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An analysis of increasing social commerce intention in selling taboo items (A case study on social commerce in Indonesia)

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Abstract
As the largest social media user in Southeast Asia, Indonesia has many online marketplace platforms, which apparently cannot facilitate the sale of all items. As a legal country that adheres to a democratic system and eastern customs, some items are taboo to sell, so the sale is through social media trading. This study aims to analyze the user behaviour of social commerce towards the sale of items that are considered taboo by analyzing the variables of social commerce construct, relationship quality, social support, and social commerce intentions. This study uses the purposive sampling method to 578 valid respondents with analytical methods using Partial Least Square. Based on the results of data analysis can be concluded that social commerce affects relationships quality and social commerce intentions. Relationship quality affects social commerce intentions; social support affects relationships quality. However, social support does not affect social trading intentions, and social trading intentions significantly affect user behaviour in selling taboo items.

Keywords: Social Commerce Construct, Social Commerce Intention, Taboo Items, Relationship Quality, User-Behaviour

Introduction

Indonesia is a developing country with more than 1300 indigenous tribes, the majority of which are 86% Muslim. According to the Central Bureau of Statistics, with more than 250 million people, the Javanese dominate 41% of the population. Indonesia is a legal state by adhering to an eastern culture that has characteristics based on stricter customs. As the largest country in the Association of Southeast Asian Nations (ASEAN), Indonesia has various marketplace platforms that sell various community needs. However, they cannot sell all products on the marketplace because there are products that are not worthy of being sold according to ethics in eastern cultural customs, such as sex toys and vitality drugs that are considered taboo by the public. So the seller can only sell the goods on social commerce.

There is a rapid spike in internet users at this time, with Social Networking Sites (SNS) and the Covid-19 pandemic, so do all activities from home. Based on Hootsuite We are social 2020, social media users in Indonesia have reached 150 million. With the platforms Youtube, Facebook, and Instagram as the social media with the most users in Indonesia. The fundamental goal of social networking sites is for members to share and pursue everyday experiences, hobbies, and interests to create an online community (Zeng *et al*., 2009) [77]. SNS is the primary source of social commerce because it improves the quality of the suppliers-consumers relationship (T. P. Liang & Turban, 2011) [46, 47]. SNS can also increase trust and motivate consumers to buy company products after hearing about other SNS users (Taheri & Shourmasti, 2016) [67]. Social commerce on social media and SNS is a new concept with a mix of e-commerce and Web 2.0 technologies (M. Hajli, 2013; T.-P. Liang & Turban, 2011) [28, 46], empowering consumers to generate content (Heinonen, 2011) [35]. According to the Association of Indonesian Internet Service Providers, 72 per cent of online customers love to share their buying experiences with colleagues. When they want to shop, 70 per cent of online customers trust the recommendations received by the online shopping community more. According to (Schmitt *et al*., 2018), consumers believe a product more often when information from a close friend is more believable than information from the corporation. The association between peer opinions and buying intent is good. According to researchers, the involvement of social platforms in offering product and service referrals, reviews, ratings, online communities, and recommendations promotes social commerce intents (Kumar & Benbasat, 2006; Yadav & Rahman, 2017) [43, 73]. Consumers may evaluate, review, and promote products and services on online social platforms like forums and communities, which improves customer communication and bargaining with vendors. Social Commerce Construct (SCC) refers to forums and communities, ratings and reviews, recommendations, and referrals (SCC) (M. Hajli, 2013; N. Hajli & Featherman, 2017) [28, 29].

Commitment, satisfaction, and trust are indicators of relationship quality (N. Hajli & Featherman, 2017) [29]; these three dimensions of connection quality are critical (M. Hajli, 2013; N. Hajli & Featherman, 2017) [28, 29]. (Chang *et al.*, 2009) [8] According to (M. Hajli, 2013) [28], satisfaction is a user's overall service provider assessment. Researchers believe that trust is an essential feature in social commerce since it encourages customers to shop online rather than in person. (M. Hajli, 2013) [28]. Commitment is linked to a psychological state in social commerce. When a supplier and customer have a long-term connection, they make an effort to keep it going (Rauyruen & Miller, 2006) [58]. Some analysts believe that the quality of a relationship is a crucial driver of social commerce goals (Chen & Chang, 2017; M. Hajli, 2013; N. Hajli & Featherman, 2017; Rauyruen & Miller, 2006) [9, 28 29, 58].

