THE INFLUENCE OF SOCIAL COMMERCE, SOCIAL SUPPORT, SATISFACTION, COMMITMENT AND TRUST TO INTENTION TO-CO-CRAETION IN BRAND AND CONTINUANCE INTENTION

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Abstract

The objectives of this research were 1) to study Social Commerce, Social Support, Satisfaction, Commitment, Trust, Intention to Co-Creation in Brand, and Continuance Intention, 2) to analyze factors affecting the Intention to Co-Creation in Brand, and 3) to analyze factors affecting Continuance Intention. This study is a quantitative research. The data were collected from 549 online buyers and then analyzed through structural equation model with AMOS. The results showed that (1) A model of Intention to Co-Creation in Brand and a model of Continuance Intention consisted of Social Commerce, Social Support, Satisfaction, Commitment, and Trust. They were found to be consistent with the empirical data (p-value = 0.078, χ^2/df = 1.128, GFI = 0.962, RMSEA = 0.015). (2) The factors affecting Intention to Co-Creation in Brand consisted of Social Commerce (TE= 0.642), Social Support (TE= 0.509), Commitment (TE = 0.249), Trust (TE= 0.158), and Satisfaction (TE= 0.110), respectively. All factors could jointly predict 44.90 % of variable in Intention to Co-Creation in Brand (R^2= 0.449). (3) The factors affecting Continuance Intention consisted of Social Commerce (TE= 0.449), Satisfaction (TE= 0.339), Social Support (TE = 0.291), Trust (TE= 0.180), and Commitment (TE= 0.065), respectively. All factors could jointly predict 43.60% of variable in Continuance Intention (R^2= 0.436).

Keywords: Social Commerce; Social Support; Commitment; Intention-for-Co-Creation in Brand; Continuance Intention

Introduction

Nowadays, social media is increasingly applied to use as a marketing tool for E-commerce and online marketing. This technology facilitates vendors and buyers to interact with each other in real time and reduces restrictions on space and distance. It benefits the seller by increasing sales and buyers by accessing the information from online purchasing. During the years 2012-2014, B2C increased by 6.91% (from 75.20% to 80.40%), while the B2B businesses decreased by 22.22% (from 23.40% to 18.20%). The rate of sales increase for online sellers without outlets was 75.35% (from 21.50% to 37.70%). The rate of sales decrease for online sellers with outlets was 20.10% (from 77.10% to 61.60%). The rate of sales increase for small size businesses (1-5 employees) was 21.42% (from 57.90% to 70.30%). The rate of sales decrease for medium size businesses (6-50 employees) was 36.74% (from 36.20% to 22.90%). According to the data, it showed that the B2C businesses with a trend of sales increase for the last 3 years (2012-2014) were the online vendors without outlets and small size businesses (1-5 employees) that have been gaining interest from new entrepreneurs and their growth trends have been increasing (National Statistical Office, 2016).

In 2015, the online trading value of small and medium-sized enterprises (SMEs) for B2C through website was worth 581.25 million THB and through social media was worth 33.07 million THB (Survey Results Report of Electronic Commerce Value in Thailand, 2016). The number of internet users who have never purchased online products and services was as high as 93.6% whereas only 6.40% of internet users have bought products and services online (Prasittichai Narakorn, 2015). The main reasons for not buying goods and services online were (1) 55.60% of those surveyed cited a fear of being deceived by the seller, (2) while an inability to see or try the actual product was at 42.10%, (3) Furthermore, no products that buyers wanted was cited by 32.20% of the respondents, (4) and the joy of window shopping was at 20.80%, and (5) the fact that buyers do not meet vendors directly, respectively (Electronic Transactions Development Agency, Ministry of Information and Communication Technology, 2016).

From the above reasons, the researchers concluded that the research problems are as follows: (1) Fear of being deceived by the seller caused by vendors

