



The influence of the friendship factor on social media on the intention to continue social shopping and social media participation: A study on generation Z

Divaldi Altira Wahyudi¹, Sri Daryanti^{1,*}

¹ Department of Management, Faculty of Economics and Business, Universitas Indonesia, Depok, West Java 16424, Indonesia.

*Correspondence: sri.daryanti@ui.ac.id

Received Date: June 23, 2025

Revised Date: July 27, 2025

Accepted Date: July 28, 2025

ABSTRACT

Background: Humans continue to revolutionize how they search for and process information in line with technological advancements, social changes, and evolving needs. However, amidst the openness of information, the friendship factor is often overlooked due to broad access to various sources without considering their credibility. This study aims to understand how the friendship factor, particularly informational social influence, interpersonal trust, and perceptions of a friend's knowledge, influences consumer behavior in the context of social shopping and social media participation. It also examines the role of confirmation and perceived usefulness in shaping consumer satisfaction and their impact on the intention to continue social shopping and social media participation, using an Expected Confirmation Model (ECM) adapted to consumer behavior. **Method:** This study employs a quantitative design with a single cross-sectional method and purposive sampling. Data were collected through a structured online questionnaire, yielding 274 respondents. The data were then analyzed using the Partial Least Square Structural Equation Model (PLS-SEM) technique. **Findings:** The findings reveal that informational influence, interpersonal trust, and perceived friend knowledge significantly affect confirmation (0.145–0.337), which in turn influences perceived usefulness (0.523–0.598), user satisfaction (0.347–0.473), and continuance intention of social shopping (0.204–0.513) and social media participation (0.113–0.532). The results of the study indicate that all hypotheses were accepted. Friendship factors, particularly interpersonal trust, play a crucial role in shaping perceived usefulness and experience confirmation, which in turn influence satisfaction and the intention to continue social shopping and social media participation. **Conclusion:** This study highlights the importance of providing positive experiences (positive confirmation) to encourage sustainable intentions in the context of social shopping and social media participation. **Novelty/Originality of this article:** The study introduces an adapted Expected Confirmation Model (ECM) to examine how friendship factors influence consumer satisfaction and continued intention in social shopping and social media participation.

KEYWORDS: friendship factor; social shopping; social media participation; expected confirmation model (ECM).

1. Introduction

Throughout history, the manner in which individuals acquire and interpret information has undergone profound evolution. These changes are deeply influenced by the progression of technology, shifts in societal structures, and the dynamic nature of human necessities. Particularly in Indonesia, where internet accessibility has reached approximately 79%, this transformation is evident in everyday consumer behavior (Ahdiat, 2024). Seeking

Cite This Article:

Wahyudi, D. A., & Daryanti, S. (2025). The influence of the friendship factor on social media on the intention to continue social shopping and social media participation: A study on generation Z. *Interaction, Community Engagement, and Social Environment*, 3(1), 18-33. <https://doi.org/10.61511/icese.v3i1.2025.2137>

Copyright: © 2025 by the authors. This article is distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).



information is inherently a social endeavor, particularly in the context of digital platforms. As consumer habits evolve in response to technological shifts, social media emerges not just as a communication medium but also as a hub for collective decision-making and commercial engagement (Schiffman & Wisenblit, 2019).

In terms of information transparency and interaction, its dynamic nature remains intact. In the digital era, information does not originate from a single trusted source (one-to-many) but from various sources (many-to-many). Every individual has the ability to simultaneously become both a producer and consumer of information, such as through social media, online forums, or user reviews (Jensen & Helles, 2011). However, false or misleading information can come from sources lacking expertise or interest in providing accurate data, increasing risks for consumers who are not critical in processing such information. Expectations regarding a product formed based on information, whether from expertise or others' experiences (such as social media friends), are essential due to market demand for such expectations. Demonstrating a product's or service's performance before it is purchased and used is often not feasible, particularly for experience goods. This also applies to high-involvement products—products perceived by consumers to involve significant sacrifices. To avoid post-purchase dissonance, or regret after making a purchase, in-depth information is required to influence judgment. This underscores the critical role of social networks and peer recommendations in mitigating perceived risk, as consumers often turn to trusted friends for authentic insights that bridge the information gap. The collective wisdom shared within these digital communities becomes a vital resource, helping consumers form more realistic expectations and make informed decisions, especially for purchases where direct evaluation is difficult. In today's decentralized communication networks, managing the flow of credible information is not only a technical challenge but also a social one. Hence, the credibility of interpersonal sources such as friends becomes increasingly pivotal in filtering the noise within the digital space (Décieux et al., 2019).