Potential customers access information through social interactions on social media in today's social environment (Grizane & Jurgelane, 2016) [24], with regular interconnectedness between individuals to assist buying decisions. In an online setting, this process develops social support (M. Hajli, 2013) [28]. In sociology, "information that helps a subject to believe that he or she is cared for and loved, appreciated, and a member of a network of shared commitments" is a well-known notion (Zell & Moeller, 2018) [76]. The critical aspect that can impact social commerce intents is the availability of social support on social media platforms. Through social media, users receive information and emotional support from their peers, which helps them make purchasing decisions (Sheikh *et al.*, 2019) [63]. Consumer ratings, reviews, and recommendations of goods have become a big problem as pre-purchase information is available on various internet social platforms (Hassanein, 2014) [33]. Furthermore, one of the significant roadblocks to the development of social commerce is the accuracy of product information.

Nonetheless, many academics are working in developing countries to explore online consumer behaviour in social commerce, mainly trade in taboo goods. As in Indonesia, the most prominent factor is the lack of confidence in the accuracy of information before buying a product, making consumers think again about buying. One of the research objectives is to help consumers buy products or services by sharing experiences with other online community users in social commerce activities. (Sair & Danish, 2018) [60]. Several researchers have looked into social trading intentions. However, few have looked at the role of online social support, connection quality with SNS, and SCC in predicting social trading intentions and actual SNS usage behaviour. This study provides several contributions. For starters, it can contribute to a body of knowledge on social trade and related topics of taboo trade in goods. Second, the proposed theoretical model includes practical information about online social support, relationship quality, and SCC to predict social trading goals. Third, this study looks at the effective use of SNS for social trade in taboo goods rather than focusing on intentions. Many studies have examined behavioural intentions, but few have looked at how people use social media in the context of social trading for taboo goods. The main objective of this study is to analyze the effect of social commerce constructs, social support, and relationship quality on social commerce behaviour through

social commerce intentions, especially on taboo items.

Literature review
Social Commerce Construct

Ratings and reviews, forums and communities, and recommendations and referrals are examples of Social Commerce Construct (SCC) (M. Hajli, 2013) [28]. SCC, which online retailers use to facilitate online communication and consumer social interactions, includes recommendation systems, reviews, ratings, group formation, and virtual forums (Busalim *et al.*, 2017) [7]. Customer reviews are available on most online businesses' websites, such as Amazon and eBay (Chih *et al.*, 2013) [10], reviews made by former customers have added value for new customers (Di & Luwen, 2012; Xu, 2014) [16, 73]. Another essential instrument of social commerce is creating electronic word of mouth (e-WOM) among online groups. It can have a significant impact. (Adeliasari *et al.*, 2014; Busalim *et al.*, 2017; Elwalda *et al.*, 2016; Endo *et al.*, 2012) [2, 7, 18, 19]. Because forums and communities are practical tools of social media and SNS, the advancement of e-commerce toward social commerce is thanks to SNS. Because a suggestion is another SCC, consumers can help potential customers by endorsing a product (Piller & Walcher, 2006) [56]. Because consumers may quickly and extensively share their experiences, knowledge, and information, participate in forums and communities, and write suggestions on a note for other customers, web apps and social technologies influence social perception (M. Hajli, 2013) [28]. Ratings and reviews are associated with social communication as one of the SCC dimensions (Busalim *et al.*, 2017) [7].

Customers who score a product based on their experience are the only ones who can write reviews online (N. Hajli & Featherman, 2017) [29]. Apart from that, these reviews and ratings can improve service quality and provide thorough information about items to enable other potential customers to influence client loyalty (Ilham, 2018) [36]. As a result of this sharing of information and experiences via these communication channels, consumers can make purchasing decisions (Han & Windsor, 2011) [30]. Another component of SCC is the many social platforms built by online retailers to allow consumers to share information and participate in group conversations; these facilities are referred to as forums and communities. (Bagozzi & Dholakia, 2002; N. Hajli & Featherman, 2017) [5, 29]. These vendors assist members in sharing information and knowledge about products using Web 2.0 applications, social media, social technology, social networking sites, and online communities (Leong *et al.*, 2018) [45]. Before making a purchasing decision, consumers use this platform to gather more product information (N. Hajli & Featherman, 2017) [29].

Another aspect of SCC is suggestion and referral, which is essential in terms of social commerce intent (M. Hajli, 2013) [28]. Consumers must rely on other people's suggestions because they cannot physically feel or touch the product in an online environment (Senecal & Nantel, 2004) [62]. In the online world, the loss of pre-purchase physical interaction is a significant barrier (Kumar & Benbasat, 2006) [43], emphasizing the necessity of the proposed dimensions of SCCs.