and the buyers not meeting each other face to face and only communicate through the Internet which resulting in the quality of the relationship between the seller and the buyer being at a low level because of lack of trust, commitment and satisfaction. This results in the buyer being not confident to purchase the product. (2) An inability to touch or try the actual product before buying has also continuously been a problem with the online trading system. Online vendors thus try to advertise the products or services on social networks such as Facebook and Instagram constantly so that buyers can recognize and be familiar with products and services. The current trading method is through online social networks, also known as social commerce, which is trading at a new vendor's focused effort to deliver the goods to the buyer directly. The hope is to boost sales regardless of a customer's real needs. This type of advertising through social media is done by posting video clips to increase the number of buyers to the site and by increasing the amount of "Like" reactions. However, this strategy is a nuisance to the buyer. The result is that the buyer does not consider or intend to buy at all. (3) The problem is that there are no products that buyers want. This is caused by a lack of interaction between vendors and buyers. There is a lack of exchange of ideas between product vendors and buyers on co-creation to add value to products that can meet an individual needs. The idea is to change the paradigm of virtual online vendors who create value to meet the needs of specific individuals with buyers being responders to the consumption of goods and services. (4) Shoppers who like to walk around shopping is caused by a variety of buyer behavior in the purchasing of products and services so they like to choose the products that suit them best. They enjoy talking with vendors to exchange ideas for products and services to best meet their needs.

For the above reasons, the researchers saw the benefits and importance of research on The Influence of Social Commerce, Social Support, Satisfaction, Commitment and Trust to Intention to Co-Creation in Brand and Continuance Intention to be based on knowledge and to develop an approach to e-commerce in Thailand both short and long term to be consistent with government policies to drive the digital economy further.

Objectives

1. To study Social Commerce, Social Support, Satisfaction, Commitment, Trust, Intention to Co-Creation in Brand, and Continuance Intention.

2. To analyze factors affecting Intention to Co-Creation in Brand.

3. To analyze factors affecting Continuance Intention.

Definition

1. Electronic commerce refers to conducting commercial transactions through social media that are related to the process of purchasing goods, selling goods, or information accessed through the Internet.

2. Social Commerce refer to the conduct of online social commerce transactions between online vendors and buyers, such as Facebook, Instagram, and so on with buyers conducting the product ratings, product reviews, usage suggestions, product introduction and the creation of posts and online communities (Hajli and Sims, 2015).

Expected Benefits

1. Online vendors will be able to use the analysis results on the models of Intention to Co-Creation in Brand and Continuance Intention from the research and testing to apply immediately. Analysis results consist of Social Commerce, Social Support, Satisfaction, Commitment, and Trust.

2. Online vendors can apply ideas of Co-Creation between product vendors and buyers to respond to real needs of each individual. This brings the strengths of existing vendors to add value to their products and services that are difficult to imitate and it also creates a competitive advantage.

3. Students, researchers, or scholars are able to use the results of this research to be further studied.

Literature Review

The literary review was done by reviewing each variable in order to explain the connection and consistencies between the variables based on the related literature and theories as follows:

Social Commerce

Social Commerce (SCOM) is a trade on the social network and it is defined as Electronic Commerce (E-Commerce) that is derived through social media which is the channel for interaction between sellers and buyers (Business-to-Customer: B2C), which sellers can offer their products to buyers directly, or interaction between buyers and buyers (Customer-to-Customer: C2C) to share their experiences about a product through social network such as Facebook, Instagram, Twitter, and so on (Lu, Zeng, and Fan, 2016). This interaction stimulates customers to shop online easily via pressing like, share, or comment (Hajli, 2012). In addition, creating content which is related to goods and service by ranking and comments, suggestions from buyers, product introduction and interrogating on online community can make products and services more reliable (Ahmad and Laroche, 2016; Bai et al., 2015; Guo and Zhou, 2016; Jung and Cho, 2016; Liang and Turban, 2012; Jim Wu et al, 2015; Kim and Srivastava, 2007). Social Commerce consists of 4 observed variables which are (1) rating and reliable comments from buyers (SC1), (2) suggestions and straightforward product recommendations from buyers (SC2), (3) suggestions and reliable product recommendations from buyers (SC3), (4) reliable sharing experiences, suggestions, recommendations, and communication within the online community (SC4) (Wang and Hajli, 2014, Diao et al., 2016).