Despite the overwhelming abundance of accessible digital information, the influence of friendships is frequently underappreciated. The rapid expansion of online sources often overshadows the critical role of interpersonal relationships in shaping consumer trust and decisions. Consumers often discover similarities with individuals they consider members of the same group (Lu et al., 2010). This fosters trust and affects the overall shopping experience. Thus, researchers are interested in measuring how activities representing social shopping among Generation Z can contribute to sustaining social shopping phenomena and social media participation. By encouraging users to seek solutions in professional communities and offering reciprocal aid, social media engagement can improve peer-to-peer communication (Tseng & Kuo, 2014). Generation Z is an increasingly dominant consumer group with unique characteristics in shopping behavior and social media use (Huwaida et al., 2024). This study also adopts the Expected Confirmation Model (ECM) developed by Bhattacharjee (2001). The friendship factor, measured through informational influence, interpersonal trust, and perceptions of friends' knowledge, plays a role in consumers' confirmation of their social shopping experiences and social media participation, influencing their perceptions of post-use usefulness. Friends' considerations serve as antecedents (factors preceding outcomes) influencing individuals' expectations about the performance of a product or service. If the product exceeds expectations and is perceived to perform better than anticipated, it is likely to result in positive confirmation. In such cases, consumers may continue engaging in social shopping. Therefore, this study extends ECM by investigating determinants influencing customer behavior before and after purchases and their tendencies to sustain social shopping and engage in social media participation. Specifically, the integration of friendship factors into ECM allows for a nuanced understanding of how social ties and trusted information sources shape both initial expectations and subsequent satisfaction, ultimately driving continued engagement. By examining both pre-purchase influences and post-purchase confirmation, this research provides a comprehensive framework for understanding the sustained adoption of social shopping and social media participation among Generation Z. This is particularly relevant

given Generation Z's reliance on peer recommendations and social proof in their consumption decisions, making the exploration of friendship factors within ECM a critical contribution. As a digitally native cohort, Generation Z is notably influenced by peer engagement, digital validation, and social endorsements (Kim et al., 2013). Their decision-making processes often revolve around collective insights gathered through digital interaction, underscoring the importance of peer-generated content and virtual community discussions in shaping commercial behavior.

Social interaction forms the foundation of social commerce, representing two main activities: social shopping and social media participation, with friendship factors influencing consumer activities across various purchasing stages (Mangleburg et al., 2004). Engaging with peers on social media platforms can help you learn from their experiences, which lowers the chance that you'll make poor choices (Nambisan & Watt, 2011). While previous research has explored consumer motivations to engage in social shopping through social value (Kim et al., 2011), studies examining how antecedents of social shopping and social media participation affect consumers' intentions for continued use remain limited. This research is essential, as few studies have investigated how friendship factors on social media during the pre-purchase stage contribute to future social shopping and social media participation. Social media participation involves consumers contributing their knowledge, experiences, and evaluations or receiving related information from friends about specific products or services. Therefore, this study differs from previous research by not focusing on emotional interaction. Instead, it emphasizes the informational and relational aspects of social influence stemming from friendships, particularly how these factors shape pre-purchase behavior and subsequent intentions for engagement in social commerce activities. By specifically focusing on the pre-purchase stage, this study aims to uncover the unique role of peer influence and trusted network connections in shaping consumer decisions before a transaction occurs. Understanding these dynamics is crucial for social commerce platforms and marketers seeking to foster sustained consumer engagement and leverage the power of social networks effectively.

2. Methods

In this study, a quantitative research design with a single cross-sectional method is employed. This method requires data collection from a sample drawn from the research population at a single point in time. Data will be collected using structured questionnaires distributed both online and in physical form to prospective respondents. The questionnaire is designed to gather relevant information about the variables being examined in the study, enabling the testing of hypotheses and answering research questions. The use of the cross-sectional method allows the researcher to obtain a clear picture of the phenomenon under investigation at a single moment in time. This approach is particularly suitable for describing the prevalence of a phenomenon, examining relationships between variables, or assessing attitudes and behaviors within a defined population at a specific temporal snapshot. However, it's important to acknowledge that this method does not allow for the establishment of cause-and-effect relationships or the observation of changes over time. Despite this limitation, the cross-sectional design offers an efficient and cost-effective way to gather valuable insights into current trends and associations. Furthermore, the broad reach enabled by online and physical distribution of questionnaires enhances the representativeness of the sample, bolstering the generalizability of the findings to the larger population. This comprehensive data collection strategy is crucial for capturing a diverse range of perspectives and experiences relevant to the study's objectives. The standardized nature of structured questionnaires further ensures consistency in data collection, minimizing potential biases and facilitating quantitative analysis. This systematic approach allows for efficient processing and interpretation of the large datasets typically associated with cross-sectional studies.

The research model replicates the framework developed by Yu, Hung, Yu, & Hung (2024), which serves as a reference for this study. The model is adopted and adapted

through the concept of consumer behavior, linking social behavior theory and the Expected Confirmation Model (ECM). The measurement of variables includes independent variables such as friendship factors, which consist of informational influence factor, interpersonal trust, and perceptions of friend's knowledge. The mediating variables include confirmation of social shopping, perceived usefulness of social shopping, confirmation of social media participation, perceived usefulness of social media participation, satisfaction with social shopping, satisfaction with social media participation, and continuance intention of social shopping. The dependent variable is the continuance intention of social media participation.

