows a user's purchases on a participating website to show up as news feeds on the user's friends' Facebook pages, or three-dimensional virtual environments such as Second Life enables, an avatar (virtual representation of oneself) can shop together with other avatars for virtual or real goods.

There is a lack of academic research in the literature regarding the empirical measurement of online social shopping motivation. Thus, this research aims to tackle this issue and investigate the components and measurement of online social shopping motivation.

III. RESEARCH METHODOLOGY AND ANALYSES

3.1. Literature Review

The first step was to specify the domain of constructs and develop the initial items to measure the constructs [18]. Theoretical and empirical literature on online shopping, social shopping, social networking, and online social shopping is reviewed comprehensively. A limited amount of literature has been reached since there is a dearth of scholarly research on online social shopping. Additionally, a review of newspapers, online, and magazine articles is conducted to understand this issue comprehensively. Since this is a new research area and topic, triangulation is needed in this study to exhibit greater confidence in the findings derived from more than one method of investigation [19]. So, more than one research method and, hence, more than one type of data is employed. Within this context, qualitative and quantitative research are combined to enhance the validity of the conclusions if they provide mutual confirmation [20].

3.2. Qualitative Research

Qualitative methodology is employed in the first stage of the research since, because of its exploratory approach, it is beneficial before quantitative research tests hypotheses more rigorously [20]. Two focus group interviews and two in-depth interviews are conducted during the qualitative research.

3.2.1. Focus Group and In-depth Interviews

The main reason to prefer focus group interviews in this study to explore the research topic is the opportunity to observe a large amount of interaction on a topic in a limited period of time [21]. During focus group interviews, group synergy is a useful tool, especially when generating items to develop a new scale.

Two different focus group interviews are conducted, and the samples of interviewee groups are chosen from different demographic profiles on purpose to be able to generate different concepts. 1st focus group consists of six PhD students majoring in three different areas: marketing, finance, and organizational management, with the age range between 27 and 42. The 2nd focus group consists of six people working in different companies in

different positions, which are SAP consultant, industrial designer, plant manager, corporate relations manager, merchandise planner, and business analyst, with the age of 30.

In addition to the two focus group interviews, two in-depth interviews are conducted. The interviewees were chosen based on their wide knowledge of alternative online shopping websites and their extensive involvement in online social shopping on a regular basis.

Interviews are started with a question by the moderator; "Have you ever searched for and/or shared with other people any information, opinion, or suggestion about a product, service, company, or shopping activity on the internet?" and are continued until the saturation is reached and no new idea is generated. Each interviewee is allowed to freely mention the online shopping experience and motivation behind online socializing behaviors. Each interview lasted about 40 to 50 minutes. Interviews are audio tape recorded and then transcribed. Data is analyzed by data reduction, data display, conclusion drawing, and conclusion verification, as suggested by Griggs [22]. During data reduction, data is summarized and paraphrased, categories to be included in the study are selected, and data items are coded into categories. Items generated are displayed on a table in a systematic way. When the conclusion is drawn, regularities and patterns in the responses are noted, and propositions are formed.

Based on the results of the qualitative inquiry, 61 items are included in the initial inventory of online social shopping motivation. The initial inventory is intentionally broad to include a wide range of social shopping motivation factors in online environments. Six factors emerged: opinion comparison, new socio-networking, social browsing, entertainment, information seeking, and opinion expression. The item pool generated from the two focus groups and two in-depth interviews includes 61 items in six dimensions.

3.3. Construct Dimensions and Items

The scale purification process involved item reduction and an initial assessment of the scale's dimensionality [23]. Items that are found to be non-applicable, incomprehensible, and/or confusing are eliminated. Following that, the wording is revised, and items are checked not to have any missing points. The resulting inventory contained 19 items for six categories, which are entertainment, opinion comparison, opinion expression, new socio-networking, social browsing, and information seeking (Table 1).

3.3.1. Entertainment

Online shopping is a voluntary and hedonic activity, and users participate because they are intrinsically motivated [17]. The experience often offers (enjoyment) entertainment, which users have been found to appreciate [24]. Studies have found perceived enjoyment to be a significant antecedent to users' intentions to adopt technologies for activities such as web browsing [25] and instant messaging [26].

