

PRIORITISING SOCIAL COMMERCE SERVICE
QUALITY DIMENSIONS FOR MALAYSIAN MODEST
FASHION INDUSTRY

BY

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A dissertation submitted in fulfillment of the requirement for
the degree of Doctor of Philosophy (Business
Administration)

Kulliyyah of Economics and Management Sciences
International Islamic University Malaysia

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ABSTRACT

This study aims to develop a hierarchical model for Social Commerce Service Quality (SCSQ) in order to rank the quality dimensions necessary for measuring the performance of the Malaysian modest fashion industry. This study used a sequential mixed methods approach. Initially, online semi-structured interviews were conducted with nine participants where eight dimensions and 30 sub-dimensions were revealed. Then, 61 regular social commerce customers participated in a quantitative questionnaire survey whereby the SCSQ hierarchical model was created and the identified dimensions were prioritised using the Analytic Hierarchy Process (AHP) relative measurement. It has been discovered that Privacy and Security emerged as the most crucial dimensions, followed by Functional Quality and Design Quality, meanwhile Trustworthy Platform acts as a crucial sub-dimension. To operationalise the hierarchical model, AHP' absolute measurement was used where a survey was conducted on 33 customers who had previous experience with social commerce purchases from three different Malaysian modest fashion brands. It is found that Malaysian modest fashion brands were at a good stage of SCSQ evaluation and also pointed out certain areas that could be enhanced. The developed model is unique and can be used not only by Malaysian modest fashion practitioners but most social commerce businesses to measure their SCSQ performance.



ملخص

تهدف هذه الدراسة إلى تطوير نموذج هرمي لجودة خدمة التجارة الاجتماعية (SCSQ) من أجل تصنيف أبعاد الجودة اللازمة لقياس أداء صناعة الأزياء المحتشمة الماليزية. استخدمت الدراسة نهج الأساليب المختلطة التسلسلية. في البداية، تم إجراء مقابلات شبه منظمة عبر الإنترنت مع تسعة مشاركين حيث تم الكشف عن ثمانية أبعاد و30 بعداً فرعياً. بعد ذلك، شارك 61 من عملاء التجارة الاجتماعية المنتظمين في استبيان كمي حيث تم إنشاء النموذج الهرمي SCSQ وتم تحديد أولويات الأبعاد المحددة باستخدام القياس النسبي لعملية التسلسل الهرمي التحليلي (AHP). لقد تم اكتشاف أن الخصوصية والأمان هما الأبعاد الأكثر أهمية تليها الجودة الوظيفية وجودة التصميم، وفي الوقت نفسه تعمل المنصة الجديرة بالثقة كبعد فرعي حاسم. ولتفعيل النموذج الهرمي، تم استخدام قياسات AHP المطلقة حيث تم إجراء استطلاع على 33 عميلاً لديهم خبرة سابقة في مشتريات التجارة الاجتماعية من ثلاث شركات ماليزية مختلفة للأزياء المحتشمة. لقد تبين أن العلامات التجارية للأزياء المحتشمة الماليزية كانت في مرحلة جيدة من تقييم SCSQ، كما أشارت أيضاً إلى بعض المجالات التي يمكن تعزيزها. النموذج الذي تم تطويره فريد من نوعه ويمكن استخدامه ليس فقط لممارسي الأزياء المحتشمة الماليزيين ولكن معظم شركات التجارة

الاجتماعية لقياس أداء SCSQ

APPROVAL PAGE

I certify that I have supervised and read this study and that in my opinion, it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a dissertation for the degree of Doctor of Philosophy (Business Administration).