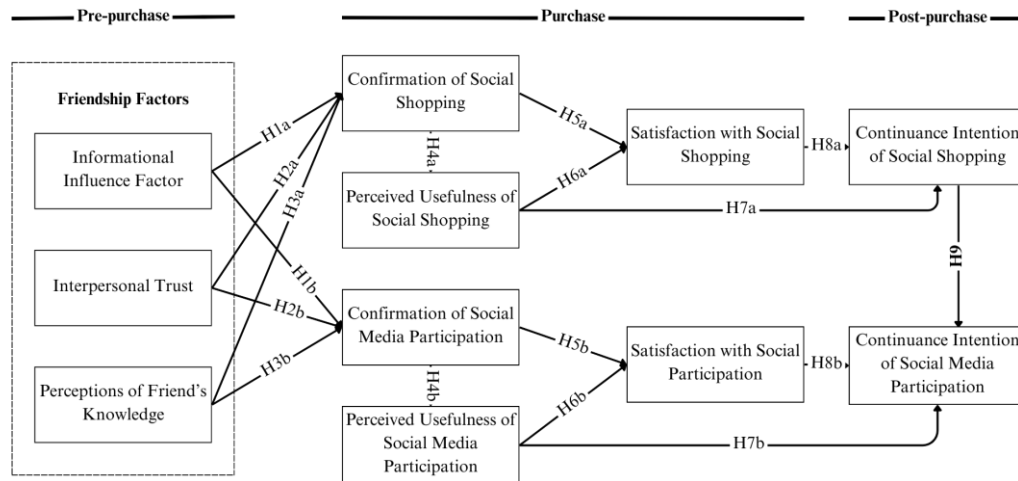


Fig. 1. Research model
(Yu et al., 2024)

The data used in this study is collected using the online survey service Google Forms. The survey is distributed via social media by providing a link that directly leads to the survey page. Additionally, the researcher will seek potential respondents by sharing information about the study and the questionnaire. Respondents who complete the survey will be informed that their responses will be kept confidential and used solely for research purposes. After determining the data collection method, the next step is to establish the sampling method. This study adopts non-probability sampling, meaning not all members of the population have an equal chance of being selected. As this study focuses on Generation Z in Indonesia, the purposive or judgmental sampling method will be used, where sample units are chosen based on the research objectives or specific criteria deemed relevant. This approach is particularly suitable for targeting a specific demographic like Generation Z, ensuring that the collected data directly addresses the research questions concerning their social shopping and social media participation behaviors in the Indonesian context. While purposive sampling may limit the generalizability of findings to the broader Indonesian population, it allows for a deeper and more focused exploration of the chosen demographic's unique characteristics and trends. Specific criteria for inclusion in the sample will be clearly defined to ensure the selection of respondents who are genuinely representative of Generation Z in Indonesia and actively engage with social media and online shopping platforms. This meticulous selection process, despite being non-probabilistic, aims to maximize the relevance and depth of the data collected from the target demographic. Furthermore, the digital distribution through social media is expected to efficiently reach a large number of Generation Z individuals in Indonesia, aligning with their pervasive use of these platforms.

In research, it is essential to define and measure variables to enhance clarity and objectivity. For a more comprehensive understanding, refer to Table 1 below, which contains the operational definitions of the variables.

Table 1. Variables operationalization

Variable	Definition		Indicator	Sources
Informational influence factor	The consumer obtains information from friends on social media and is influenced by their opinions and participation intention.	SI1	I often ask my friends on social media to help me choose the best product.	Mangleburg et al., 2004
		SI2	If I don't have a lot of experience with a product, I often ask my friends on social media about it.	
		SI3	I often get information about a product from friends on social media before I buy it.	
		SI4	To make sure that I buy the right product or brand, I often look at what my friends on social media are buying and using.	
Interpersonal trust	The consumer's confidence, belief, and trust in friends on social media.	TR1	I trust most contacts on my friend list on social media.	Chu & Kim, 2011; Kim & Park, 2013; Cheng et al., 2023
		TR2	I have confidence in the contacts on my friend list on social media.	
		TR3	I can trust the contacts on my friend list on social media	
		TR4	I believe that my friend on social media keeps my best interests in mind.	
		TR5	I trust my friends on social media to protect my privacy.	
Perception of friend's knowledge	The consumer's assessment of the knowledge of social media friends regarding a product, purchase, or store	PK1	My friends on social media know more about products than i do.	Mangleburg et al., 2004
		PK2	My friends on social media know more about shopping than i do.	
		PK3	My friends on social media know more about store information than i do.	
		PK4	My friends on social media have more knowledge about brands than i do.	
Confirmation	The consumer's comparison of preusage expectations and post-usage social shopping and social media participation.	SC1	My experience of social shopping was better than i had expected.	Bhattacharjee, 2001; Lee & Kwon, 2011
		SC2	The service provided by social shopping was better than i had expected.	
		SC3	Overall, most of my expectations regarding the use of the functions of social shopping were confirmed.	
		SC4	Social shopping can fulfill my need for social interaction related to shopping.	
		SC5	My expectation of social shopping was satisfied as a whole.	
		PC1	My experience of using shopping-related social media in terms of participation was better than I had expected.	
		PC2	The service provided by shopping-related social media for participation was better than I had expected.	

