E-Trust in Social Commerce: A Comprehensive Review

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Abstract

Research purpose:
The paper investigates and synthesizes the concepts, classifications, and factors that influence trust in social commerce.

Research motivation:
Although social commerce is growing strongly in many forms around the world, we are still limited in identifying the factors that stimulate purchasing decisions in this new commercial environment. Unlike traditional e-commerce, where buyers have difficulty gathering information to make purchasing decisions, social commerce can get additional help and interaction from many sources before making the final purchasing decision. Therefore, it would be better if we could clarify the motivations and factors that influence shoppers, thereby identifying mechanisms for building trust in online shopping and reducing consumers' concerns.

Research design, approach, and method:
Based on a systematic review of the literature published over the last 10 years, the authors synthesized various research perspectives into a framework of e-trust in social commerce

Main findings:
By exploring 49 researches on the topic of online trust in social commerce, this research has synthesized factors that have been shown to impact consumers' online trust when buying through social networking sites in particular. This research also provides the best overview of customer trust in social commerce across all four dimensions: people, business strategy, technology and information.

Practical/managerial implications:
As its main contribution, the study provides a deeper understanding of the key components that create compelling customer trust in social commerce to build loyalty. Besides, the study broadens the customer management perspective to recognize the valuable consequences of enhancing consumer trust by improving factors that have Positive impact on trust such as: enhancing brand reputation, improving skills and knowledge of sellers, and minimizing factors that have a negative impact on trust such as minimizing risks that customers may perceive.

Keywords: social commerce, e-commerce, e-trust, purchase intention, consumer's trust, online-trust

1. INTRODUCTION

The concept of social commerce first appeared in 2005 in the context of social networking sites gradually becoming popular and diverse (Zhang & Morad, 2016), specifically Yahoo with the emergence of Yahoo's Shoposphere (Horng & Wu, 2020). Unlike traditional e-commerce, where buyers have to make their own buying decisions, social commerce has additional help and interaction from others before making a final buying decision. The worldwide social commerce market has reached $992.4 billion in 2022. According to the Vietnam DIGITAL 2021 report by We Are Social and Hootsuite, there were 72 million social network users in Vietnam in January 2021, equivalent to 73.7% of the total population, an increase of 7 million (11%) compared to 2020. The report of the Department of E-commerce and Digital Economy also showed that about 57% of surveyed people have made shopping through forums and social networks, equivalent to the rate of shopping through e-commerce platforms and higher than the rate of buying on websites (52%). Products and services sold on social networking sites are plentiful, almost full of all tangible or intangible product items. Sellers here can also be businesses or just retailers who do not have business goals or individuals such as bartering, or trading old goods that are no longer in demand.

In a social commerce environment, trust becomes one of the most important factors in a consumer's purchasing decision (Claudia et al., 2017). Because buyers cannot directly see or touch the product (Ami et al., 2021), this corresponds to a higher risk ratio in online transactions (Dudi et al., 2022). To build self-trust, consumers will tend to find ways to gather information related to sellers and products. Information can come from two main sources: social commerce websites and users of websites they can interact with (members or customers) (Mochamad & Shinta, 2022). The special is the seller has little or no control over this source of information because it is created by other individuals and not by the retailers themself. Thus, how retailers on social media platforms can control and take advantage of this information to build initial trust for new customers and create loyalty for old customers is becoming an urgent problem. According to the researcher's research, there are not many articles that synthesize a comprehensive review at online trust in social commerce and related factors. Therefore, this article aims to systematize the aspects related to trust in social commerce that have been studied and clarified from 49 articles in the past 10 years to create the most general view for retailers on social networking platforms, help them find solutions that impact the trust of current and future customers.

2. RESEARCH METHOD

The authors conducted a systematic review of the literature. According to Kitchenham (2012), systematic reviews identify important scientific contributions relevant to a topic using extensive literature searches of published and unpublished studies. By using transparent and repeatable processes, systematic reviews improve the quality and outcomes of the review process.

The review process typically includes three parts: data collection, analysis, and data synthesis. In this study, the authors conducted a critical analysis of the work of in-depth authors to explore and describe e-trust as well as its defining factors, to differentiate e-trust from other work-related attitudes and explore the factors creating e-trust.

2.1 Research Approach

In this study, the systematic approach required an extensive search of relevant administrative databases. Selected databases include ScienceDirect, EBSCO, Emerald, IEEE Xplore, MDPI, SAGE, InterScience and some others local/university databases. The authors used these databases because they contain comprehensive data from recognized national and international multidisciplinary journals specializing in e-commerce, social commerce, management information systems management, as well as customer behavior and customer trust - concepts that this research addresses. The authors conducted an Internet search to identify secondary references and other publications by researchers that the authors identified in their initial searches.