H₁: Social Commerce Construct affects Relationship Quality.
H₂: Social Commerce Construct affects Social Commerce

Intentions

Relationship Quality
Relationship marketing theory gave birth to the concept of relationship quality (Cyr *et al*., 2009; Dixit & Bhati, 2012) [14, 17]. The ultimate goal of relationship marketing theory is to turn unresponsive customers into loyal customers and improve the relationship between sellers and buyers (Jin, 2018) [39]. The main principles of this theory are relationship quality dimensions such as trust, commitment, and satisfaction (Kim *et al*., 2014; Sheikh *et al*., 2019) [42, 63]. Relationship quality refers to tightness and strength, essential in fostering consumer loyalty (Gunawan & Huarng, 2015) [25]. Relationship commitment, relationship satisfaction, and trust are the three essential characteristics of a good relationship (Tsai *et al*., 2014) [69]. Previous research has confirmed and demonstrated empirically that these three qualities are the best indicators of relationship quality (De Cannière *et al*., 2010) [15]. As a result, this study posits that these three factors comprise relationship quality.
Commitment is the desire to retain ties with retailers (Morgan & Hunt, 1994) [52]. Commitment is a necessary component of long-term relationships (Garbarino & Johnson, 1999) [21]. This relationship quality indicator emphasizes the value of business partnerships (Gustaffsson *et al*., 2006) [26]. Satisfaction is an emotional evaluation of a service or product's performance (Gustaffsson *et al*., 2006) [26]. After a comprehensive relationship examination, relationship satisfaction is another aspect of relationship quality that can lead to someone becoming influential (Kennepohl & Moore, 2016) [41]. This connection quality indicator establishes a relationship with customers and entirely relies on the seller's service quality (N. Hajli & Featherman, 2017) [29]. Trust is described as "willingness to rely on a WOM exchange partner who has faith in you" (Moorman *et al*., 2010) [51]. Trust is critical in all social and commercial businesses, especially in virtual contexts with much ambiguity (Pavlou & Dimoka, 2006) [55]. Trust is also a significant issue in social commerce (N. Hajli & Featherman, 2017; Purwanti *et al*., 2019; Taheri & Shourmasti, 2016) [29, 57, 67]. Customers trust internet retailers because of their friendliness and honesty (Warner-Søderholm *et al*., 2018) [70]. Credibility and kindness are two sorts of trust (Hassan *et al*., 2018; Oliveira *et al*., 2017; Warner-Søderholm *et al*., 2018) [70]. Credibility-based trust is based on reputational and impersonal information and refers to the belief that the other party in a transaction is honest and trustworthy. On the other hand, a recurrent customer-seller relationship alludes to benevolence-based trust (Pavlou & Dimoka, 2006) [55].
H3: Relationship Quality affects Social Commerce Intentions

Social Support
The psychological sense that an individual or group received and responded to at the workplace is social support (Crocker & Canevello, 2008; Wnuk *et al*., 2012; Zell & Moeller, 2018) [76]. To explain how people's emotions, conduct, and perceptions are influenced by their social interactions. The concept of social support is at the heart of social support theory (Lakey & Cohen, 2000). Individual social needs are satisfied through online social connections and natural experiences. Furthermore, obtaining online social support fosters camaraderie among users (Zhao *et al*., 2015). As several studies have demonstrated, higher levels of social presence can result in more favourable consumer views

(Hassanein, 2014; Hassanein & Head, 2007). Social assistance is a multifaceted concept with numerous components for various situations (Zell & Moeller, 2018) [76]. According to prior research, there are three categories of social support: informational, emotional, and tangible (Bhat & Singh, 2018). Computer-generated online social interactions rely on virtual communication via social media. As a result, online social support is intangible, encompassing both emotional and informational support (Pastine & Pastine, 2005).
Emotional support refers to a person's conviction that he or she is being cared for and loved by other online users and the feeling of not being a stranger but a member of that virtual group. In the context of social commerce, when customers feel sympathized with or cared for by information supplied by other customers, it indicates that social support is present (Crisafulli & Singh, 2017). Individuals can lessen their anxiety levels by receiving emotional support from virtual communities (Ghalandari *et al*., 2012). Informational support is the act of giving guidance and information to others in a virtual community. Knowledge, recommendations, and proposals are user-generated material indicating information support (Zell & Moeller, 2018) [76]. Sharing information or sending messages to answer queries posed by group members can assist in overcoming challenges, particularly the honest evaluation of data (Pastine & Pastine, 2005). In contrast to the solid support, these two types of communications are seen as critical targets for the investigation when looking at social support in virtual communities (T. P. Liang & Turban, 2011). These two sorts of support messages (informational and emotional) are critical for social commerce to succeed. Being kind or thoughtful draws users' attention to their social relationships. From a social commerce standpoint, it inspires them to share or support the product by posting related information via social media (Harrigan *et al*., 2017).
H4: Social Support affects Relationship Quality.
H5: Social Support affects Social Commerce Intentions.