Perceived usefulness	The consumer's assessment of the usefulness and expected benefits of social shopping and participation provided by the social media platform	PC3	Overall, most of my expectations regarding the use of social media for participation were confirmed.	Davis, 1989; Dang et al., 2014
		PC4	Social media participation can fulfill my social interaction needs related to shopping.	
		PC5	My expectation from social participation was satisfied as a whole.	
		SPU1	Using social media can help me to shop quickly.	
		SPU2	The shopping-related functions provided by social media are useful.	
		SPU3	Using social media can enhance my effectiveness in shopping.	
		SPU4	Using social media allows me to access a rich product information for my comparison.	
		SPU5	Using social media allows me to find the products easily that I am looking for.	
		SPU6	Using social media saves me time.	
		PPU1	Using social media can help me achieve shopping-related social participation more quickly.	
		PPU2	The shopping-related participation functions provided by social media are useful.	
		PPU3	Using social media can enhance the effectiveness of my social participation.	
		PPU4	Social participations allows me to access a rich product information for my comparison	
		PPU5	Social participation allows me to find the products easily that I am looking for.	
		PPU6	Social participation saves me time.	
Satisfaction	The degree to which the consumer feels satisfied, happy, or pleased with his/her social media participation related to shopping and purchases via the social media network.	SS1	I am satisfied with using social media for shopping.	Hsu et al., 2015; Liang et al., 2011
		SS2	I am pleased to use social media for shopping.	
		SS3	I am happy to use social media for shopping.	
		SS4	I think using social media for shopping is a wise choice.	
		PS1	I am satisfied with using social media for shopping-related social participation.	
		PS2	I am pleased to use social media for shopping-related social participation.	
		PS3	I am happy to use social media for shopping-related social participation.	
		PS4	I feel that social media participation for shopping is a wise choice.	
Continuance intention of social shopping	The consumer's willingness to continue	SCS1	In the future, I intend to continue using social media for shopping.	Bhattacharjee, 2001; Lee & Kwon, 2011
		SCS2	My intention is to continue using social media for shopping rather than using alternative means.	

Continuance intention of social media participation	The consumer's willingness to continue participating in social shopping via the social media network.	shopping via the social media network.		
		SCS3	If I can, I would like to continue using social media for shopping.	Bhattacharjee, 2001; Lee & Kwon, 2011
		SCS4	I will consider using media social preferentially for shopping.	
		PCP1	In the future, I intend to continue using social media for shopping-related social participation.	Bhattacharjee, 2001; Lee & Kwon, 2011
		PCP2	My intention is to continue using social media for social participation rather than using alternative means.	
		PCP3	If I can, I would like to continue using social media for shopping-related social participation.	
		PCP4	I will consider to participate in social media preferentially for shopping.	

The technique used to analyze data in this study employs Structural Equation Modeling (SEM), specifically Partial Least Squares Structural Equation Modeling (PLS-SEM), which is commonly used to analyze relationships between variables in research. The first analysis involves descriptive analysis of the collected data by calculating the mean, standard deviation, and frequency distribution of the respondents' data to ensure data quality and identify any inconsistencies or missing data. PLS-SEM is particularly well-suited for this study due to its ability to handle complex models with multiple latent variables and its less stringent assumptions regarding data distribution, making it robust for analyzing survey data. Following the descriptive analysis, the PLS-SEM approach will be applied in two stages: first, assessing the measurement model for reliability and validity of the constructs, and second, evaluating the structural model to test the hypothesized relationships between the study's variables. The choice of PLS-SEM is especially justified given its robustness in exploratory research and its ability to simultaneously evaluate measurement and structural models in complex theoretical frameworks involving multiple mediating variables.

The steps and requirements for using PLS-SEM include conducting validity and reliability tests beforehand. Validity testing can be performed using convergent validity, discriminant validity, the Fornell-Larcker criterion, and the Heterotrait-Monotrait Ratio (HTMT). Reliability testing, on the other hand, can be conducted using internal consistency, typically assessed through Cronbach's Alpha and Composite Reliability. To ensure the relationship between the indicators (items in the questionnaire) and the constructs being measured, the evaluation of the measurement model (outer model) is carried out. This includes testing the outer loadings to confirm that the indicators in the model significantly measure the intended constructs. High outer loadings (typically above 0.7) indicate that the indicators are well-suited to represent their respective latent variables, thus ensuring the quality of the measures. The choice of PLS-SEM is especially justified given its robustness in exploratory research and its ability to simultaneously evaluate measurement and structural models in complex theoretical frameworks involving multiple mediating variables.

After confirming the validity and reliability of the measurement model, the analysis proceeds by examining the relationships between constructs in the structural model (inner model). At this stage, Path Coefficients are used to evaluate the strength and direction of relationships between latent variables. Testing is conducted to determine whether these relationships are significant by measuring the t-value and p-value of each relationship to decide whether to accept or reject the hypotheses. Furthermore, the R-squared value will be examined to assess the predictive power of the structural model, indicating the proportion of variance in the dependent variables explained by the independent variables. The Q-squared value (predictive relevance) will also be assessed to determine the model's ability to predict new observations. Finally, a bootstrapping procedure will be employed to

generate standard errors and t-values for the path coefficients, ensuring the robustness of the statistical inferences drawn from the model.

3. Results and Discussion

3.1 Analysis of structural model

To determine the significance of each variable in the research model, the Size and Significance of Path Coefficients (Direct Effects) are tested. The method used in this study is bootstrapping, employing a sub-sample size of 5,000.