2.2 Search terms and selected criteria

In order to explore and describe psychological ownership, the authors used the keywords "social commerce", "Facebook", "Linkedin", "e-trust", "digital-trust", "Consumer's trust", "Belief" in their literature search. They limited the search to English-language publications from 2011 to 2022 that specifically mentioned the terms of interest.

They chose 2011 as the starting date because the first scientific article that they could find that referred to the concept of 'social commerce' and "e-trust" discussed increasingly in that year. The original search identified 14.200 scientific papers, unpublished conference papers and reviews of the literature.

However, the authors chose only published scholarly journals that defined "social commercial" and "trust" in business context. Table 1 shows the exclusion and inclusion criteria selected by the authors.

Table 1. Exclusion and inclusion criteria

Criteria include	Exclusion criteria
Completed	Incomplete, outline
Published from 2011-2022	Published outside the 2011-2022 period
English	Non-English
Using "trust in social commerce" as a research factor	Do not use "trust in social commerce" as a research factor

The selection of 49 research papers was done entirely manually. The researcher in turn selects and analyzes the title and summary of the study according to the above criteria in top-down order from the results returned after searching on Google Scholar by keyword. Some research papers are valid but not selected because the research summary section does not contain sufficient information related to the research objectives and results, and the entire research content is not fully and freely available. Table 2 contains the list of all the journals from which the authors sampled in this study.

Table 2. List of papers use in review

Publisher	Journal name	Online ISSN/ISBN number	Frequency
AIS eLibrary	MWAIS 2011 PROCEEDINGS	-	1
	AMCIS 2012 PROCEEDINGS	978-0-615-66346-3	1
	AMCIS 2017 PROCEEDINGS	978-0-9966831-4-2	1
	PACIS 2014 PROCEEDINGS	978-988-8353-22-4	1

Publisher	Journal name	Online ISSN/ISBN number	Frequency
Association of Cell Biology Romania	Annals of the Romanian Society for Cell Biology	2067-8282	1
CORE	International Journal of Supply Chain Management	2050-7399	1
EBSCO	Issues in Information System	1529-7314	1
	International Journal of Electronic Commerce Studies	2073-9729	1
Econstor	Pakistan Journal of Commerce and Social Sciences	2309-8619	1
Emerald	Asia Pacific Journal of Marketing and Logistics	1355-5855	1
	Revista de Gestão	2177-8736	1
	Industrial Management & Data Systems	0263-5577	1
	International Journal of Retail & Distribution Management	0959-0552	1
	Internet Research	1066-2243	1
FECAP	Revista Brasileria de Gestao de Negocios	1983-0807	1
Frontiers	Frontiers in Psychology	-	2
Growing Science	International Journal of Data and Network Science	2561-8156	1
IEEE	2014 47th Hawaii International Conference on System Sciences	978-1-4799-2504-9	1
	7th International Conference on e-Commerce in Developing Countries:with focus on e-Security	978-1-4799-0393-1	1
	2012 IEEE International Conference on Management of Innovation & Technology (ICMIT)	978-1-4673-0110-7	1
Inderscience	International Journal of Electronic Business	1741-5063	1
JERC	Journal of Electronic Commerce Research	1526-6133	1
Macrothink Institute	Journal of Managemnet Research	1941-899X	1
MDPI	Sustainability 2019	2071-1050	1
Research, Society and Dev	Research, Society and Development journal	2525-3409	1
ResearchGate	Journal for Research on Business and Social Science	2209-7880	1
	Journal of Marketing Advances and Practice	2682-8170	1
SAGE	International Journal of Engineering Business Management	1847-9790	1
	SAGE Open	2158-2440	1
Scielo	Journal of theoretical and applied electronic commerce research	0718-1876	1
	Brazilian Administration Review	1807-7692	1
ScienceDirect	Computer in Human Behavior	1873-7692	1
	Journal of Retailing and Consumer Services	1873-1384	1
	Technological Forecasting and Social Change	1873-5509	1
	Journal of Retailing and Consumer Services	1873-1384	5
	Decision Support Systems	1873-5797	1
	International Journal of Information Management	1873-4707	3
	Journal of Business Research	1873-7978	1
	Future Business Journal	2314-7210	1
	Knowledge-Based Systems	1872-7409	1

Publisher	Journal name	Online ISSN/ISBN number	Frequency
Scientific Research	American Journal of Industrial and Business Management	2164-5175	1
Springer Link	Recent Trends in Data Science and Soft Computing	2194-5365	2
Taylor&Francis	Journal of Internet Commerce	1533-287X	1
Wiley	Journal of Consumer Behaviour	1479-1838	1

The year of publication is shown in Table 3.