Social Commerce Intentions
The intention is a typical metric for estimating the likelihood of human action in behavioural research. Many research has shown that behavioural intentions are highly connected with actual conduct. The fundamental goal of social commerce is to gain commercial benefits from interactions in social networks (T. P. Liang & Turban, 2011). Intentions in social commerce refer to what consumers intend to do or can be anticipated to accomplish (Taheri & Shourmasti, 2016) [67]. The commercial advantages of social commerce can help a company enhance client loyalty and revenue. The technology acceptance model (TAM), reasoned action theory (TRA), and planned behaviour theory (TPB) have all been used to analyze "intention to use" (M. Hajli, 2013; Ilham *et al*., 2020; Siregar *et al*., 2021). As a result, the social commerce intention is an outcome construct of our proposed research paradigm, which leads to real-world use of social media sites for online purchases to explore the relationship and strength of social support, relationship quality, and SCC. The social communication of peers in a community is one of the essential factors in determining consumer behaviour (Bagozzi & Dholakia, 2002). The quantity and importance of customer information, such as ratings, reviews, and consumer suggestions, impact social commerce intents (Yoo & Park, 2016). Therefore, we can hypothesize that:
H6: Social Commerce Intentions affects Use Behavior

Based on the literature review, Fig 1 represents the theoretical framework in this study.
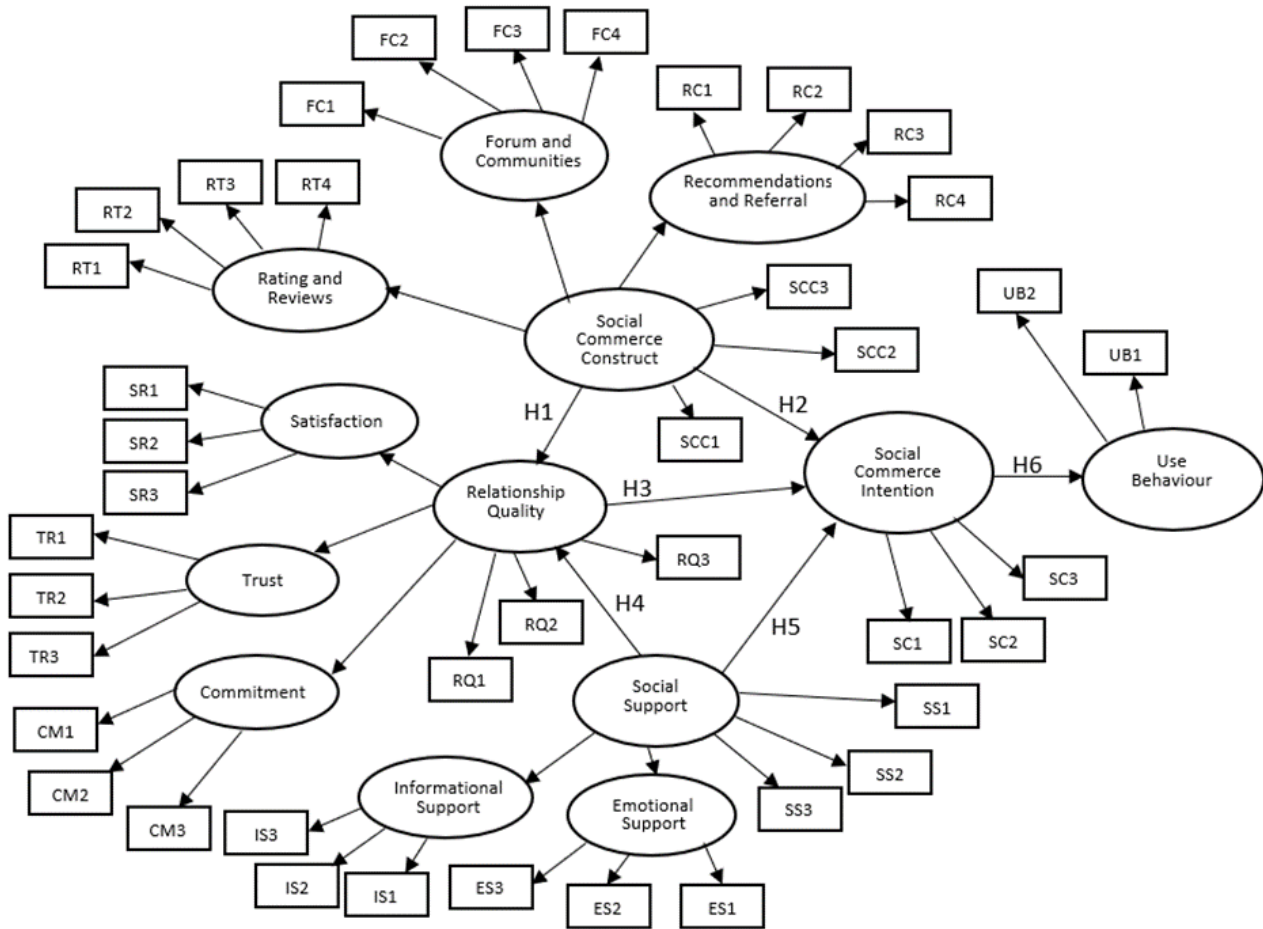