Satisfaction

Satisfaction (SAT) means buyers' expectations against a quality of website, quick online service, reliable level of information, user friendly, benefit for buyers, information on website and updated information. All of these factors affect a customers' satisfaction. If results meet the expectation, the consumer will be satisfied. On the other hand, if the results do not meet expectations, buyers will be unsatisfied (Hsu et al., 2015, p. 49; Kirk et al., 2012, p. 170; Yoo et al., 2010, p. 91; Gwebu et al., 2014, p. 3). Buyers can search for online products and services information resulting in customer satisfaction and a customers' expectation before buying. Furthermore, a customers' experience with goods and services and sharing these experiences and communication on the online community can create customer satisfaction between the Buyers-Sellers or Buyers-Buyers (Dholakia and Zhao, 2008, pp. 822-825; Kirk et al, 2012, p. 170;

Ogara et al., 2014, p. 454). There are 3 indicators to measure a customers' satisfaction which are (1) buyers are a satisfied liaison of sellers through social media (SAT1), (2) buyers are pleased to be a liaison of sellers through social media (SAT2), (3) buyers are happy to be a liaison of sellers through social media (SAT3). According to Wang and Hajli (2014) and Zhang et al. (2016), the researchers set a hypothesis as follows.

H1: Social Commerce (SCOM) influences Satisfaction (SAT).

Commitment

Commitment (COM**)** is agreement between online sellers and buyers and the sellers' intention to retain a long term relationship with buyers with a high quality online service with accuracy and completeness (Hajli, 2014). A good relationship quality contributes to a good relationship between sellers and buyers. Buyers are proud to take care and bound sellers. The commitment between sellers and buyers is a part of the relationship quality.

The factor that indicates sellers can manage a relationship between sellers and buyers such as sellers can deliver goods and services according to commitment and an agreement contributed to trust and continuance intention to customers and long term relationship that results in brand loyalty (Liang et al., 2012; Hajli, 2014). There are 3 indicators for the commitment evaluation which are (1) Commitment between sellers and buyers in the social network according to agreement (COM1), (2) Sellers in the social network intend to keep their word according to the commitment (COM2), and (3) Sellers in the social network put a lot of effort into keeping their words according to the commitment with as much sincerity as possible (COM3). According to Wang and Hajli (2014) and Zhang et al. (2016), the researchers set a hypothesis as follows.

H2: Social Commerce (SCOM) influences Commitment (COM).

Social Support

Social Support (SS) is mutual support and suggestion between buyers-sellers and buyers-buyers in the social network. The first group is to support and provide recommendations to other members and the second group is to supported and provide recommendations from other members including comments, suggestions, and information (Hajli, 2014; Chen and Shen, 2015). Social Support consists of 2 sides (Shanmugam et al., 2016) which are emotional support,

which is when buyers listen to suggestions from their friends, show compassion, and care for a friends' problems, and information support, which is when buyers provide recommendations, guidance, information, and assistance to solve the problems (Liang et al., 2012; Wang and Hajli, 2014). There are 4 indicators for social support which are (1) buyers accept to listen to personal opinions from their friends when they get problems about products and services (SS1), (2) buyers provide suggestions to their friends when needed (SS2), (3) buyers provide information to solve problems (SS3), and (4) buyers always provide assistance, solutions, and suggestions (SS4) (Hajli and Sims, 2015). According to Wang and Hajli (2014) and Zhang et al. (2016), the researchers set a hypothesis as follows.

H3: Social Commerce (SCOM) influences Social Support (SS).

For the relationship between Social Support and Satisfaction, according to Wang and Hajli (2014) and Zhang et al. (2016), the researchers set a hypothesis as follows.

H5: Social Commerce (SCOM) influences Satisfaction (SAT).

H6: Social Commerce (SCOM) influences Commitment (COM).

Trust

Trust (TRU) is trust, assistance, reliability, good relationship and honesty between buyers and sellers. In addition, buyers gain trust in sellers due to sincerity, commitment, specialization, and expertise in selling products that contribute to trust (Hsu et al., 2011, pp. 588-591; Svensson, 2001, p. 431-432). The characteristics of online sellers in the Electronic Commerce business are integrity, transparency, transaction, straightforwardness, keep customer's information in secret and have sales skills and expertise in service according to the customer requirement. These characteristics will make buyers trust and intent to continuously buy online. Trust is a part of the Relationship Quality Theory between buyers and sellers. Trust consists of 3 indicators which are (1) buyers believe in sellers for honest online transaction (TRU1), (2) buyers believe in sellers that they will keep their information in secret (TRU2), and (3) buyers believe in sellers that they have a transparency policy for online transactions (TRU3) (Wang and Hajli, 2014; Zhang et al., 2016). According to Wang and Hajli (2014) and Zhang et al. (2016), the researchers set a hypothesis as follows.

H4: Social Commerce (SCOM) influences Trust (TRU).

For the relationship between social support and trust, according to Wang et al. (2014) and Zhang et al. (2016), the researchers set a hypothesis as follows.