Table 3. Number of articles by year

Year	Number
2011	1
2012	2
2013	2
2014	3
2016	4
2017	6
2018	6
2019	7
2020	9
2021	4
2022	5

In addition, research scope of selected papers are shown in Figure 1
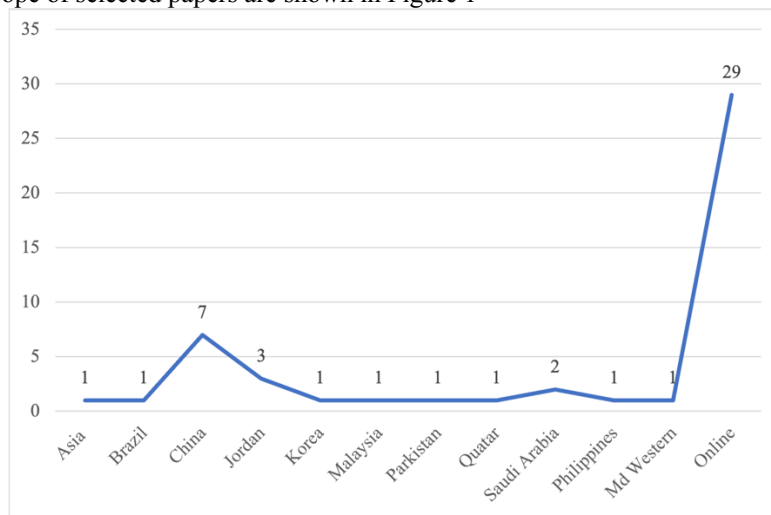
Fig. 1. Research scope of selected studies

2.3 Analysis and presentation of the data

The authors used thematic analysis for analyzing and reporting. This, according to Tranfield et al. (2003), summarises what one knows already and focuses on the extent to which there is consensus across various themes.

The authors evaluated the articles in terms of:

- the purposes of the studies
- whether they were qualitative or quantitative
- their methods of collecting data
- their key findings.

The authors categorized common themes that emerged from the data to achieve the objectives of the study:

- What types of trust in social commerce have been studied?
- What factors influence trust in social commerce have been studied?

3. FINDINGS
3.1 Social commerce

There are many definitions for online shopping, also known as electronic commerce/e-commerce. Ratih and Andini (2020) defined e-commerce as a new form, described as the process of buying and selling products and services on the internet platform. E-commerce refers to a virtual aggregation system in which sellers exchange products or services for money, interacting and communicating with buyers through Internet channels (Yassine et al., 2022). Online shopping can also be understood as using the Internet to buy, sell or provide support for products and services, not only for economic purposes but also for exchanging information or promoting products. (Bonilla et al., 2022). Another definition is that online shopping is an e-commerce process by which buyers can directly contact online retailers and purchase products or services from online stores (Angeliki et al., 2014).

Today, the expansion of social networking services (SNS) has brought about a new type of e-commerce model, called social commerce (s-commerce) (Maia et al., 2019). According to the definition by Xicheng et al. (2019), social commerce is an emerging category of e-commerce based on social network services, and it is a user-centric business model, use frequent social interactions and large amounts of user-generated content (UGC) to assist consumers in making purchasing decisions. Social online shopping uses social media to facilitate transactions in a collaborative environment (created by friends, relatives, acquaintances, or strangers), which is a group of people sharing with each other experiences, products, services and information related to online shopping (Maia et al., 2022). In simple, social commerce is a subset of e-commerce and relationship-based business (Aloqool & Alsmairat, 2022).

The appearance of Yahoo!'s Shoposhere has laid the foundation for social commerce to become a potential market for existing suppliers, product marketers, and e-commerce sites (Mochamad & Shinta, 2022). Zhang and Benjamin (2007), Wang and Zhang (2012) introduced the components of social commerce with four dimensions: people, management, technology, and information. In their model, the People component refers to designers, inventors, IT users, and managers, influencing IT usage behaviour in different contexts (Zhang and Benjamin, 2007). The management component refers to business strategies, business models, policies, processes, and opportunities for retailers and other entities to benefit or profit from social commerce (Wang and Zhang, 2012). Technology deals with objects such as hardware, software, infrastructure, platforms, applications, resources, services, and the like. Information includes collection or creation, processing, dissemination, and use (Zhang and Benjamin, 2007). Of these four aspects, technology is the most visible and tangible object of observation.