Table 2. Direct path coefficients results with bootstrapping

Path coefficient		Sample mean (M)	Standard deviation (STDEV)	T-values (O/STDEV)	P-values
SI -> SC	0.211	0.218	0.069	3.070	0.002
SI -> PC	0.145	0.151	0.069	2.117	0.034
TR -> SC	0.337	0.336	0.070	4.824	0.000
TR -> PC	0.315	0.312	0.068	4.666	0.000
PK -> SC	0.165	0.164	0.065	2.550	0.011
PK -> PC	0.326	0.328	0.053	6.127	0.000
SC -> SPU	0.523	0.524	0.061	8.621	0.000
PC -> PPU	0.598	0.601	0.044	13.501	0.000
SC -> SS	0.352	0.351	0.055	6.391	0.000
PC -> PS	0.473	0.472	0.057	8.301	0.000
SPU -> SS	0.447	0.448	0.059	7.598	0.000
PPU -> PS	0.347	0.347	0.062	5.606	0.000
SPU -> SCS	0.204	0.206	0.068	2.986	0.003

Note: SI = informational social influence; SC = confirmation of social shopping; PC = confirmation of participation; TR = interpersonal trust; PK = perceptions of friends' _knowledge; SPU = perceived usefulness of social shopping; PPU = perceived usefulness of participation; SS = satisfaction with social shopping; PS = satisfaction with social participation; SCS = continuance intention of social shopping; PCP = continuance intention of social media participation

3.2 Hypothesis testing

The hypothesis testing process in this study was conducted using relevant statistical methods to determine the relationships between variables.

Table 3. Hypothesis testing result

Hypothesis	Hypothesis statement	Coefficient	Significance	Result
H1a	The level of informational influence factor experienced by online consumers is positively related to confirmation of social shopping.	0.211	0.002	Supported
H1b	The level of informational influence factor experienced by online consumers is positively related to confirmation of social media participation.	0.145	0.034	Supported
H2a	A user's level of interpersonal trust is positively related to his/her confirmation of social shopping.	0.337	0.000	Supported
H2b	A user's level of interpersonal trust is positively related to his/her confirmation of social media participation.	0.315	0.000	Supported
H3a	The strength of a user's perceptions of friends' knowledge is positively	0.165	0.011	Supported

	related to his/her confirmation of social shopping.			
H3b	The strength of a user's perceptions of friends' knowledge is positively related to his/her confirmation of social media participation	0.326	0.000	Supported
H4a	A user's level of confirmation of social shopping is positively related to its perceived usefulness.	0.523	0.000	Supported
H4b	A user's level of confirmation of social media participation is positively related to its perceived usefulness	0.598	0.000	Supported
H5a	Confirmation of social shopping positively influences user satisfaction.	0.352	0.000	Supported
H5b	Confirmation of social participation positively influences user satisfaction.	0.473	0.000	Supported
H6a	The perceived usefulness of social shopping positively influences user satisfaction.	0.447	0.000	Supported
H6b	The perceived usefulness of social participation positively influences user satisfaction.	0.347	0.000	Supported
H7a	The perceived usefulness of social shopping is positively related to consumers' continuance of social shopping.	0.204	0.003	Supported
H7b	The perceived usefulness of social participation is positively related to consumers' continuance intention of social media participation.	0.113	0.033	Supported
H8a	User satisfaction with social shopping is positively related to consumers' continuance intention of social shopping.	0.513	0.000	Supported
H8b	User satisfaction with social media participation is positively related to consumers' continuance intention of social media participation.	0.261	0.000	Supported
H9	Consumers' continuance intention of social shopping leads to social media participation.	0.532	0.000	Supported

The results show that the hypotheses (H1a & H1b) are accepted, supporting previous findings that friends can help reduce uncertainty by providing information that facilitates wise purchasing decisions (Mangleburg et al., 2004). This further supports the idea that before making a purchase, people frequently consult their friends about particular products (Malthouse et al., 2013). Social informational influence is the process by which people absorb knowledge from others and internalize it, changing their behavior (Eckhaus & Sheaffer, 2019). Furthermore, hypotheses (H2a & H2b) are also accepted, indicating that trust plays a crucial role in enhancing expectations about the reliability of others. As explained by Siegelman et al. (2019), interpersonal trust leads individuals to believe that friends or social communities will provide relevant and reliable information.

Hypotheses (H3a & H3b) support the findings that individuals' perceptions of their friends' knowledge about specific products or services encourage reliance on friends' recommendations during the social shopping process. These perceptions also increase individuals' participation in social discussions, ultimately strengthening their engagement

in social communities (Lai & Luo, 2019). Additionally, the acceptance of hypotheses (H4a, H4b, H5a, H5b) underscores the relevance of the Expectation Confirmation Theory (ECT), which posits that confirmation of positive experiences can enhance individuals' perceptions of the value or usefulness of certain activities (Hsu & Chiu, 2004).