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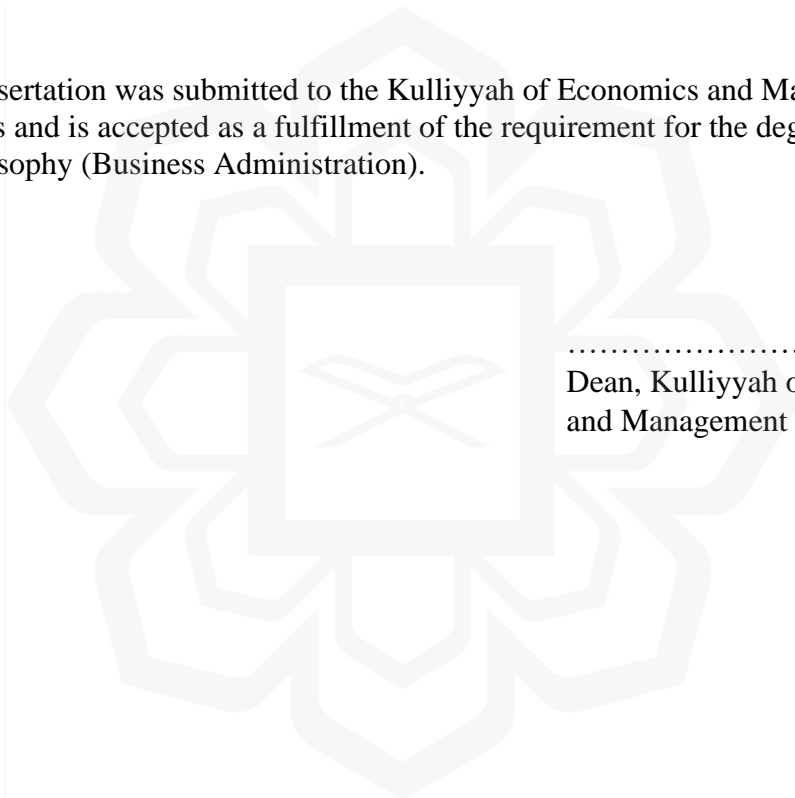
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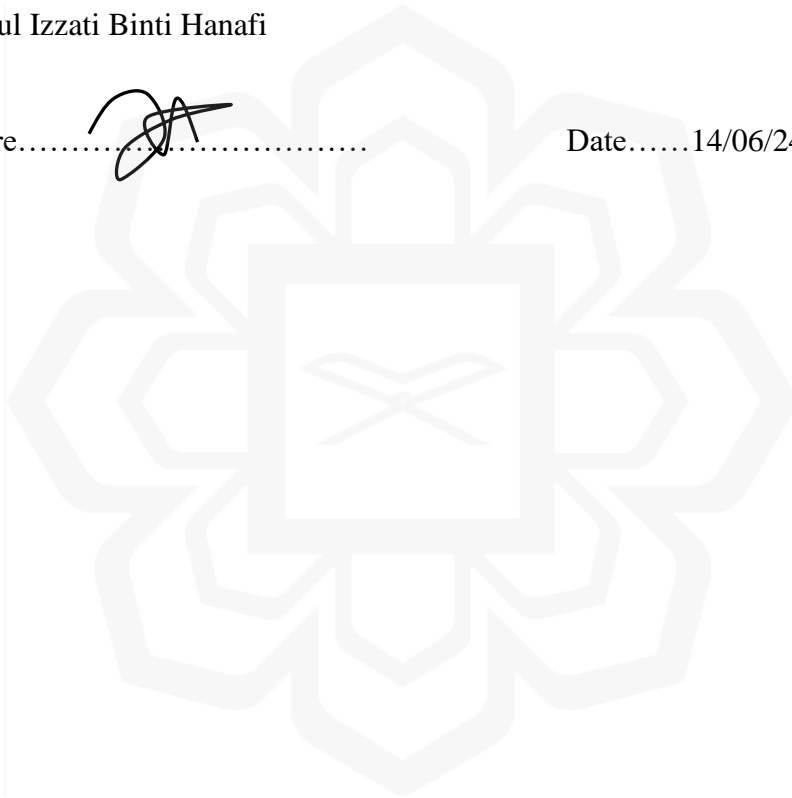
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DECLARATION

I hereby declare that this dissertation is the result of my own investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at IIUM or other institutions.