Enjoyment is defined as the degree to which an experience is fun or interesting [27], having three components: pleasure, arousal, and escapism [28,29]. The positive effects of pleasure and arousal on behavioral intentions have long been known [30] and have more recently been demonstrated also to be relevant to e-shopping [31,32]. Studies revealed that enjoyment influences the intention to return to a retailer's website [33,34]. Fiore et al. (2005) found that the enjoyment of websites had positive influences on behavior response to e-retailer websites [35]. Thus, based on the findings of the qualitative part of the study, it is hypothesized that entertainment is a component of online social shopping motivation.

3.3.2. Opinion Comparison

According to Festinger's theory of social comparison, people evaluate themselves in terms of two dimensions: abilities and opinions [36]. The abilities dimension focuses on what people are capable of doing [37], and it is not used in this study since it is irrelevant. The opinions dimension poses the primary question, "What should I think or feel?" as individuals want to know whether their opinions and thoughts are correct [37]. According to the theory, such self-evaluation is most accurate when measured against direct, physical standards. However, when an objective means of comparison is not available, people compare themselves to others.

Given the rapid changes in trends, absolute standards of what products to buy or use do not exist. When there is a lack of objective standards and increased uncertainty about the choices, consumers are more likely to be engaged in social comparison [36]. This is truer today than ever before, considering the advanced state of information technologies, which can provide consumers with many options for new products and shopping outlets [38]. Festinger proposed the similarity hypothesis, which posits that people prefer comparing themselves to those who are both similar and closely acquainted with them for self-evaluation [36]. Socially oriented consumers pay attention to what their friends and peers select, try on, and purchase. These similar and closely acquainted referents provide consumers with subjective and normative standards for their selections and purchases [39]. Thus, based on the findings of the qualitative part of the study, it is hypothesized that opinion comparison is a component of online social shopping motivation.

3.3.3. Opinion Expression

Opinion expression involves showing off knowledge and expertise or delivering shopping information to others [38]. The term expression indicates that consumers can influence others through both verbal communication and nonverbal interaction, and it involves being recognized and distinguished by others [38]. According to the fashion opinion leadership theory, many consumers like to influence others' fashion decisions [40]. Public individuation theory explains one's willingness to stand out in a group to which they belong [41]. Opinion leaders enjoy being recognized for their shopping tastes [42]. Thus, based on the findings of the qualitative part of the study, it is hypothesized that opinion expression is a component of online social shopping motivation.

3.3.4. New Socio-networking

New socio-networking refers to interacting with other shoppers and developing new friendships through the process [38]. Individuals interact with strangers on a daily basis, and these interactions can be pleasant [43]. In shopping environments -especially online shopping environments- consumers can develop a customer-to-customer relationship with a stranger. Role theory posits that many social exchanges follow certain patterns due to the participant's adoption of a role [44]. Consumers might adopt a role as either a help seeker or a help provider in retail environments [45]. Moreover, mutual interests, such as shopping, make it easier for shoppers to engage in interactions with strangers. Thus, based on the findings of the qualitative part of the study, it is hypothesized that new socio-networking is a component of online social shopping motivation.

3.3.5. Social Browsing

Social browsing refers to exploring new trends and products that are popular among others [38]. According to the theory of innovation adoption and diffusion, the majority of consumers adopted new products after they saw consumer leaders purchasing or using those products [46]. The theory of social conformity posits that individuals pursue social identity and social approval by selecting a fashion that others would accept [40]. Thus, based on the findings of the qualitative part of the study, it is hypothesized that social browsing is a component of online social shopping motivation.

3.3.6. Information Seeking

Seeking online information, opinions, or referring to product lists and recommendations given by other people who have already purchased and used the product, provide benefits to consumers, such as retrieval time reduction, unveiling of new preferences, extension of recommendation lists, and interactive feedback [47]. According to Stell and Paden, the motivational factors underlying observational (vicarious) shopping exploration are to satisfy curiosity or to get accurate product knowledge [48]. Stell and Paden found that consumers engage in online shopping activities to increase stimulation, satisfy their curiosity, or learn about products [48]. Thus, in social shopping, consumers are likely to access, search, identify, and acquire information to stay or become informed about products and trends before making a purchase decision [48]. Online social shopping can provide an efficient and satisfying functional shopping experience through information gathering.