Table 4. Social Commerce Framework

People	Management	Technology	Information
+ Social commerce acceptance + Attitudes towards social commerce + Motivational factors + Different roles consumers play + Community ties	+ Web 2.0 & marketing strategies + Social commerce new trends + Alternative revenue models + Group collective buying strategies	+ Platforms, tools, and functionalities + Features to enhance the shopping experience. + Product visualization and interaction + Website basic features	+ User-generated content + Social bookmarking/ tags + Textual and video-based reviews + Membership information

Source: Wang & Zhang (2012)

There were up to 630 articles using this framework to investigate social commerce platforms (ResearchGate, 2023).

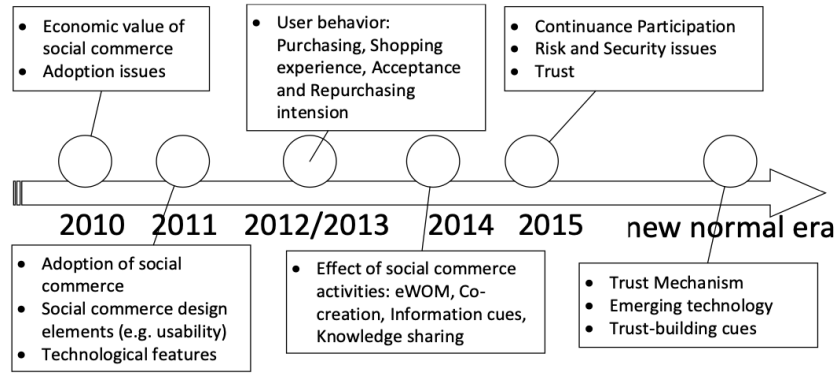From this framework, Curty and Zhang (2012) systematized the outstanding research issues from 2010 to the present.

Fig. 2. History of the development of social commerce

Source: Curty & Zhang (2012)

Xiaolin et al. (2017) identified three main research topics today: organization, advertising, and word of mouth. They also point to two main research trends. The first trend is about innovation, merchant reputation, and user-generated content, but this trend is on a downward trend. The second trend is about online reviews, beliefs and word of mouth which are attracting more and more research. From 2011 to 2020, keywords related to online commerce were commonly searched for online reviews, trust, social networking, marketing, consumer behavior, and social commerce (Yong Liu et al., 2019). According to a Nielsen report, 92% of consumers trust Word of Mouth (WOM) from people they know, 90% of consumers will read reviews before deciding whether to buy from a brand, and 72% will continue to make purchases after reading positive reviews. 64% of marketing managers believe that word of mouth is the most effective form of marketing. This is what consumers use to find information that builds trust, from which to make a decision to buy or not. More specifically, consumers have less trust in social commerce sites than in e-commerce (Gaurav & Lijun, 2011). The model of selling between individuals (C2C) is the most common model in social commerce because the listing of products is fast, free, does not require a license, does not require compliance with legal regulations. However, the C2C model is not guaranteed in terms of payment. There is no commitment that the product must be worth the money you spend because there is no reputable third party to guarantee like e-commerce platforms.

3.2. Types of trust in social commerce

The number of studies on trust in social commerce has increased sharply year by year, clearly showing the interest and urgency of understanding the mechanisms affecting online trust in social commerce (see Figure 3).
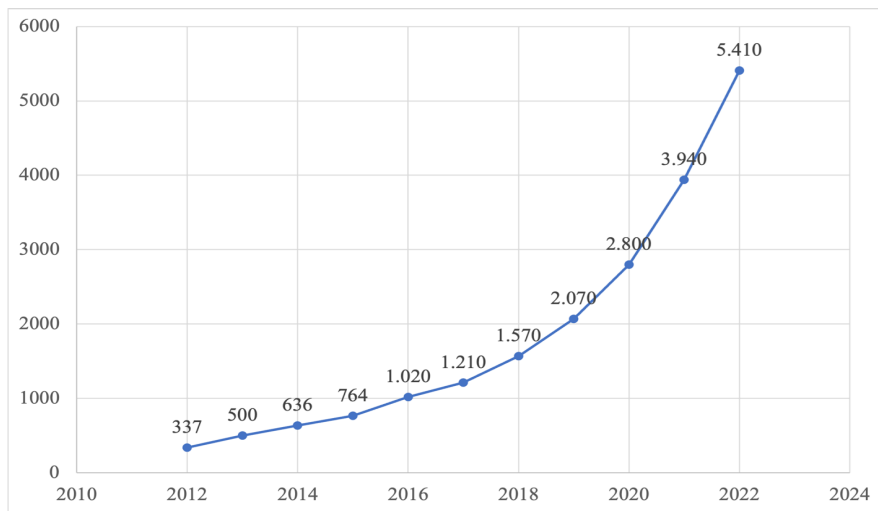.