H9: Social Support (SSP) influences Trust (TRU).

Intention to Co-Creation in Brand

Intention to Co-Creation in Brand (ICB) is interaction between sellers and buyers. This is the process for conversation and creating value to meet each customer's requirement. The Value Creation Theory focuses on Co-Creation which is a concept to change the paradigm and where manufacturers create value to meet customer requirements individually (Porter and Donthu, 2008). They must use their strength to create value in goods and services to meet their customer's requirements which is difficult to imitate by other suppliers, in order to increase value and be more competitive (Prahalad & Ramaswamy, 2004, pp. 7-9). There are 4 indicators to measure Intention to Co-Creation in Brand which are (1) buyers use their product experience to suggest the product to friends on a social network (ICB1), (2) buyers share their buying experience about the purchase to their friends on the social network (ICB2), (3) buyers purchase the goods or services according to their friends' recommendation (ICB3), (4) buyers always ask their friends' opinion before purchasing (ICB4). (Wang and Hajli, 2014; Zhang et al., 2016) According to Wang and Hajli (2014) and Zhang et al. (2016), the researchers set a hypothesis below.

H7: Social Support (SS) influences Intention to Co-Creation in Brand (ICB).

The relationship between the Relationship Quality Theory between sellers and buyers consists of Satisfaction, Commitment and Trust resulting in the Intention to Co-Creation in Brand. According to Wang and Hajli (2014) and Zhang et al. (2016), the researchers set a hypothesis as shown below.

H10: Satisfaction (SAT) influences Intention to Co-Creation in Brand (ICB).

H12: Commitment (COM) influences Intention to Co-Creation in Brand (ICB).

H14: Trust (TRU) influences Intention to Co-Creation in Brand (ICB).

Continuance Intention

Continuance Intention (CIN) is customers' behavior that has a purchase intention and continuous purchase repeat (Oliver, 1999, p. 36). Continuance Intention is one part of behavior loyalty which indicates a buyer' ties toward purchase intention and purchase repeat that is likely to appreciate products and services online. There are 4 indicators for Continuance Intention which are (1) buyers prefer shop online continuously not to buy (CIN1), (2) buyers intend to shop online continuously over the next months (CIN2), (3) if possible, buyers intend to shop online continuously (CIN3), (4) buyers intend to shop online continuously in the future more than the present (CIN4) (Gwebu et al., 2014). According to Wang and Hajli (2014) and Zhang et al. (2016), the researchers set a hypothesis as follows:

H8: Social Support (SS) influences Continuance Intention (CIN).

The relationship of the Relationship Quality Theory between buyers and sellers consists of Satisfaction, Commitment and Trust resulting in Continuance Intention. According to Wang and Hajli (2014), Zhang et al. (2016) the researchers set a hypothesis as follows:

H11: Satisfaction (SAT) influences Continuance Intention (CIN)

H13: Commitment (COM) influences Continuance Intention (CIN)

H15: Trust (TRU) influences Continuance Intention (CIN)

Research Methodology

This research is a quantitative research conducted by distributing a questionnaire to the sample directly to confirm the hypotheses of shopping online from 549 buyers across the country.

Population and Sample Size

The populations in this research were buyers who did shopping online. The sample size was based on Hair, et al (2010) about 10-20 times of observed variable. This research contains observed variable 26 points so the sample size is around 260 to 520 samples in accordance with Comrey and Lee (1992, p.125) which defined 500 samples as a good criterion. The researchers used 549 samples and applied a two stage stratified sampling scheme to the research from Bangkok and 4 regions e.g. the Center, North, North East and the South. In Bangkok, there

are 50 districts. It was decided to select a sample by using simple random sampling, and received samples from 10 districts in Bangkok and other 4 regions, considered to be the first top 5 provinces with the highest internet usage for each region.