Moreover, hypotheses (H6a & H6b) align with the Technology Acceptance Model (TAM). This model explains that the perceived usefulness of technology significantly impacts user satisfaction and the sustainability of technology use (Davis, 1989). These findings indicate that perceived usefulness influences satisfaction in the context of social shopping and social participation (Hajli, 2014). Hypotheses (H7a & H7b) also support previous research (Bhattacharjee, 2001), showing that user satisfaction and perceived usefulness affect users' intentions to continue using technology or online platforms.

Hypotheses (H8a & H8b) confirm that user satisfaction is a key predictor of the intention to continue using systems or technologies, as revealed in ECT and Bhattacharjee's (2001) study. Satisfaction derived from user experiences exceeding expectations drives the continuation of activities such as social shopping and social participation (Xu et al., 2014). Finally, the acceptance of hypothesis (H9) supports the findings of Kim & Park (2013), which state that social shopping not only enhances social interaction on social media platforms but also influences users' intentions to continue participating in both social shopping and other social media activities.

3.3 Discussion

3.3.1 Manager implication

As users' confirmation of social media participation has a positive effect on perceived benefits, companies can focus on social media users with significant influence (influencers) or friends perceived to have extensive knowledge. Strategies such as encouraging peer reviews can help reinforce consumers' positive perceptions. To foster user engagement, companies can leverage community features or product discussion forums on social media. This can create "social confirmation," where consumers experience the benefits of sharing information and learning from other users. By actively facilitating these interactions, businesses can cultivate a virtuous cycle where positive experiences and validated information lead to stronger user engagement and increased trust in the brand or product. This approach moves beyond traditional marketing by empowering consumers to become active participants in the brand narrative, enhancing their sense of belonging and value. Furthermore, the insights gleaned from these community discussions can provide invaluable feedback for product development and marketing strategy refinement.

3.3.2 Social implication

The research findings highlight the importance of social participation in meeting consumer expectations regarding the information provided. Social media platforms can develop features that promote more meaningful interactions among users, such as community discussion spaces, community-based product reviews, or recommendations from trusted friends. Additionally, businesses can use content designed to spark discussions, share information, and encourage recommendations among users on social media. For instance, implementing referral marketing strategies that rely on interpersonal trust among friends can help expand market reach (Lee et al., 2011). Leveraging micro-influencers or small communities can create a more personal and authentic atmosphere of trust, aligning with the behavioral patterns of Generation Z. In the context of social participation, businesses can also promote initiatives involving consumers in community-based activities, strengthening trust and loyalty to the platform or brand. These strategies not only enhance the consumer experience but also transform users into brand advocates, fostering organic growth and sustained engagement. By nurturing these social connections, businesses can build a robust foundation of trust that resonates deeply with Generation Z's

preference for authentic and peer-driven interactions. As a digitally native cohort, Generation Z is notably influenced by peer engagement, digital validation, and social endorsements. Their decision-making processes often revolve around collective insights gathered through digital interaction, underscoring the importance of peer-generated content and virtual community discussions in shaping commercial behavior.

3.3.3 Ethical implication

Friends on social media often serve as references because they share real-life experiences. With the abundance of information circulating on social media, platforms and businesses must ensure that product information is credible and transparent. False or overly exaggerated information (hard selling) can damage interpersonal trust and influence consumer decisions. Businesses can also encourage consumers to create and share content related to products, such as personal reviews, photos, or videos. This not only enhances social engagement but also broadens marketing reach through social media. Companies can leverage consumers as "information agents" by providing positive experiences, encouraging them to share information voluntarily with their friends. For example, offering rewards or incentives to consumers who recommend products to their social media connections. This approach transforms passive consumers into active brand advocates, creating a more authentic and trustworthy marketing channel. By fostering genuine relationships and empowering users to share their positive experiences, businesses can significantly enhance brand credibility and penetrate new markets more effectively. Furthermore, this strategy aligns well with the preferences of digitally native generations, who often value peer recommendations over traditional advertising.

3.4 Limitation and suggestions

Certain aspects were deliberately excluded from this study to maintain focus and validity, narrowing the scope to make the research more specific and manageable. This study exclusively targets Generation Z subjects within a specific age group and focuses solely on Indonesian culture. Consequently, the findings may not be applicable to generational or cultural contexts in other countries. While Indonesians use various social media platforms, this research does not concentrate on any single platform, making it impossible to compare findings with studies that might examine a specific platform. As a digitally native cohort, Generation Z is notably influenced by peer engagement, digital validation, and social endorsements. Their decision-making processes often revolve around collective insights gathered through digital interaction, underscoring the importance of peer-generated content and virtual community discussions in shaping commercial behavior.

This study examines social shopping and social media participation in general without distinguishing between the types of social media platforms used. Future research could focus on the differences in influence among various social media platforms in Indonesia based on user characteristics and platform features. Subsequent studies could broaden insights by exploring additional factors to provide a more holistic understanding of the intention to continue social shopping and social media participation. For instance, investigating the impact of different social commerce features, such as live shopping or integrated payment systems, across various platforms could yield valuable comparative insights. Additionally, exploring psychological factors like perceived enjoyment, habit formation, or social comparison beyond the friendship factor could offer a more comprehensive view of sustained engagement. Future research could also adopt a longitudinal design to observe changes in intentions and behaviors over time, providing a dynamic perspective that a cross-sectional study cannot capture.