Fig. 3. Number of studies on trust in social commerce over the years

Trust has many different definitions and has been defined in decades of research in many different social science fields such as sociology, psychology, computer science, economics, law and finance. (Chutima & Jindarat, 2021).
Mayer et al. (1995) 's definition is one of the most used: trust is the willingness of one party to be vulnerable by the actions of another party, based on the expectation that another party will perform a particular action important to the trustor, irrespective of the ability to monitor or to control that other party.
Customer trust is defined as the customer's confidence that he or she can rely on the seller to deliver the promised service (Maharatna, 2019) or as the belief in the quality and reliability of the service (Muhammad et al., 2014). Trust comes from

consumers' expectations of the product and if those expectations are not met, consumer trust will gradually decrease or even disappear, according to Goldianus and Rinabi (2020).

Trust is one of the factors that has a significant influence on online purchasing intentions. Lack of trust has been identified as one of the main reasons that prevent users from shopping online (Hoang P.V. Le, 2020). Online trust is different from face-to-face trust (Bart et al., 2005). Unlike trust in real life, the target of online trust is the website, the internet, or the technology itself. In e-commerce, consumers face many risks such as losing money due to fraud or receiving poor-quality products (Ami et al., 2021), or risks when sending financial information and personal information data to the seller (Riezza, 2018). Trust is a binding factor in transactions between buyers and sellers when buying and selling online (Sikandar et al., 2021), so buyers and sellers are forced to build trust with each other (Ami et al., 2021).

In this research, online trust is the trust that consumers have when making online purchases. Depending on the object, the trust will have different specific names.

Table 5. Definition of trusts and types of trusts online

Authors	Purposes	Methods	Key findings
Defining trust, antecedents of trust			
Mahmood Hajli. (2012)	analyze trust, along with some of the constructs of social commerce which affect the intention to buy among individuals	Quantitative Questionnaire-based online survey	- Social trust differs among people, for a customer who has never undertaken online shopping, increasing the level of social trust makes it more likely they will shop online. Similarly, a lower level of trust makes the customer less likely to shop online. - Perceived usefulness is the user's willingness to pay on social network sites - The user`s forums and communities, rating, review, recommendation and referrals, perceived usefulness in s-commerce have a positive effect on the user`s trust
Mahmood Hajli; Mohammad Hajli; Farzad Khani. (2013)	to develop a research model for investigating the impact of online communication of consumers, which produce social word of mouth on trust building mechanisms.	Quantitative Questionnaire-based online survey	eleven antecedents of trust in social commerce which include: Social presence of web, perception of others, interaction with sellers, emotional social support, information sharing support, positive reviews, word of mouth, affective influence, brand influence, advertising value, and viral reach prospects. Information sharing and support is one of the important prerequisite of trust
Types of trust:			
Liu et al. (2019)	- to explore motivations that drive consumers' purchase intention in social commerce - examine whether social presence can work as a moderator in this process.	Quantitative Questionnaire-based online survey	- trust toward social commerce site and trust toward site members are determinants of purchase intention, and the later one can be triggered by the argument quality of consumer-generated contents (perceived informativeness and perceived persuasiveness)
Chao-Hsing Lee et al. (2021)	to investigate the differences between the influence of social support and community trust on customer engagement, and the impact of customer engagement on its two consequences, one transactional (repurchase intention) and one non-transactional (stickiness) aspects.	Quantitative Questionnaire-based online survey	- social support has a significant, positive effect on member trust and customer engagement - member trust has a positive effect on community trust, community trust and customer engagement positively affect repurchase intention.
Gaurav Bansal, Lijun Chen. (2011)	studies the moderating impact of the four privacy concern dimensions (collection, secondary use, improper access and	Quantitative Questionnaire-based online survey	- users trust e-commerce sites more than s-commerce ones