Table 1: Descriptive statistics for research model

Constructs	Observed variables	Average	Corrected item-total correlation	Factor loading	Cronbach's alpha	AVE	CR
SCOM	SC1	3.49	0.654	0.699	0.873	0.592	0.878
	SC2	3.48	0.724	0.821			
	SC3	3.47	0.708	0.763			
	SC4	3.52	0.733	0.775			
	SC5	3.51	0.685	0.783			
SS	SS1	3.39	0.666	0.729	0.877	0.643	0.878
	SS2	3.35	0.771	0.832			
	SS3	3.37	0.726	0.796			
	SS4	3.41	0.778	0.846			
SAT	SAT1	3.51	0.660	0.736	0.822	0.607	0.822
	SAT2	3.58	0.687	0.797			
	SAT3	3.52	0.658	0.802			
COM	COM1	3.53	0.636	0.744	0.791	0.570	0.799
	COM2	3.55	0.609	0.736			
	COM3	3.56	0.655	0.784			

Table 1: (Continued)

Constructs	Observed variables	Average	Corrected item-total correlation	Factor loading	Cronbach's alpha	AVE	CR
TRU	TRU1	3.31	0.683	0.786	0.820	0.605	0.824
	TRU2	3.30	0.650	0.743			
	TRU3	3.33	0.689	0.804			
ICB	ICB1	3.38	0.725	0.832	0.863	0.587	0.849
	ICB2	3.45	0.719	0.811			
	ICB3	3.36	0.740	0.770			
	ICB4	3.38	0.680	0.635			
CIN	CIN1	3.48	0.742	0.806	0.871	0.642	0.877
	CIN2	3.49	0.733	0.806			
	CIN3	3.54	0.737	0.808			
	CIN4	3.54	0.686	0.784			

Instrument Quality Test

The researchers tested the quality of measurement e.g. reliability of the content by using corrected item-total correlation and the objectives from 3 experts in E-commerce field and inspecting reliability of questionnaire before practice (n=30) and gathering the data from online buyers across the country (n=549) so that all latent constructs have Cronbach's Alpha coefficient more than 0.7 (Nunnally, 1978) (as shown in Table 1).

For the structural validity analysis with confirmatory factor analysis by examining convergent validity and discriminant validity, the analyzed results showed that the standardized factor loading of each observed variable was greater than 0.5. The average variance extract of each latent variable was greater than 0.5., and lastly, the construct reliability of each latent variable was greater than 0.6 (see Table 1).

Research Results

There were samples of 549 online shoppers. This sample group consisted of more females than males. The average age was 29 years. A majority of them had completed Bachelor degree. This was followed by a Master degree and lower than Bachelor degree, respectively. The average monthly income was found to be between 10,000 - 19,999 Baht, This was followed by 20,000 - 29,999 Baht and less than 10,000 Baht, respectively. Most of them were government officials, employees, or government employees. This was followed by private sector's employees and students, respectively.

The opinion levels of the samples were as follows: The average opinion level of commitment was the highest at 3.55, the average of satisfaction was 3.54, the average of continuance intention was 3.51, the average of social commerce was 3.50, the average of intention to co-creation in brand was 3.40, the average of social support was 3.38, and the average of reliability was the least at 3.31, respectively.

The results of the structural equation analysis (SEM) by AMOS program found that the generated models were consistent with the empirical data with statistics as follows: χ^2/df = 1.128, p-value = 0.078, GFI = 0.962, CFI = 0.996, RMR = 0.014, RMSEA=0.015. Also, when the obtained statistics were

compared to the standard, which was χ^2/df <2, p-value > 0.05, GFI>0.90, CFI>0.90, RMR<0.05, and RMSEA<0.05, it was found that the measurement model fit well with the theoretical model. In conclusion, from the empirical data, the model measuring the intention to co-creation in brand and continuance intention was consistent with the theoretical model with an acceptable level (see Diagram 1).