4. Conclusions

The results of this study align completely with the findings of Yu et al. (2024), with no observed differences. Trust among friends serves as a fundamental foundation in social interactions, including in the context of social shopping. Participation confirmation has a significant impact on convincing individuals that social participation on social media provides benefits and added value. The variables of confirmation and perceived usefulness influence the intention to continue social shopping and social media participation through the intermediary variable of satisfaction. There is a strong positive relationship between the continuance intention of social shopping and the continuance intention of social media participation. This indicates that the two intentions are interconnected, with social shopping acting as a factor that drives or reinforces individuals' intentions to remain engaged in social media participation (Ng, 2013). This strong alignment with existing literature reinforces the robust nature of interpersonal trust and perceived value in fostering sustained engagement within social commerce ecosystems.

The findings underscore that for consumers, particularly those in Generation Z in Indonesia, the perceived benefits derived from social interactions, such as reliable information and positive experiences shared by friends, are critical motivators for continued participation. Therefore, platforms and businesses should prioritize strategies that cultivate and leverage authentic social connections, rather than merely focusing on transactional aspects. This involves not only facilitating seamless shopping experiences but also nurturing vibrant online communities where users feel genuinely connected and empowered to share their experiences, further solidifying the link between social shopping and sustained social media engagement. As a digitally native cohort, Generation Z is notably influenced by peer engagement, digital validation, and social endorsements. Their decision-making processes often revolve around collective insights gathered through digital interaction, underscoring the importance of peer-generated content and virtual community discussions in shaping commercial behavior.

Acknowledgement

We would like to express our deepest gratitude to those who have supported us throughout the process of completing this final project.

Author Contribution

Divaldi Altira Wahyudi: conceptualization, methodology, data collection, data analysis, visualization and writing – original draft. Sri Daryanti: supervision, conceptualization, and writing – review and editing.

Funding

This research received no external funding.

Ethical Review Board Statement

Not available.

Informed Consent Statement

Not available.

Data Availability Statement

Not available.

Conflicts of Interest

The authors declare no conflict of interest.

Open Access

©2025. This article is licensed under a Creative Commons Attribution 4.0 International License, which permits use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license, and indicate if changes were made. The images or other third-party material in this article are included in the article's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the article's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder. To view a copy of this license, visit: <http://creativecommons.org/licenses/by/4.0/>

References

- Ahdiat, A. (2024, February 1). *Internet penetration in Indonesia reaches 79% in 2024*. Databoks. <https://databoks.katadata.co.id/datapublish/2024/02/01/penetrasi-internet-di-indonesia-capai-79-pada-2024>
- Bhattacharjee, A. (2001). Understanding information systems continuance: An expectation-confirmation model. *MIS quarterly*, 351-370. <https://doi.org/10.2307/3250921>
- Cheng, X., Bao, Y., Yang, B., Chen, S., Zuo, Y., & Siponen, M. (2023). Investigating students' satisfaction with online collaborative learning during the COVID-19 period: An expectation-confirmation model. *Group Decision and Negotiation*, 32(4), 749-778. <https://doi.org/10.1007/s10726-023-09829-x>
- Chu, S. C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International journal of Advertising*, 30(1), 47-75. <https://doi.org/10.2501/IJA-30-1-047-075>
- Dang, Y., Zhang, Y., Hu, P. J. H., Brown, S. A., Ku, Y., Wang, J. H., & Chen, H. (2014). An integrated framework for analyzing multilingual content in Web 2.0 social media. *Decision Support Systems*, 61, 126-135. <https://doi.org/10.1016/j.dss.2014.02.004>
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS quarterly*, 319-340. <https://doi.org/10.2307/249008>
- Décieux, J. P., Heinen, A., & Willems, H. (2019). Social media and its role in friendship-driven interactions among young people: A mixed methods study. *Young*, 27(1), 18-31. <https://doi.org/10.1177/1103308818755516>
- Eckhaus, E., & Sheaffer, Z. (2019). Factors affecting willingness to contribute goods and services on social media. *The Social Science Journal*, 56(3), 390-400. <https://doi.org/10.1016/j.soscij.2018.08.001>
- Hajli, M. N. (2014). A study of the impact of social media on consumers. *International journal of market research*, 56(3), 387-404. <https://doi.org/10.2501/IJMR-2014-025>
- Hsu, M. H., Chang, C. M., & Chuang, L. W. (2015). Understanding the determinants of online repeat purchase intention and moderating role of habit: The case of online group-buying in Taiwan. *International Journal of Information Management*, 35(1), 45-56. <https://doi.org/10.1016/j.ijinfomgt.2014.09.002>
- Hsu, M. H., & Chiu, C. M. (2004). Predicting electronic service continuance with a decomposed theory of planned behaviour. *Behaviour & Information Technology*, 23(5), 359-373. <https://doi.org/10.1080/01449290410001669969>
- Huwaída, L. A., Yusuf, A., Satria, A. N., Darmawan, M. A., Ammar, M. F., Yanuar, M. W., ... & Yaiprasert, C. (2024). Generation Z and Indonesian Social Commerce: Unraveling key drivers of their shopping decisions. *Journal of Open Innovation: Technology, Market, and Complexity*, 10(2), 100256. <https://doi.org/10.1016/j.joitmc.2024.100256>
- Jensen, K. B., & Helles, R. (2011). The internet as a cultural forum: Implications for research. *New Media & Society*, 13(4), 517-533. <https://doi.org/10.1177/1461444810373531>