Authors	Purposes	Methods	Key findings
	errors) and security concerns on trust between e-commerce and s-commerce sites of e-vendors.		
Jian Wang, Fakhar Shahzad. (2022)	aims to achieve consistent findings regarding the concise effect of trust on consumers' purchase intention and the moderating effect of SC constructs in social commerce platforms	Quantitative Meta-analysis from 19 studies	- trust is a multidimensional concept with different components: trust disposition, trust in the seller, trust toward members, and trust toward the site - Trust object in the SC environment is divided into trustor, trustee, and trusted third party under the trust transfer theory - Trust in sellers indicates that consumers tend to make decisions depending on sellers' words, actions, and hints - Trust disposition reflects an individual's propensity to trust or distrust, and it is associated with individual traits shaped through their experiences, cultural environment, or education level - Trust toward members is defined as "individuals' willingness to be vulnerable to other parties' actions and opinions" - Trust toward the site captures an individual's perception of the website as positive expectations of quality or service - trust in sellers has a larger significant effect than other trust objects
Jing-Di Zhao, Jin-Song Huang, Song Su. (2019)	develops a trust mechanism based on trust transfer theory in the context of customer-to-customer (C2C) social commerce	Quantitative Questionnaire-based online survey	- trust in sellers is defined as an individual's willingness to rely on the words, actions, and decisions of sellers in the social commerce community - brand trust is the willingness of the average consumer to rely on the ability of the brand to perform its stated function - Customers have continuous purchase intentions when they trust sellers and brands at the same time and that consumers generate brand trust due to trust in sellers. - With informational and emotional support, consumers can generate trust in individual sellers. - Promotion, which is a common strategy used by C2C sellers, will damage the trust transfer from sellers to the brand.
Joanna K.Santiago, Daniel Magueta, Cataria Dias. (2020)	- to design a framework of the relationship between customer perceptions that will determine the trust, influencer trust and intention to buy - to test and validate this framework using a sample of Portuguese consumers	Quantitative Questionnaire-based online survey	- There is a relationship between the similarity to the influencer and the perceived trust related to the influencer. - There is a relationship between the influencer credibility and the trust in influencer. - There is a relationship between the brand credibility and trust related to the influencer. - There is a relationship between the message credibility and trust related to the influencer. - There is a relationship between trust in influencer and purchase intention.
Jun Chen; Xiao-Liang Shen; Zhen-Jiao Chen. (2014)	investigate social commerce intention from two different but interrelated angles, i.e. social shopping and social sharing	Quantitative Questionnaire-based online survey	- Trust towards community depicts a relationship between virtual members and the community. It refers to one's perception of the community as a reliable and predictable place for social interaction. - Trust towards members can be transferred to trust towards community

Authors	Purposes	Methods	Key findings
Tong Wu et al. (2017)	integrates two important review dimensions into purchasing decision model, i.e. the trust relationships to experienced users and the reliability of experienced users' reviews	Quantitative Questionnaire-based online survey	- The trust degree of inexperienced users to experienced ones is computed based on item reviews
Wing S. Chow & Si Shi. (2014)	- sets out to understand trust development in social commerce websites - to examine how consumer trust in social commerce impacts their trust in the company and their electronic word of mouth intention - examine how customers' prior transaction experience with a company could impact their social commerce trust development and serve as a mediator in the trust transfer process	Quantitative Questionnaire-based online survey	- Information-based trust represents customers' trust based on the information presented on a social commerce website - Identification-based trust represents the interpersonal trust in a social commerce website - Information-based trust, Identification-based trust in a company's social commerce website is positively related to consumer trust in that company. - Consumers' prior experience with a company negatively moderates the relationship between information-based social commerce trust and company trust.

All types of trust have been shown to have a positive impact on consumers' purchase intentions in social commerce. In some cases, component trust types impact overall trust, thereby increasing consumers' purchase intentions (Wing & Si, 2014). In particular, studies also divide the formation of trust into two stages: trust before purchase (first purchase) and trust after completing the transaction, with intention to repurchase (Tong et al., 2017; Lee et al., 2021). A summary of the types of trust that have appeared in research papers is as shown in Table 6.

Table 6. Definition of Types of Trusts

No	Type of trust	Definition	Reference
1	Social trust, community trust	Trust in the positive side of the social commerce community	Ahmad et al. (2020) Chao et al. (2021), Jun et al. (2014), Prena (2017)
2	Member trust	Trust in each individual in the social commerce community	Chao et al. (2019), Chao et al. (20221), Jun et al. (2014), Prena (2017)
3	Trust in sellers	Consumer trust in sellers	Jin & Fakhar (2022)
4	Trust in influencers	Consumer trust in influencers related to the product they want to buy	Joanna et al. (2020)
5	Trust in the website	Consumer trust in social commerce website platforms	Samira et al. (2017)
6	Trust of inexperienced customers	The trust of a new customer, who is finding information to make a decision to buy a product for the first time	Waqar et al. (2020)

3.3. Factors influencing trust in social commerce

Table 7 shows the factors identified by the papers that have an impact on trust in social commerce. Obviously, there are many factors that affect trust, but mainly focus on supplier reputation, information quality, and online word of mouth. Supplier reputation and online word of mouth are both factors that a business's new customers use to build trust before making a purchasing decision. Information quality ensures that the information customers find is timely, accurate, and meets customer needs. Then, the authors divided the factors that influence trust into four main groups as shown in Table 7. Some similar factors were grouped together such as social presence and platform presence.