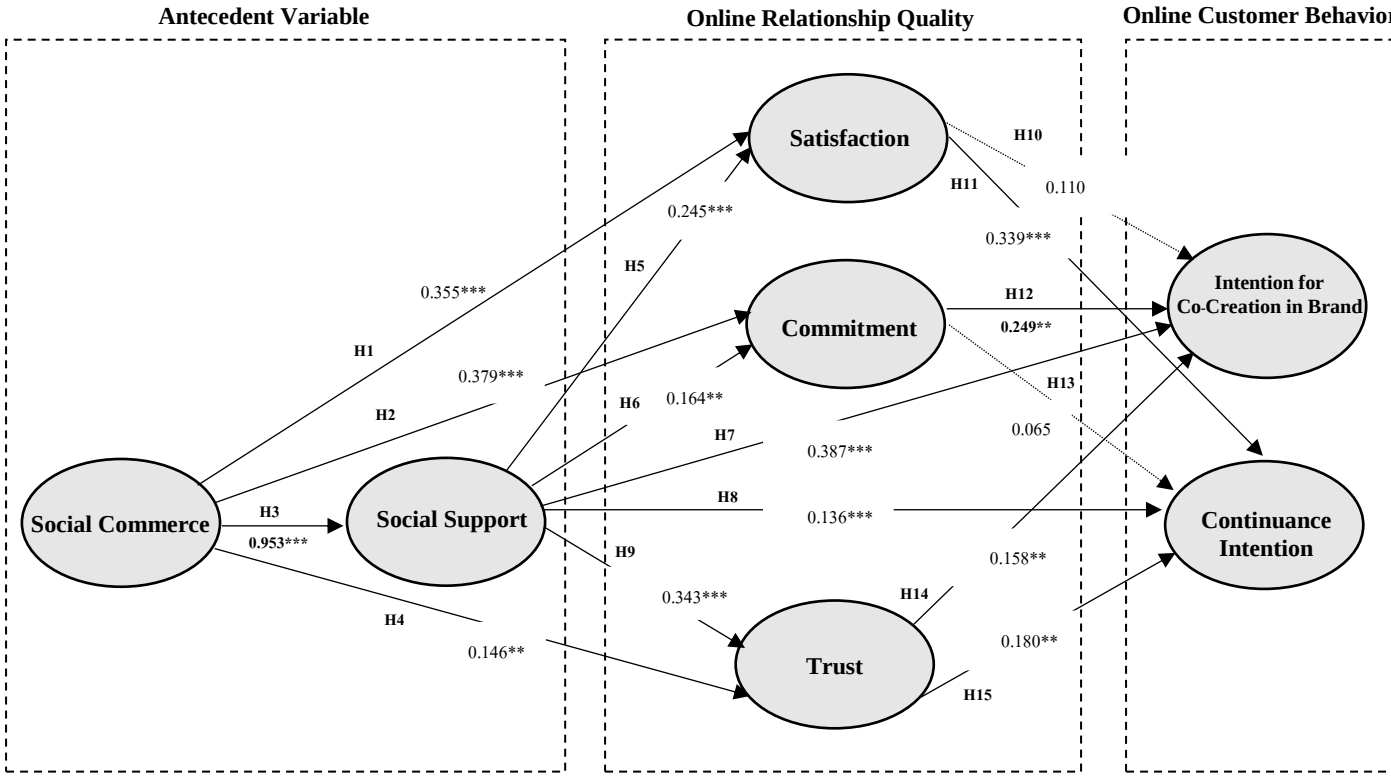

Diagram 1: Conceptual framework

From Table 2, the hypotheses testing indicated as follows:

Hypothesis 1: Social Commerce influenced Satisfaction with path coefficient (β) of 0.355 with statistical significance level of .001.

Hypothesis 2: Social Commerce influenced Commitment with path coefficient (β) of 0.379 with statistical significance level of .001.

Hypothesis 3: Social Commerce influenced Social Support with path coefficient (β) of 0.935 with statistical significance level of .001.

Hypothesis 4: Social Commerce influenced Trust with path coefficient (β) of 0.146 with statistical significance level of .01.

Hypothesis 5: Social Support influenced Satisfaction with path coefficient (β) of 0.245 with statistical significance level of .001.

Hypothesis 6: Social Support influenced Commitment with path coefficient (β) of 0.164 with statistical significance level of .01.

Hypothesis 7: Social Support influenced Intention to Co-Creation in Brand with path coefficient (β) of 0.387 with statistical significance level of .001.

Hypothesis 8: Social Support influenced Continuance Intention with path coefficient (β) of 0.136 with statistical significance level of .001.

Hypothesis 9: Social Support influenced Trust with path coefficient (β) of 0.343 with statistical significance level of .001.

Hypothesis 10: Satisfaction did not influence Intention to Co-Creation in Brand with path coefficient (β) of 0.110.

Hypothesis 11: Satisfaction influenced Continuance Intention with path coefficient (β) of 0.339 with statistical significance level of .001.

Hypothesis 12: Commitment influenced Intention to Co-Creation in Brand with path coefficient (β) of 0.249 with statistical significance level of .01.

Hypothesis 13: Commitment did not influence Intention to Co-Creation in Brand with path coefficient (β) of 0.065.

Hypothesis 14: Trust influenced Intention to Co-Creation in Brand with path coefficient (β) of 0.158 with statistical significance level of .01.

Hypothesis 15: Trust influenced Continuance Intention with path coefficient (β) of 0.180 with statistical significance level of .01.