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DEDICATION

*This thesis is dedicated to
my loving parents, siblings, handsome husband, beautiful daughter and cute son
whose compassion for me flow like waterfalls
that continually nourishes my soul*

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All glory is due to Allah, the Almighty, whose Grace and Mercies have been with me throughout the duration of my programme. Although, it has been tasking, His Mercies and Blessings on me ease the herculean task of completing this thesis.

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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Malaysia's modest fashion industry has experienced unprecedented growth in recent years. With the aid of social commerce, a platform where commercial activities take place through social media platforms, the market is spreading faster than ever before. Thanks to the digitalization adaptation, Malaysian modest fashion businesses who utilize social commerce has given a huge impact on the industry's growth.

The term "modest fashion" is no longer obscure. According to Zaki et al. (2021), modest fashion, particularly within the context of Islamic dress codes, refers to the practice of wearing clothing that covers the body in a non-revealing manner while still being stylish and fashionable. This form of dressing often involves garments that are less revealing and adhere to specific guidelines based on religious or personal beliefs (Hwang & Kim, 2020) where both definitions are consistent with current research concepts. The notion of modest fashion comprises more than just apparel selections; it also involves a wider cultural and social aspect, as evidenced by the rise of 'hijabistas' fashion influencers who combine modesty with contemporary styles (Karakavak & Özbölük, 2022). Furthermore, studies have explored how individuals perceive and express modesty through fashion, with some focusing on the embodiment of Muslim identities (Bernier, 2023). It has been observed that social media and influencers have shaped how people view and interpret modest fashion, underscoring the dynamic character of this style trend (Karakavak & Özbölük, 2022).

From high-end fashion to the street, more brands and stores are embracing the concept and promoting fashionable styles in campaigns and catwalks. Fashion brands have been noticing this growing trend for several years, and many have rushed to capitalize on this untapped global billion-dollar industry (Limam & Berjikian, 2020). The future of modest fashion remains bright as Western retailers recognize the enormous potential of this growing and lucrative market. Furthermore, it is an opportunity for them to tap into the Generation M market. Generation M is a fast-

growing segment of middle-class millennial Muslim consumers. According to Reuters, an open market of 900 million Generation M consumers is expected by 2030 (Marci, 2021). This generation drives social change and expects products and services that reflect their faith and modernity (Marci, 2021).

Designer labels begin incorporating modest styles into their runway shows, and models such as Somali-American Halima Aden appeared on international catwalks from New York to Milan wearing hijabs. Aden was also the first hijab-wearing woman to grace the cover of the British magazine *Vogue* in its 102-year history in 2018 (Pithers, 2018). Big brand also begins to include modest. Big brands have begun to incorporate modest design into their clothing lines. Nike, a global sports retailer, entered the market earlier in 2017, launching a modest sportswear collection that included a sports hijab (Ahmed, 2017). Following the success of this line, Nike launched Victory Swim, a modest swimwear collection that featured women in hijabs in its campaign video. Aside from that, Uniqlo collaborated with a UK-based fashion designer to launch a modest wear collection, which included a variety of hijabs. Mariah Idrissi, another British model, became the first hijab-wearing model to appear in an advertisement campaign for multinational Swedish retailer H&M.

According to Figure 1.1, the global Muslim fashion market, which was valued at US\$59.7 billion in 2017, is expected to grow at a 5% compound annual growth rate in terms of revenue over the forecast period, reaching US\$88.35 billion in 2025. The reasons for this growth are the rise in both modest clothing preferences and the global Islamic population. Global interest in modest fashion is redrawing the fashion power map. New key players emerge in billion-dollar markets. Malaysia is a strong contender among them. Malaysia is a growing modest fashion market for the Muslim majority country where more than half its population are Muslim. Malaysian generation M no longer considers hijabs and traditional Malay clothing to be outmoded, but rather something they can wear on a daily basis while still displaying a bit of current and updated style.