Table 7. Grouping of factors affecting trust in social commerce

Group	Element	Concept	Reference
Social commerce constructs	Recommendations and referrals	Trustworthy sources for information	Abdalrazzaq & Mohammad (2022), Ahmad et al. (2020), Alli et al. (2019), Hamad & Emad (2022)
	Rating and reviews	The information in the online review	
	Forums and communities	Online communities in social network where individuals exchange information and knowledge	
Perceived value	Trust disposition	the extent to which individuals having belief or faith in humanity and adopting a trusting formula towards others	Hassan et al. (2018), Maram & Gomaaa (2022)
	Perceived usefulness	the degree to which a person perceives that adopting the system (social commerce platform) will boost his or her job performance	Yong et al. (2019)
	Supplier reputation	Is the retailer/firm/brand's popularity in s-commerce	Claudia et al. (2019), Hamad & Emad (2022), Hasan (2020), Imene et al. (2018)
	Information support	Information sharing activities	Cuiqing et al. (2019), Hatem (2020)
	Platform involvement	customers' long interest in a certain platform	Hamad & Emad (2022)
	Buyer motivation	Includes reward motivation, social motivation, and empowerment motivation	Madeeha et al. (2020)
	Social presence	Experience the perceived existence of others in the business environment and in interactions.	Baozhou et al. (2016), Cuiqing et al. (2019)
Quality of products and services	Product quality	Buyer's expectation about product quality	Lei & Ruimei (2016)
	Information quality	the quality of the information about product, service, seller…	Claudia et al. (2019), Hamad & Emad (2022), Hasan (2020), Maram & Gomaa (2022)
	Product Shipping	logistics service quality	Claudia et al. (2019)
	Competitive price	represents one's subjective perception of the price at a particular Internet vendor as a price lower than that offered by the other vendors or a price made more attractive due to additional incentives, such as longer payment terms, lower risk, time, or efforts.	Imene et al. (2018)
	Privacy concern	the ability to control and limit physical, interactional, psychological, and informational access to the self or one's group	Maram & Gomaa (2022), Pei & Pervaiz (2012)
	Features of the seller	integrity of seller, competency of seller, and benevolence of seller	Hassan et al. (2018)
	Social support	Include informative and emotional support from sellers	Yong et al. (2019)
Different	Electronic word of mouth	the sharing of information and experiences between consumers to help each other in making purchase decisions	Hasan (2020)

Group	Element	Concept	Reference
	Subjective norms	An individual's perception with the individual's critical references whether or not to commit the act	Yong et al. (2019)

In case it is necessary to divide the above groups according to the four aspects of the Social Commerce Framework (Table 4), the social commerce constructs group belongs to Technology, the perceived value group belongs to People, the quality of products and services group belongs to Business strategy and the other group belongs to Information.

For the social commerce constructs, all three elements of this structure are basic sources of information for customers to build trust. This is also one of the characteristics of social network platforms that other networks do not have: forums and communities. Chat groups, reviewers groups appear more and more, making it easier for consumers to find meaningful reference information.

The perceived value group consists of factors that come from consumers. These factors also have a two-way effect on overall trust. When consumers trust the community, members and sellers, they are motivated to buy and are aware of the social presence of others. After experiencing the service, consumers will tend to participate in sharing their information with others (Nick et al., 2017; Nurkhalida et al., 2018).

It is impossible to not consider the quality of products and services. In the traditional direct buying and selling model, consumers will pay the most attention to whether the quality of the product is as expected before deciding to buy or not. In the zero-touch business model of social commerce, the first concern is no longer the quality of each product but more ancillary factors such as online payment methods must ensure safety, product shipping must be fast; price must be competitive with competitors and above all, the support from sellers. This support includes both informational but also emotional support (Hasan et al., 2018), which increases buyers' chances of making decisions. Emotional support helps buyers feel cared and important, which can reduce anxiety when shopping online. Jin and Fakhar (2022) proved that trust in salespeople is higher than any other type of trust.