Table 2: The result of hypothesis

Hypothesis	Pathway	Coefficient (β)	*t*-value	Results
H1	SCOM→SAT	0.355	4.698***	Support
H2	SCOM→COM	0.379	4.903***	Support
H3	SCOM→SS	0.953	13.895***	Support
H4	SCOM→TRU	0.146	2.040**	Support
H5	SS→SAT	0.245	4.412***	Support
H6	SS→COM	0.164	2.947**	Support
H7	SS→ICB	0.387	6.391***	Support
H8	SS→CIN	0.136	3.314***	Support
H9	SS→TRU	0.343	6.379***	Support
H10	SAT→ICB	0.110	1.351	Not Support
H11	SAT→CIN	0.339	4.058***	Support
H12	COM→ICB	0.249	2.839**	Support
H13	COM→CIN	0.065	0.809	Not Support
H14	TRU→ICB	0.158	2.576**	Support
H15	TRU→CIN	0.180	3.173**	Support

Remark (1) * Significant 0.05 ($p < 0.05$) ($1.96 \leq t\text{-value} < 2.576$),
(2) ** Significant 0.01 ($p < 0.01$) ($t\text{-value} \geq 2.576$),
(3) *** Significant 0.001 ($p < 0.001$) ($t\text{-value} \geq 3.291$),
(4) SCOM = Social Commerce, SS = Social Support, SAT = Satisfaction, COM = Commitment, TRU = Trust, ICB = Intention to Co-Creation in Brand, CIN = Continuance Intention

From Table 3, it was found that the factors with the highest total effect on the Continuance Intention were (1) Social Commerce (TE = 0.449), (2) Satisfaction (TE = 0.339), (3) Social Support (TE = 0.291), (4) Trust (TE = 0.180) and (5) Commitment (TE = 0.065), respectively. All factors together could be used to predict the Continuance Intention to 43.60 percent ($R^2 = 0.436$). On the other hand, factors with the highest total effect on Intention to Co-Creation in Brand were (1) Social Commerce (TE = 0.642), (2) Social Support (TE = 0.509), (3) Commitment (TE = 0.249), (4) Trust (TE = 0.158) and (5)

Satisfaction (TE = 0.110), respectively. All the factors together could be used to predict the Intention to Co-Creation in Brand to 44.90 percent ($R^2 = 0.449$).

Table 3: The impact of Antecedents variable to dependent variable

Latent variable	R^2	Effect	Antecedents				
			Social Commerce	**Social Support**	**Satisfaction**	**Commitment**	**Trust**
Social Support	0.500	DE	0.953	0.000	0.000	0.000	0.000
		IE	0.000	0.000	0.000	0.000	0.000
		TE	0.953	0.000	0.000	0.000	0.000
Satisfaction	0.325	DE	0.355	0.245	0.000	0.000	0.000
		IE	0.233	0.000	0.000	0.000	0.000
		TE	0.588	0.245	0.000	0.000	0.000
Commitment	0.273	DE	0.379	0.164	0.000	0.000	0.000
		IE	0.157	0.000	0.000	0.000	0.000
		TE	0.536	0.164	0.000	0.000	0.000
Trust	0.307	DE	0.146	0.343	0.000	0.000	0.000
		IE	0.327	0.000	0.000	0.000	0.000
		TE	0.473	0.343	0.000	0.000	0.000
Intention for Co-Creation	0.449	DE	0.000	0.387	0.110	0.247	0.158
		IE	0.642	0.122	0.000	0.000	0.000
		TE	0.642	0.509	0.110	0.249	0.158

Table 3: (Continued)

Latent variable	R^2	Effect	Antecedents				
			Social Commerce	**Social Support**	**Satisfaction**	**Commitment**	**Trust**
Continuance Intention	0.436	DE	0.000	0.135	0.339	0.065	0.180
		IE	0.449	0.155	0.000	0.000	0.000
		TE	0.449	0.291	0.339	0.065	0.180

Remark DE = Direct effect, IE = Indirect effect, TE = Total effect

Discussions and Findings

The researchers discussed the research results by objectives as follows:

1) The average opinion level of Commitment was the highest as 3.55, the average of Satisfaction was 3.54, followed by the average of Continuance Intention was 3.51, the average of Social Commerce was 3.50, the average of Intention to Co-Creation in Brand was 3.40, the average of Social Support was 3.38, and the average of Trust was the least as 3.31, respectively. The result was consistent with the research of Wang et al. (2014) and Zhang et al. (2016).