Fig 1: Hypothesized model of factors influencing use behavior through social commerce intentions

Methodology

This research employs a quantitative methodology, a purposive sampling survey method and a questionnaire survey technique. This research has inclusion criteria for active users of Youtube, Facebook, and Instagram for at least one year and exclusion criteria for active users over 21 years old. The determination of this condition aims that the selected respondents must actively use Youtube, Facebook, and Instagram and at least have grown up to use the application wisely.

Operational variables, all research indicators are based on previous research to measure the five research variables: use behaviour, social commerce intentions, social commerce construct, relationship quality, and social support. Indicators of use behaviour were based on (Sheikh *et al*., 2019) [63], indicators of social commerce intentions were based on (Bhat & Singh, 2018; M. Hajli, 2013; N. Hajli & Featherman, 2017). Social support has two variables: informational and emotional support (Bhat & Singh, 2018; M. Hajli, 2013; Pastine & Pastine, 2005; Wnuk *et al*., 2012). Relationship quality has three variables: satisfaction, trust, and commitment, and finally, social commerce constructs have three variables: rating and reviews, forum and communities, recommendations, and referral (Bagozzi & Dholakia, 2002; Busalim *et al*., 2017; M. Hajli, 2013; N. Hajli & Featherman, 2017). Table 2 explains each construct's indications.

The research questionnaire used a Likert scale of 1-5 with an ordinal data type. A total of 578 people from East Java and Bali took part in the poll conducted online. The factors in this study were demographic variables such as gender, age, education, and occupation, which were utilized to identify the characteristics of the respondents. Social commerce construct, relationship quality, and social support are also exogenous latent variables in this study. Then there are endogenous latent variables, including social commerce intentions and usage patterns.

Technique Analysis, The technique assesses the effect of social commerce construct, connection quality, and social support on use behaviour mediated by social commerce intents using partial least squares and the WarpPLS program. A partial least squares model simulation analysis can be performed by calculating and evaluating numerous factors, such as item loading, reliability, and validity testing.

Results and Analysis
Descriptive Statistics

According to the demographic data in table 1, most social media users (337, or 58 per cent) are women; this is consistent with the research (Acar, 2008; Sheldon & Bryant, 2016; Szell & Thurner, 2013), indicating women spend more time on social media than men. Furthermore, the average age of social media users is 249 (43 per cent), followed by 225 (39 per cent) in a survey conducted by (Asosiasi Penyelenggara Jasa Internet Indonesia, 2020); this is consistent with a survey that found that the age of 21-34 years dominates the penetration of internet users in Indonesia. The educational background of social media users is bachelor degree graduates with 301 (52%), who have used social media for between 1 to 3 years.

Based on table 1, it can also be seen that Facebook is the most frequently used social media 277 (48%), but many do not shop through social media as much as 329 (57%)

Table 1: Respondent's demographic

Demographic	Criteria	Sample	%
Gender	Male	241	42%
	Female	337	58%
Age	21-30	249	43%
	31-40	225	39%
	41-50	81	14%
	51+	23	4%
Education	High School or lower	156	27%
	Diploma	52	9%
	Bachelor degree	301	52%
	Post graduate degree	69	12%
Occupation	Student	225.42	39%
	Civil Servant	75.14	13%
	Labor	196.52	34%
	Professional	80.92	14%
How long to use social media	1-3 years	329.46	57%
	3-6 years	144.5	25%
	More than six years	104.04	18%
Frequently used social media	Facebook	277	48%
	Instagram	104	18%
	Youtube	197	34%
How many times shopped through social media	Never	329	57%
	<= 3 times	162	28%
	> 3 times	87	15%

Outer Model
The outer model is important for defining the relationship between each indication and its latent variable (Hair *et al.*, 2014; Joseph F. Hair, *et al.*, 2011). As shown in Table 2, all cross-loading values on each indicator are more than 0.6, so they are declared valid. Based on Table 2, each construct is certified valid because the average variance value of the social commerce construct is 0.58; rating and review 0.69; and the Average Variance Extracted (AVE) value to enhance the validity test with a value > 0.5 for all constructs.; recommendations and referrals 0.76; relationship quality 0.37; Satisfaction 0.36; trust 0.79; social commerce intention 0.78; social support 0.72; information support 0.84 and use behavior 0.805. According to Table 2, the Cronbach's alpha value for the social commerce construct is 0.65; rating and review 0.85; recommendation and referral 0.89; relationship quality 0.72; satisfaction 0.75; trust 0.87; social commerce intention 0.86; social support 0.81; information support 0.90; and use behavior 0.75. The following Table 2 presents the validity and reliability.

