



## Social Capital

### Determinants of Social Commerce Usage and Online Impulse Purchase: Implications for Business and Digital Revolution

By:

[Xiang, H](#) (Xiang, Huang) [1]; [Chau, KY](#) (Chau, Ka Yin) [2]; [Iqbal, W](#) (Iqbal, Wasim) [3]; [Irfan, M](#) (Irfan, Muhammad) [4], [5], [6]; [Dagar, V](#) (Dagar, Vishal) [7]

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#### Abstract

Since their introduction in the early 2000s, the use of social networking websites has exploded. Many businesses are seeing increased revenue due to their social commerce strategy. Despite the popularity of social commerce websites, some consumers are still hesitate to use them. This study aims to evaluate the factors that influence the adoption of social commerce. A sample of 721 Chinese We Chat users took part in the research. The findings reveal that social capital mediates the positive effect of social commerce adoption and perceived ease of use (PERU) on techno-stress and online impulse purchasing. Likewise, information overloading mediates the positive effect of social commerce adoption and PERU on techno-stress and online impulse purchasing. The findings have implications for both practice and research in understanding social commerce adoption in emerging economies.

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