Figure 1.1 Global Muslim Fashion Market Forecast 2017-2025 Period
Sources: Grand View Research's 2018 report

Reputable Malaysian brands are now going global by utilizing social commerce and collaborating with international brands. In 2023, for example, a collaboration with Malaysia's modest fashion attire brand, Calaqisya went extremely well. They collaborated with Disney to release its Mickey collection, which sold out in a matter of hours. It was recently extended with the Calaqisya x Barbie 2023 collaboration. Not only that, several local brands were also given the opportunity to collaborate with an international brand. Malaysia is vying to be a leader in modest fashion through industry expansion initiatives.

Today, there are more options for modest clothing, ranging in style and price, and they are readily available on multi-brand online platforms. The popularity of modest fashion brands is growing, resulting in increased recognition and competition. As the market for modest fashion becomes more competitive, retailers have emphasized the importance of being more understanding and creative in serving their online and offline customers. It results in the emergence of various types of online sellers, and social commerce becomes essential in meeting and tracking customer needs when purchasing products online. It all started when modest fashion retailers realized the value of social commerce in reaching a larger audience. With such a large social commerce market to tap, modest fashion retailers began to hire or collaborate with a variety of social

commerce sellers, including stockist, agents, personal shoppers, and dropshippers, to name a few. With that, they can be classified as social commerce sellers.

Even though the industry experiences an increasing growth, its rank on modest fashion category has dropped to number six in the OIC Halal Economy Report 2022 from position number four in the report for the year 2020. One of the report's recommendations was to create a strong digital presence which can include an eCommerce and social media selling platform to increase their accessibility to customers which leads to increased sales. That serves to emphasize the value of social commerce applications for the development of Malaysian modest fashion industry.

Apart from that, customer priorities have changed as a result of globalization, which has increased the need and expectations for digitalization. However, digital adoption in the industry is still at an early stage, with industrial development displaying moderate progress and being less aggressive than neighbouring countries, which signal the need for the industry participant to be more active in digitalization. More than 875 000 small and medium-sized businesses (SMEs) are urged to adopt eCommerce by the Malaysian government, which will also boost the number of start-ups to 5000. It is a clear signal for Malaysians to begin looking at ways to digitalize themselves in order to become more competitive.

Social commerce is a significant advancement in e-commerce that has transformed commercial interactions, information accessibility, and the shopping experience (Bugshan & Attar, 2020). The ideal definition of social commerce relies with any commercial activity supported or undertaken by wide social media functions and Web 2.0 platforms in the context of a customer's online buying experience or a company's connections with its customers (Bazi et al., 2020). Such form of commerce involves the exchange of products and services between sellers and buyers through social media channels (Shoheib & Abu-Shanab, 2022). In addition, social commerce, as opposed to traditional e-commerce, requires a high level of social interaction (Zhou et al., 2023). Social commerce is made possible by new channels that increase interactions between businesses and customers, where it has the potential to serve as a new platform for business interactions (Shirazi et al., 2021). The use of social commerce by sellers is critical for retailers to gain customer loyalty and maintain satisfaction because it fosters positive social interaction.

Since the shift from product- to service-based businesses has been accelerated by digitalization (Suarez et al., 2013), the way organizations compete and conduct business with customers has been fundamentally altered (Porter & Heppelmann, 2014). For example, in the retail industry, retailers have historically competed on price, assortment, and location (Leszczyc et al., 2004), but providing concepts and services that add value for customers is becoming increasingly important and cost-effective to achieve using information technology (Hänninen et al., 2018). As businesses emphasized the importance of social commerce interaction, it is critical to understand how to improve the quality of the service that given by the sellers in social commerce platform. Customers will interact with sellers via a variety of social commerce channels, most notably social media. It is vital for sellers to maintain a social media presence in order to manage and communicate directly with their customers. However, social commerce is still in its infancy stage and needs lots of improvement in its supervision (Zhou et al., 2023).