Table 2: Validity and Reliability Analysis

Construct and Item Description	Cross Loading	AVE	Cronbach's Alpha	Results
Social Commerce Construct		0.583	0.655	valid & reliabel
SCC1. My social media connections, I believe, are typically honest.	0.744			valid
SCC2. My social media buddies appear to be trustworthy.	0.886			valid
SCC3. In general, my social media buddies are reliable.	0.892			valid
SCC4. On social media, I trust my friends and share my status updates and photos with them	0.866			valid
Rating and Review		0.698	0.855	valid & reliabel
RT1. I believe the same situation mentioned by different reviewers verifies the actual level	0.861			valid
RT2. I believe the use of first-person pronouns (i.e. "I" or "We") in a review represents the reviewer's experience	0.785			valid
RT3. I believe the reviewers must provide honest reviews of their experience	0.883			valid
RT4. I believe the length of content in a review demonstrates the degree of a reviewer's effort	0.809			valid
Recommendation and Referrals		0.762	0.896	valid & reliabel
RC1. I believe the reviewers' emotions affect their perception of the products/service quality	0.885			valid
RC2. I believe unusual events (e.g. natural disaster or labor strike) can affect the products/service quality	0.874			valid
RC3. The editors write the reviews of that site	0.841			valid
RC4. I trust my friends on SNSs and share my status, pictures with them	0.891			valid
Relationship Quality		0.678	0.729	valid & reliabel
RQ1. I rely on the reviews written by people who are in my age group	0.735			valid
RQ2. I rely on the reviews written by people who have my same gender	0.684			valid
RQ3. I rely on the reviews written by people who have the same interests as I have	0.603			valid
Satisfaction		0.665	0.752	valid & reliabel
SR1. I'm content with utilizing my preferred social networking site.	0.712			valid
SR2. I like utilizing my favourite social networking website.	0.722			valid
SR3. My favourite social networking site satisfies me.	0.749			valid
Trust		0.799	0.873	valid & reliabel
TR1. You carefully follow the suggestions of positive comments and look for further recommended products/services	0.859			valid

TR2. You agree with the suggested opinion about the product/service in the comments on the internet	0.898			valid
TR3. I rely on reviews written by people who bought the product/service the same way I bought it	0.923			valid
Social Commerce Intention		0.781	0.860	valid & reliabel
SC1. I'm quite likely to offer the information the online merchant needs to best satisfy my requirements.	0.858			valid
SC2. When my friends on my favourite social networking site ask for my opinion on a purchase, I am happy to share my experiences and recommendations.	0.914			valid
SC3. I'm willing to purchase things that my friends promote on my favourite social networking site.	0.879			valid
SC4. I will consider my friends' shopping experiences on my favourite social networking sites when I want to shop				
Social support		0.728	0.812	valid & reliabel
SS1. When I was having trouble, several folks on social media consoled and supported me.	0.846			valid
SS2. When I was having problems, some people on social networking sites listened to me and discussed my sentiments	0.893			valid
SS3. When I was having problems, several people on social media exhibited interest and worry for my well-being.	0.819			valid
Information Support		0.843	0.907	valid & reliabel
IS1. On social media, some people will offer advice when I need help	0.904			valid
IS2. When I have a problem, some people on social media will give me information to help me solve the problem	0.933			valid
IS3. When faced with difficulties, several people on social media will help me find the cause and give me advice	0.917			valid
Use Behavior		0.805	0.758	valid & reliabel
UB1.Never	0.897			valid
UB2. More than once	0.897			valid

Inner model
The inner model is a structural model test that looks for a link between latent constructs (Hair *et al*., 2014). The R-squared value is used to determine the size of endogenous constructions authorized by exogenous constructs, with R values ranging from 0 to 1. The value of R square, according to (Chin, 1998), is 0.67 (strong), 0.33 (moderate), and 0.19 (weak) (weak). Table 3 shows the results of the R-Square test. The next test is the Estimate for Path Coefficients, which uses the bootstrapping process to determine the value of the path coefficient or the extent of the relationship/influence of the latent construct. The route coefficient closer to +1 suggests a strong positive link, whereas the path coefficient closer to 0 shows a weaker relationship.