Thus, based on the findings of the qualitative part of the study, it is hypothesized that information seeking is a component of online social shopping motivation.

Table 1. Final Inventory

<p>To explore new trends and unknown products</p> <p>To get informed about my friends' shopping activities and compare mine before a decision.</p> <p>To search for detailed information about the product/brand/company.</p> <p>To get to know/purchase products that many others have also bought.</p> <p>To find out the opinions of others facing problems similar to ones I face about a product/company.</p> <p>To enjoy</p> <p>To find out what others think about a product/service/company and compare to my thoughts.</p> <p>To recommend places/brands/products to friends and/or family.</p> <p>To participate in conversations about products/services and shopping.</p> <p>To talk with others about mutual opinions and experiences about a product/company.</p> <p>To explore for new products and/or brands that are popular among my friends.</p> <p>To give others my personal opinions about products/services</p> <p>To relax.</p> <p>To make new friends through shopping and/or shopping talk.</p> <p>To meet the others who have similar tastes/interests with me.</p> <p>To have good time and feel like an escape from the real world</p> <p>To look for online discounts and bargains.</p> <p>To seek advice and solutions for my problems with a product/service</p> <p>To communicate with other people who share similar shopping experiences.</p>
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3.4. Reliability Analysis

Inter-judge reliability methods are employed to assess reliability in content analysis. The two judges are PhD students, and the agreement between them is measured (Table 2).

Table 2. Inter-judge Agreement

Rater 1	Rater 2	opinion comparison	social browsing	opinion showing	new socio-networking	information seeking	entertainment	Σ
opinion comparison		2	2					4
social browsing				1	1	1		3
opinion showing			1	2				3
new socio-networking					3			3
information seeking						3		3
entertainment							3	3
Σ		2	3	3	4	4	3	19

One method used is Cohen's (1960) kappa (κ), the "coefficient of agreement," between inter-rater agreement and item reliability as pursuits of evaluating the quality of data [49]. Cohen's kappa is found as 0,62 in this study, indicating 62%. This value shows a substantial agreement between judges, as stated in the guideline developed by Landis and Koch in 1977 [50].

Another method used is the "index of reliability" (Ir) of Perreault and Leigh since 1989 [51]. The index is calculated as 0,79; thus, the agreement between judges is 79%. It is also important to note that the confidence interval is identified between 0,97 and 0,60, suggesting that the agreement is significant.

One other method used in this study to measure reliability is proposed by Holsti in 1969 [52]. The coefficient that is found in this measurement is 0,68 and shows 68% agreement between judges. This is not considered high for agreement according to Holsti's method; however, his index of composite reliability is based on the argument that for averaged results, "the consensus will cumulate validity disproportionately more rapidly than it will cumulate error" [52], and thus the index value increases with the number of judges, assuming a constant level of inter-judge agreement of only 0.1, which might readily be achieved by chance alone, it would be needed only to increase the number of judges in order to achieve higher reliability [53].

3.5. Quantitative Research

The online survey method is included in the data collection stage as a quantitative method since surveys provide an opportunity to contact a large audience with moderate cost (time and funding).

The survey selects the relevant sample by asking the question, "Have you ever searched for and/or shared with other people any information, opinion, suggestion product/service/company OR shopping activity on the internet?" at the beginning of the survey. Then, the respondents are asked to fill out the survey if only they answered YES to that question. It is aimed to eliminate the respondents irrelevant to the topic by these two opening questions.

The survey consists of three parts, in which the first two parts have the same items with different rating scales. It aims to check the reliability and validity of the scale by asking the same respondents to rate the same items with different methods. In the first part, respondents are asked to rate the items with a 6-point Likert scale (strongly disagree, disagree, slightly disagree, slightly agree, agree, strongly agree). A 6-point Likert scale with no neutral point is preferred instead of 7 points, since, as Kagitcibasi (1999) states, the characteristics of Turkish culture direct respondents to a tendency to rate neutral [54]. In the second part of the survey, respondents are asked to score their agreement with the item from 10 to 100 on the staple scale. The 3rd and final part consists of demographic questions with the aim of having information on the demographics of the sample.