Finally, the other group with two elements: Electronic word of mouth and Subjective norms. Similar to the characteristics of social commerce structures, word of mouth is a broader concept. All social network platforms have the same feature: they were created to connect users on the platform, so word of mouth in social commerce appears and spreads faster than any other form of business. Along with subjective standards, the closer the relationship between consumers and references, the greater the influence on trust and final decisions.
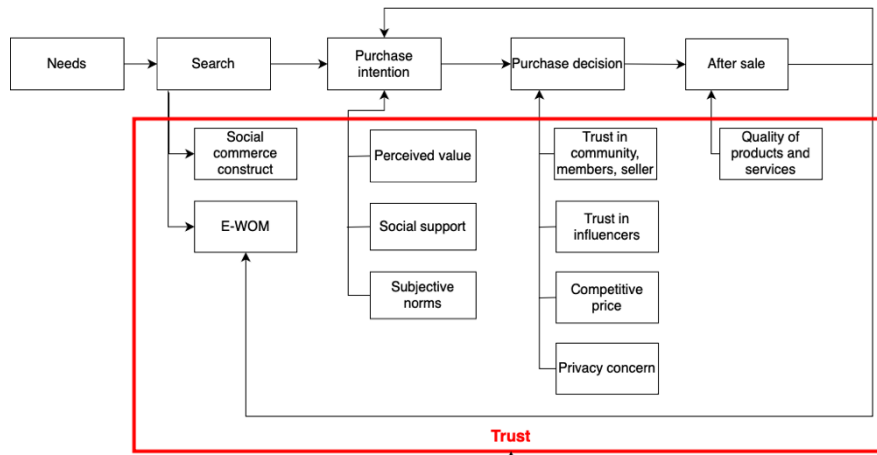
3.4. Multidimensional framework of e-trust

Fig. 4. Multidimensional framework of e-trust

This is the general buying process for consumers online, especially on social commerce. When there is a need to buy items for the first time through social network platforms, consumers will search for suppliers. Once a satisfactory supplier is found, consumers will begin to check this seller through social commerce constructs (Tit et al., 2020; Aloqool & Alsmairat, 2022) and word of mouth from friends, relatives around through the online SNS platform. If the search and reference of information is favorable, initial trust will be formed. Factors that come from the perceived value, subjective norms and the support from the seller (Yong et al., 2019) will enhance trust to influence purchase intention. Depending on the individual's risk appetite and price comparison, buyer will make purchase decision. In addition, consumer can be impacted by trust in the community, members in the community, seller or influencer marketing.

The process of shopping online will end after the buyer receives the product or service and completes payment to the supplier. If the quality of the product or service meets the buyer's expectations, post-purchase trust will be created and the buyer will intend to buy again (repurchase intention). In many cases, customers will rate and evaluate products and services afterward. These reviews can be related to quality, price, interaction with sellers, etc. With a positive experience, post-purchase reviews will further strengthen consumer confidence, helping consumers to repurchase next time from the

same supplier (Hatem, 2020; Lee, 2021). These things will become e-WOMs for others in the future.

4. CONCLUSION

By exploring research previous studies on the topic of online trust in social commerce, this research has synthesized factors that have been shown to impact consumers' online trust when buying through social networking sites in particular. This will become the premise for research articles about trust on social commerce. This article will provide a reference source in choosing factors that have a relationship with online beliefs to study.

In practice, this paper provides the best overview of customer trust in social commerce across all four dimensions: people, business strategy, technology and information. From there, individuals, organizations and businesses can improve consumer trust by improving factors that have a positive impact on trust such as: enhancing brand reputation, increasing the expertise of sellers, ... and reducing factors that have a negative impact on trust such as minimizing risks that customers may be concerned about. For example, reducing financial risks by only receiving payments through payment gateways such as banks, Momo e-wallet, Zalopay, accepting cost on delivery (COD), allowing inspection of goods upon receipt, clear security policies and commitments ...

The paper uses a qualitative method, summarizing the theory and showing the factors affecting beliefs in 49 previous papers on similar topics. Therefore, there are still many theories and factors in many other research articles that have not been pointed out by the writer due to language limitations and access to information. The information given has not been proven enough to be sure that they are connected in all cases. In addition, the article has many limitations due to the limited knowledge and expertise of the writer, the data collection is completely manual without applying professional methods. Moreover, the market constantly changing, so the factors indicated in research articles many years ago may no longer be true in the current context; The right factors in shopping through e-commerce platforms are not necessarily true for shopping through social media platforms. Research papers developed in the future are expected to overcome the above limitations.

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