Furthermore, a coefficient path that is near -1 denotes a negative association. The critical path supports the hypothesis, but the insignificant path does not. If the t-statistics value is more than 1.96 with an alpha assumption of 5% error tolerance, the association between the two latent variables is significant (accepted hypothesis), and vice versa. According to table 4, the social commerce construct positively affects relationship quality and social commerce intentions with 0.41 and 0.66. Relationship quality positively

affects social commerce intentions, with values of 0.63, and social commerce intentions affect user behaviour. Furthermore, with a value of 0.55, social support has a favourable effect on relationship quality, but with a value of 0.085, it does not benefit social commerce. Table 4 presents a summary of results from the path coefficient, and Figure 2 presents the inner path model.

Table 3: R-Square

Variables	R-Square
Forum Community	0.604
Rating and Reviews	0.613
Recommendation and Referrals	0.634
Social Commerce Construct	
Commitment	0.19
Satisfaction	0.038
Trust	0.12
Relationship Quality	0.46
Informational Support	0.014
Emotional Support	0.028
Social Support	
Social Commerce Intentions	0.54
Use Behaviour	0.433

Table 4: Hypothesis Testing

Causal path	Path Coefficients	P values	Results
Social Commerce Construct → Relationship Quality	0.413	<0.001	Affected
Social Commerce Construct → Social Commerce Intentions	0.667	<0.001	Affected
Relationship Quality → Social Commerce Intentions	0.634	<0.001	Affected
Social Support → Relationship Quality	0.553	<0.001	Affected
Social Support → Social Commerce Intentions	0.085	0.112	Rejected
Social Commerce Intentions → Use Behavior	0.658	<0.001	Affected

Based on hypothesis testing involving 578 respondents, one hypothesis was rejected out of the six hypotheses. Hypothesis 1 shows a positive relationship between social commerce construct and relationship quality with a path coefficient value of 0.413 and p-value <0.001. There are two reasons for this hypothesis. First, discussion forums, reviews, ratings, likes, and recommendations are constructs that shape social commerce, can increase the quality of trust, customer satisfaction, and can lead to commitment in shopping. Therefore, sellers must keep product ratings and consumer

reviews from social media. Second, according to (N. Hajli & Featherman, 2017; Hassan *et al*., 2018; Ilham & Siregar, 2021; Sheikh *et al*., 2019) [29, 32, 38 63], most people are reluctant to make comments and reviews on taboo items, so they tend to comment using anonymous accounts.
Hypothesis 2 shows the positive influence of social commerce construct on social commerce intentions with a path coefficient value of 0.667 and p-value <.0.001. There are three reasons to explain this relationship. First, according to (Sheikh *et al*., 2019) [63], social commerce intentions occur

because of the marketplace's many rules and may not sell some items, such as taboo items. Second, the role of social media in selling items is essential to increase customer trust and convenience before buying. Consumers today are more confident in the number of reviews and ratings given by other social media users, thereby increasing purchase intention (Molinillo *et al*., 2018) [50]. Third, hypothesis 2 is also supported by previous research (Gefen & Straub, 2004; Ilham, 2018; Teng *et al*., 2014) [22, 38, 68].

Hypothesis 3 shows that relationship quality positively affects social commerce intention with a path coefficient value of 0.634 and a p-value <0.001. There are three reasons to explain this relationship. First, (Sheikh *et al*., 2019) [63] states that the relationship quality of satisfaction, commitment, and trust can increase commerce intention. Second, the relationship of the three supporting elements in increasing purchase intention is an inseparable unit (Romadhoni *et al*., 2015) [59]. In this case, the quality of social commerce can be realized by increasing the three elements, namely satisfaction, trust, and commitment. In the sale of taboo goods, the seller pays attention to the quality of the products sold to increase trust. However, sellers must also pay attention to various things such as payment methods or free trials to increase consumer commitment. Third, this hypothesis aligns with previous research from (De Cannière *et al*., 2010; McDaniel *et al*., 2018; Sheikh *et al*., 2019) [15, 49, 63].

Hypothesis 4 shows that social support affects relationship quality with a path coefficient value of 0.553 and a p-value of <0.001. There are two reasons to explain this relationship. First, (N. Hajli & Featherman, 2017; Wnuk *et al*., 2012) [29, 72] stated that the need for information on social media is very high in the current technological era, and proximity to customers can strengthen consumer relationships with the products to be purchased. In this case, it is usually called service after sales, where after-sales service both online and offline can be an added value. Second, this research is in line with previous research (Sheikh *et al*., 2019; Zell & Moeller, 2018) [63, 76].

Hypothesis 5 shows that social support does not affect social commerce intentions with a path coefficient value of 0.085 and a p-value of <0.112. There are three reasons to explain this ineffectiveness. First, (Molinillo *et al*., 2018; Sair & Danish, 2018) [50, 60] stated that social support does not always positively impact the quality of relationships; excessive social support often makes a person feel disturbed. Second, the intention to conduct social trading with the support of after-sales service is an advantage. However, consumers are often careful in making transactions by transfer, with many frauds occurring. However, they prefer the cash-on-delivery system (T.-P. Liang & Turban, 2011). Third, this research is in line with previous research by (Molinillo *et al*., 2018) [50].