2) From the analysis of the factor affecting Intention to Co-Creation in Brand, the highest effecting factor was Social Commerce with a total effect of 0.642, followed by Social Support with a total effect of 0.509, Commitment with a total effect of 0.249, Trust with a total effect of 0.158, and satisfaction with a total effect of 0.110, respectively. All the factors together could be used to predict the Intention to Co-Creation in Brand to 44.90 percent (R2 = 0.449).

The data from the research found that Intention to Co-Creation in Brand could be influenced the most by Social Commerce with the highest total effect of 0.642. It was also found that the path way from Social Commerce → Social Support → Intention to Co-Creation in Brand had the highest path way coefficient (β) as 0.369. This meant that it was the most efficient method that entrepreneurs could use to make buyers engage in brand creation, which was consistent with the research of Wang et al. (2014) and Zhang et al. (2016).

3) From the analysis it was determined that Social Commerce was the factor which effected Continuance Intention, the most with a total effect of 0.449, followed by Satisfaction with a total effect of 0.339, Social Support with a total effect of 0.291, Trust with a total effect of 0.180, and Commitment with the least total effect of 0.065, respectively. All factors together could be used to predict the Continuance Intention to 43.60 percent ($R^2 = 0.436$). This was in line with Hajli et al. (2014), Hajli (2015) and the Nielsen Global Trust in Adverting Survey (2011) who stated that, for E-Commerce on social networks, recommendations from friends and feedback and review from customers would be more reliable than those directly from sellers.

Findings from the research indicate that Continuance Intention could be influenced the most by Social Commerce with the highest total effect of 0.449.

It was found that there were 2 path ways, including (1) the path way from Social Commerce → Social Support → Continuance Intention which had the highest path way coefficient (β) as 0.130; and (2) Social Commerce → Satisfaction → Continuance Intention had the following path way coefficient (β) as 0.120. Thus, these two path ways were the best ways for Continuance Intention, which was consistent with the research of Wang et al. (2014) and Zhang et al. (2016).

Suggestions for Online Sellers

The concept of Intention to Co-Creation in Brand was to create a Co-Creation between sellers and buyers. If entrepreneurs apply this concept to their businesses to produce products and services that meet the needs of individual buyers, this would make their products and services truly respond and improve customer satisfaction, and consequently, customers will continue to purchase their products and services. Online entrepreneurs could make their customers engage with brand products through Social Commerce. For example, Facebook and Instagram, by encouraging customers who have ever used products to share their opinions by sharing comments, pressing "Like" toward their products usage experience, product suggestion, and interactive post. These strategies should encourage buyers to participate in the brand products.

Recommendations for National Policies

According to the research, for cooperation between the public sector and private sector, the researchers recommend developing national policies which will focus on building cooperation between the public sector and private sector to promote online sellers to create new marketing contents and use social networks to reach customers with low operating costs that can meet the needs of buyers throughout 24 hours.

Public Sector: (1) The Government should promote and educate online sellers about e-commerce marketing with small-scale entrepreneurs (1-5 people sized), because this is the Start Up group of new entrepreneurs selling goods via electronics equipment. (2) Government should support the fund for new start up business, because new entrepreneurs are small-scale retailers with good ideas but they often lack of funding. Therefore, the researchers believe that if the

government supports the 2 above mentioned issues, they will become guidelines to drive the Digital Economy along the policies of Thailand 4.0.

Private Sector: (1) The private sector should coordinate with government agencies in transmitting government policies to concrete commercial purposes. (2) The private sector should cooperate with academics or researchers to integrate the already existing research into more commercial outputs, because most small scale entrepreneurs (with 1-5 employees) lack R&D for production, various processes or new innovations.

Therefore, the researchers promote the idea that if the public sector and private sector can cooperate effectively, this will help newly interested Click-and-Click business with small scale retailers (1 to 5 employees) to survive and develop for Digital Economy further.

Suggestions for the Further Researches

1. Further studies should apply this research framework to small scale sellers (with 1-5 employees), who directly sell products and services to consumers (B2C) through Click-and-Click electronic only, in order to confirm the accuracy of the research.

2. Further research should study more variables as factors that can effect the continuance intention, in addition to the variables studied from this study, such as real-time commerce, social interactivity, chat robot, etc.

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