3.5.1. Sampling

The research is conducted by convenience sampling through an online survey to have the opportunity to contact a large audience from different parts of Turkiye with different backgrounds. 7 Surveys with missing information are eliminated. Thus, data analysis is conducted on 95 valid and reliable surveys filled out by respondents. The number of surveys is large enough to reach valid and reliable results through data analysis since it is 95, 5 times the number of items in the survey which is 19 (Table 3). Demographic information based on gender, age, marital status, occupation, and education is collected from the survey sample (Table 4).

Table 3. Valid Surveys

		N	%
Cases	Valid	95	93,1
	Excluded ^a	7	6,9
	Total	102	100,0

a. Listwise deletion based on all variables in the procedure.

Table 4. Sample Characteristics

Demographics	Frequency	Valid Percent
GENDER		
Female	52	67,5
Male	25	32,5
AGE		
<20 - 30	48	62,3
31 - 50	28	36,4
51 - 60	1	1,3
MARITAL STATUS		
Single	49	63,6
Married	28	36,4
OCCUPATION		
Unemployed	3	3,9
Student	7	9,1
Self-employed	19	24,7
Civil employee	1	1,3
Retired	1	1,3
Corporate employee	46	59,7
EDUCATION		
Highschool	2	2,6
University	39	50,6
Masters	27	35,1
PhD	9	11,7

3.5.2. Factor Analysis

Data analysis is performed using SPSS (statistical package for social sciences). For the factor analysis of the Online Social Shopping Motivation Scale, the Kaiser-Mayer-Olkin (KMO) measure of sampling adequacy (MSA) is 0,799, which is above 0,70 and therefore indicates an acceptable level [55]. The Bartlett's Test of Sphericity (BTS) is significant (Significance level = 0,000 < 0,005) for all factor analyses run, which shows that correlations among variables are present (Table 5).

Table 5. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,799
Bartlett's Test of Sphericity	Approx. Chi-Square	424,755
	df	55
	Sig.	,000

The total variance extracted is 66,954 percent for the three factors, which is significant. Furthermore, the communalities which indicate the amount of variance each variable shares with the rest of the variables in the analysis were examined (Table 6). Principal component analysis is used as the extraction method. The variables with communalities less than 0.50 were deemed as not contributing to the variance explained and were therefore dropped from the analysis [56].

Table 6. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,287	38,977	38,977	4,287	38,977	38,977	3,551	32,284	32,284
2	1,790	16,274	55,251	1,790	16,274	55,251	1,944	17,672	49,956
3	1,287	11,703	66,954	1,287	11,703	66,954	1,870	16,997	66,954
4	,762	6,924	73,878						
5	,724	6,582	80,460						
6	,561	5,103	85,562						
7	,412	3,748	89,310						
8	,375	3,411	92,721						
9	,311	2,831	95,552						
10	,274	2,492	98,045						
11	,215	1,955	100,000						

Factor analysis had to be run eight times to reach the final results. The final factor analysis results yield three factors with 11 items (Table 7). Rotation converged in 5 iterations. In order to achieve the best possible interpretation of the factors, the Varimax with Kaiser Normalization rotation method was used. This is an orthogonal rotation technique that is suitable for reducing the number of variables to smaller subsets.

Additionally, the significance of the factor loadings, which determines the correlation between the variable and the underlying factor, was assessed. The factor loadings above 0,50 were considered practically significant. The items with less than 0,50 factor loadings are excluded in each run. Also, the items that were loaded to more than two factors, as well as to the theoretically unexpected factors, were taken out.

Table 7. Final Rotated Component Matrix

	Component		
	Entertainment/ Socializing	Trend Following	Opinion Comparison
ENT3A	,879		
OSHW1A	,813		
ENT1A	,789		
ENT2A	,771		
NEW2A	,670		
OCOM4A		,809	
SBRO2A		,805	
SBRO1A		,665	
OCOM2A			,858
OCOM1A			,795
OCOM3A			,620

As a result of this SPSS analysis, three factors are found with 11 items as the online social shopping scale measure. These factors are titled according to items they include entertainment/socializing (5 items), trend following (3 items), and opinion comparison (3 items).