1.2 PROBLEM STATEMENT

The combination of e-service quality dimensions and the utilization of social commerce does gives numerous benefits. Regrettably, the current state of knowledge regarding the domains of social commerce and e-service quality remains limited and insufficient (Pour et al., 2022). Despite the growing interest in these areas, empirical research studies on social commerce are still relatively scarce and have not yet fully explored the various dimensions (Zhou et al. 2023). Despite the numerous dimensions and criteria that have been established over time, e-service quality is a multifaceted construct (Demir et al., 2020). Assessing these criteria can be challenging due to their linguistic nature, as they are based on subjective expressions utilised by individuals (Pour et al., 2020). Due to the finite resources of organisations, decision-makers face challenges in prioritising strategies and selecting an appropriate approach for investment, as there are several effective criteria to consider (Pour et al., 2020).

Furthermore, the evaluation of various dimensions can be complicated because there are multiple variables involved, each of which influences the buyer's decision-making process (Jakhar et al., 2020). Understanding the best factors or dimensions in improving e-service quality on social commerce is regarded as one of the critical

enablers leading to online business success. It is important to identify and prioritise dimensions in order to maintain a consistent focus on what is critical and to make the best use of available resources (Ishak and Wanli, 2020).

Apart from that, few studies have looked into the quality of e-service quality in the context of social commerce (Pour et al., 2020; Pour et al., 2022). Most studies on the e-service quality in the context of e-commerce have not taken into account the interaction features of Web 2.0 technologies (Pour et al., 2020). Additionally, while previous researchers developed a variety of models, one-size-fits-all e-service quality instruments have the potential to produce ambiguous results (Ghazaleh & Zabadi, 2020; Shi et al., 2018), and cultural differences among customers may exacerbate this ambiguity. So far, little attention has been dedicated to simultaneously analysing e-service quality characteristics with social commerce, particularly for non-Western countries (Lari et al., 2020). It has limitations in evaluating service quality in various cultures, particularly in Malaysia, where consumer awareness and behaviour vary over time (Wang & Kim, 2019). Moreover, there is no clear-cut dimensions can be applied in the context of Malaysian modest fashion social commerce sellers. Plus, with the rise of technological developments as a medium in online purchase (mobile apps, social media), it is critical to examine e-service quality dimensions in settings other than a website (Pour et al., 2020; Chen et al., 2018; Murfield et al., 2017).

Most studies successfully demonstrated that the e-service quality model and its dimensions had a significant impact on organizational growth and performance. Previous researchers mostly exploited effect and impact relations in the applications of SEM, AMOS, and PLS, where many dimensions, factors, and criteria were developed. However, academics pay less attention to prioritising such dimensions, even though such analysis offers decision makers with a clear path for making decisions. Furthermore, there is a scarcity of prioritisation methods (AHP relative measurement) and performance evaluation (AHP absolute measurement) in the real business environment. Thus, the primary purpose of this research is to improve the effectiveness of social commerce applications by prioritising specific qualities and monitoring brand performance in accordance with those priorities. This will be achieved through the creation of a Social Commerce Service Quality hierarchical model, which will serve as a valuable guideline for sellers. Additionally, the study aims to assess the performance of these applications to gauge their overall efficacy. By undertaking these endeavours,

the study seeks to contribute to the advancement and refinement of social commerce practices.

In addition to the aforementioned points, it is worth noting that there is a shortage of comprehensive performance models, particularly in the context of Social Commerce Service Quality application in Malaysia. The need for further investigation and analysis in order to better understand and evaluate the effectiveness and efficiency of Social Commerce Service Quality in the Malaysian market is crucial. By leveraging the capabilities of social commerce platforms, sellers are able to enhance and refine their performance in terms of Social Commerce Service Quality. This allows them to consistently improve their ability to meet the needs and expectations of their customers in the realm of social commerce. Through the utilization of various tools and strategies provided by these platforms, sellers can effectively monitor and evaluate their service quality, identify areas for improvement, and implement necessary changes to enhance their overall performance.