- Kim, H., Suh, K. S., & Lee, U. K. (2013). Effects of collaborative online shopping on shopping experience through social and relational perspectives. *Information & Management*, 50(4), 169-180. <https://doi.org/10.1016/j.im.2013.02.003>
- Kim, H. W., Gupta, S., & Koh, J. (2011). Investigating the intention to purchase digital items in social networking communities: A customer value perspective. *Information & Management*, 48(6), 228-234. <https://doi.org/10.1016/j.im.2011.05.004>
- Kim, S., & Park, H. (2013). Effects of various characteristics of social commerce (s-commerce) on consumers' trust and trust performance. *International journal of information management*, 33(2), 318-332. <https://doi.org/10.1016/j.ijinfomgt.2012.11.006>
- Lai, F., & Luo, X. (2019). Social Commerce and Social Media: Behaviors in the New Service Economy. *Information & Management*. <https://doi.org/10.1016/j.im.2019.01.007>
- Lee, M. K., Shi, N., Cheung, C. M., Lim, K. H., & Sia, C. L. (2011). Consumer's decision to shop online: The moderating role of positive informational social influence. *Information & management*, 48(6), 185-191. <https://doi.org/10.1016/j.im.2010.08.005>
- Lee, Y., & Kwon, O. (2011). Intimacy, familiarity and continuance intention: An extended expectation–confirmation model in web-based services. *Electronic Commerce research and applications*, 10(3), 342-357. <https://doi.org/10.1016/j.elerap.2010.11.005>
- Liang, T. P., Ho, Y. T., Li, Y. W., & Turban, E. (2011). What drives social commerce: The role of social support and relationship quality. *International journal of electronic commerce*, 16(2), 69-90. <https://doi.org/10.2753/JEC1086-4415160204>
- Lu, Y., Zhao, L., & Wang, B. (2010). From virtual community members to C2C e-commerce buyers: Trust in virtual communities and its effect on consumers' purchase intention. *Electronic commerce research and applications*, 9(4), 346-360. <https://doi.org/10.1016/j.elerap.2009.07.003>
- Malthouse, E. C., Haenlein, M., Skiera, B., Wege, E., & Zhang, M. (2013). Managing customer relationships in the social media era: Introducing the social CRM house. *Journal of interactive marketing*, 27(4), 270-280. <https://doi.org/10.1016/j.intmar.2013.09.008>
- Mangleburg, T. F., Doney, P. M., & Bristol, T. (2004). Shopping with friends and teens' susceptibility to peer influence. *Journal of retailing*, 80(2), 101-116. <https://doi.org/10.1016/j.jretai.2004.04.005>
- Nambisan, P., & Watt, J. H. (2011). Managing customer experiences in online product communities. *Journal of Business Research*, 64(8), 889-895. <https://doi.org/10.1016/j.jbusres.2010.09.006>
- Ng, C. S. P. (2013). Intention to purchase on social commerce websites across cultures: A cross-regional study. *Information & management*, 50(8), 609-620. <https://doi.org/10.1016/j.im.2013.08.002>
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior*. Pearson Education Limited.
- Siegelman, B., Haenn, N., & Basurto, X. (2019). "Lies build trust": Social capital, masculinity, and community-based resource management in a Mexican fishery. *World Development*, 123, 104601. <https://doi.org/10.1016/j.worlddev.2019.05.031>
- Tseng, F. C., & Kuo, F. Y. (2014). A study of social participation and knowledge sharing in the teachers' online professional community of practice. *Computers & education*, 72, 37-47. <https://doi.org/10.1016/j.compedu.2013.10.005>
- Xu, Y. C., Yang, Y., Cheng, Z., & Lim, J. (2014). Retaining and attracting users in social networking services: An empirical investigation of cyber migration. *The Journal of Strategic Information Systems*, 23(3), 239-253. <https://doi.org/10.1016/j.jsis.2014.03.002>
- Yu, W. J., Hung, S. Y., Yu, A. P. I., & Hung, Y. L. (2024). Understanding consumers' continuance intention of social shopping and social media participation: The perspective of friends on social media. *Information & Management*, 61(4), 103808. <https://doi.org/10.1016/j.im.2023.103808>

Biographies of Authors

Divaldi Altira Wahyudi, Department of Management, Faculty of Economics and Business, Universitas Indonesia, Depok, West Java 16424, Indonesia.

- Email: divaldi.altira@ui.ac.id
- ORCID: N/A
- Web of Science ResearcherID: N/A
- Scopus Author ID: N/A
- Homepage: N/A

Sri Daryanti, Department of Management, Faculty of Economics and Business, Universitas Indonesia, Depok, West Java 16424, Indonesia.

- Email: sri.daryanti@ui.ac.id
- ORCID: N/A
- Web of Science ResearcherID: N/A
- Scopus Author ID: 57202905692
- Homepage: <https://scholar.google.com/citations?user=FhHnMxEAAAAJ&hl=id>