3.5.3. Reliability Analysis

To analyze the reliability of the scale, Cronbach's Alpha is measured for all three factors found in the factor analysis (Table 8).

Table 8. Factor Reliability Statistics

Factor	Cronbach's Alpha	Number of Items
Entertainment/Socializing	,867	5
Trend Following	,724	3
Opinion Comparison	,667	3

Also, the item-total statistics are checked to see if there were any items that would increase Cronbach's Alpha if the item were deleted. It is revealed that none of the items would increase Cronbach's Alpha if the item was deleted (Table 9).

Table 9. Factor Analysis Results for Online Social Shopping Motivation Scale

Factors and Items		Factor Loadings	Cronbach's Alpha
Entertainment / Socializing (ENJSOC)			
ENT3A	To have good time and feel like escaping from the real world.	,879	,867
OSHW1A	To participate in conversations about products/companies.	,813	
ENT1A	To relax.	,789	
ENT2A	To enjoy.	,771	
NEW2A	To meet others who have similar tastes/interests.	,670	
Trend Following (TREND)			
OCOM4A	To get informed about my friends' shopping activities and compare them to mine.	,809	,724
SBRO2A	To get to know/purchase products that many others have also bought.	,805	
SBRO1A	To explore new products/services/brands that are popular among my friends.	,665	
Opinion Comparison (OCOM)			
OCOM2A	To find out what others think about a product/company and compare to my thoughts.	,858	,667
OCOM1A	To compare the thoughts/opinions of others who face problems similar to the ones I face about a product/company to mine.	,795	
OCOM3A	To talk with others about mutual opinions and experiences about a product/service/company and compare to mine.	,620	

The Online Social Shopping Scale with three factors and 11 items is concluded to be reliable with Cronbach's Alpha ,832 (Table 10).

Table 10. Online Social Shopping Scale Reliability Statistics

Cronbach's Alpha	Number of Items
,832	11

3.5.4. Construct Validity Analysis

The Multitrait-Multimethod Matrix (MTMM) by Campbell and Fiske is an approach to assessing the construct validity of a set of measures in the study [57]. (Table 11). According to the basic principles of MTMM, coefficients in the reliability diagonal should consistently be the highest in the matrix. That is, a construct should be more

highly correlated with itself than with anything else. This criterion is not completely met in this matrix, since ENJSOC1-ENJSOC, TREND1-TREND2, and OCOM1-OCOM2 are higher than the coefficients in the reliability diagonal (green diagonal). These high correlations can be explained by measuring these three factors with different methods, which do not yield significantly different results. As evidence of convergent validity, coefficients in the validity diagonals should be significantly different from zero and high enough to warrant further investigation. All of the correlations in the MTMM meet this criterion. As the evidence for discriminant validity, there are three criteria that a validity coefficient should be higher than values lying in its column and row in the same heteromethod block, a validity coefficient should be higher than all coefficients in the heterotrait-monomethod triangles, and the same pattern of trait interrelationship should be seen in all triangles. This MTMM clearly meets these three criteria. Thus, discriminant validity is ensured.

Table 11. MTMM

		Method 1 (6-pt Likert Scale)			Method 2 (Stapel Scale)		
		ENJSOC1	TREND1	OCOM1	ENJSOC2	TREND2	OCOM2
Method 1 (6-Pt Likert Scale)	ENJSOC1	,867					
	TREND1	,440	,724				
	OCOM1	,250	,318	,667			
Method 2 (Stapel Scale)	ENJSOC2	,923	,422	,208	,912		
	TREND2	,490	,814	,322	,509	,831	
	OCOM2	,242	,403	,759	,184	,350	,735

IV. CONCLUSION

This study is preliminary research to explore the components of online social motivation and to make an initial attempt to develop a scale to measure it. As the result of this study, three factors are found with 11 items as the online social shopping scale measure. These factors are titled according to items, and they include entertainment/socializing (5 items), trend following (3 items), and opinion comparison (3 items). This study is an initial step toward uncovering the motivational factors underlying online social shopping motivation, thus more future studies are needed in order to explore more extensively this vital issue. The findings of this research provide an initial endeavor for both academicians for further studies and practitioners interested in motivating customers for online social shopping practices.

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