Hypothesis 6 shows that social commerce affects use behaviour with a path coefficient value of 0.658 and a p-value of <0.001. There are two reasons to explain this relationship. First, (Ilham *et al*., 2020; Ma *et al*., 2019) [37] states that the intention to conduct social trading transactions can direct shopping intentions. The proliferation of marketplaces and the many discounts and bonuses can increase social trading intentions. The power of social media helps introduce and market products, increasing user habits to make transactions through social commerce. Second., this study is in line with previous research by (Baethge *et al*., 2016; Frison & Eggermont, 2017) [4, 20].

Discussion and Conclusions
All of our proposed hypotheses, except Hypothesis 5, found support in our data. The results show that although social support does not significantly affect social commerce intentions, this is influenced because taboo products sometimes make people feel uncomfortable. This section discusses our results' theoretical and practical implications and their limitations.

Theoretical Implications
The current research yields several critical theoretical contributions to the literature. First, it enhances the previous literature on social trade in particular taboo goods by testing and validating the proposed model construction. In Indonesia, social trading has begun to be abandoned by consumers because fraud often occurs, so that it has an impact on the low value of public trust. People prefer shopping through digital marketplaces registered with the government because they feel safe. There are third parties as practical triggers if there is an error when receiving goods. However, the seller has not received the funds to file a complaint. Businesses should consider Social Commerce Constructs because they significantly influence consumers' purchasing decisions (Hassan *et al*., 2018) [32]. Through Social Commerce Construct, sellers can demonstrate their active presence on online social platforms and respond promptly to consumer inquiries. In the taboo goods business, it may be possible to implement cash on delivery payments to increase consumer confidence.

Second, by combining relational marketing theory and system acceptance. This research helps provide insight into social commerce. It can provide new theories by combining marketing literature and systems acceptance in predicting consumer behaviour in particular taboo goods. Since online social trading is a new concept without an adequate theoretical basis, the conceptual model proposed in this study can help develop new theories in social trading. This study borrows the concept of acceptability of a modified system to predict online customer behaviour. Third, this study highlights the importance of consumer social interactions on social media that create social support in an online context and assist consumers in their purchasing decisions. However, online social support is an unimportant factor in increasing social trading intentions in selling taboo goods because consumers feel uncomfortable.

Managerial Implications
The managerial implication of this study for business managers is to know the behaviour of online customers, incredibly taboo items. This study highlights key areas of importance for social trade in taboo goods. Our study suggests increasing transaction trust, that managers can sell goods through online marketplaces by including brands. However, managers can also provide transactions with cash on a delivery system without indecent images. To improve relationships with customers, managers can continuously update good content on social media while promoting products; from the number of likes and comments, it can be helpful to find out how enthusiastic consumers are as a form of consumer behaviour. The usefulness of social commerce constructs can help managers sell taboo goods, source credibility, and quality of information are very influential on consumers in adopting information (Ilham & Siregar, 2021)

[38]. Consumers interact digitally in the social commerce construct and produce e-Wom, which is considered a source of credibility, so sellers must be vigilant and develop strategies to produce positive e-Wom. Of course, there will be many unfavourable comments in the sale of taboo items, but the seller must immediately respond carefully and adequately. This study also proves that consumers' followers, reviews, and recommendations on social media platforms significantly impact social trading intentions.

Limitations
There are two limitations after doing this research. The first limitation is that this research focuses on social commerce users in Indonesia. Therefore, the subjects of this study do not represent other subjects or other sales media that also have many users, such as traditional markets. Second, because this research is non-probability sampling, a judgment sampling technique is used, so not all individuals in the population are selected as respondents. The entire population in the non-probability sampling did not get the same opportunity to become respondents in this study. Therefore, the results obtained cannot be generalized to all social commerce users. Furthermore, last but not least, Indonesia is the largest country in Southeast Asia with a culture similar to its neighbouring countries, so this study can be said to represent Southeast Asia.

Conclusion
This research adds significant depth to social commerce studies, especially for sellers of taboo goods in making decisions. With the COVID-19 pandemic, which forces people not to leave, certainly has an impact on increasing online shopping, social media's role in supporting the digital marketplace is very much needed. Increasing online sales is undoubtedly something that needs to be considered for sellers to be more active in spreading content positively, paying attention to the number of followers, reviewing positive and negative reviews and formulating strategic steps for digital promotion. In this case, our research significantly contributes to the factors that need to be considered to increase sales, predominantly theoretical and practical taboo items.

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