Hence, this research addresses three significant issues. Firstly, there is a lack of research on identifying the dimensions and sub-dimensions of a Social Commerce Service Quality (Pour et al., 2022; Pour et al, 2020). According to Zhou et al. (2023) the field of social commerce is currently in its early stages and requires significant enhancements in its supervision. Furthermore, there is a dearth of empirical studies on the social commerce (Rahman et al., 2023). Thus far, scholars have primarily explained the phenomenon about users' adoption of social commerce by examining their propensity to embrace it through the lens of technology acceptance (Wang et al., 2023) while overlooking the notion of e-service quality. Second, in addition to the lack of a comprehensive Social Commerce Service Quality model, coupled with the abundance of factors and dimensions to consider, poses a challenge for businesses in determining the optimal approach for their needs. The prioritisation of dimensions and sub-dimensions is crucial, particularly in situations where there are limited budgets or resources available.

Third, the absence of adequate Social Commerce Service Quality models, specifically tailored for the Malaysian modest fashion industry, poses a challenge in assessing brand performance. According to Pour et al. (2022), the failure of organizations to meet customer expectations makes customers quickly shift to other retail stores and accompanied by negative feedback disseminated through social media

channels in a prompt manner. Therefore, organizations seek to compete with their rivals in the market by improving the quality of online customer experience in social commerce highlights the important in assessing current performance of brand's Social Commerce Service Quality assessment. In future, the model that has been developed will possess the capability to be used for the purpose of assessing the performance Social Commerce Service Quality across the globe. This model will be applicable to a wide range of industries who own social commerce application and will serve as a valuable tool for evaluating the effectiveness of their operations. Therefore, the current study aims to address these gaps.

1.3 RESEARCH QUESTIONS

As the modest fashion retail marketplace becomes increasingly competitive, sellers have emphasized the need to be more understanding and creative in serving their customers through social commerce. The proposed research problem will be addressed through the following research questions. The research questions of this study are:

1. What are the necessary dimensions and sub-dimension that need to be incorporated in the Social Commerce Service Quality hierarchical model for Malaysian modest fashion industry?
2. How are the dimensions and sub-dimensions prioritised in the course of developing the Social Commerce Service Quality hierarchical model?
3. How is the Social Commerce Service Quality model operationalized to evaluate the performance level of some selected Malaysian modest fashion brand?

1.4 RESEARCH OBJECTIVES

Overall, the study intends to provide guidelines to enhance Social Commerce Service Quality among Malaysian modest fashion brand. The specific objectives are as follows:

1. To identify the necessary dimensions and sub-dimension to develop a Social Commerce Service Quality hierarchical model for Malaysian modest fashion industry.

2. To prioritise the dimensions and sub-dimensions in the course of developing the Social Commerce Service Quality hierarchical model for Malaysian modest fashion industry.
3. To operationalize the Social Commerce Service Quality model and evaluate the performance level of some selected Malaysian modest fashion brand.

1.5 LIMITATIONS OF THE STUDY

The current study focuses on nurturing Social Commerce Service Quality sector in Malaysian modest fashion industry. It includes scarves, traditional Malay clothing, and modest clothing made by Malaysian brands. Participants in this study included actual customers who use social commerce on a regular basis.



Figure 1.2 Scope of the Study

In general, as shown in Figure 1.2, this research is primarily concerned with Malaysian modest fashion industry e-commerce research. E-commerce is a broad topic, this study focused on social commerce as used by Malaysian modest fashion industry. In improving the quality of social commerce, the e-service quality context has been included to enhance Social Commerce Service Quality.

1.6 SIGNIFICANCE OF THE STUDY

The significance of the study can be viewed from the perspectives of both the academics and practitioners. From the academics' perspective, this study has developed a new

model as guidance for the Malaysian modest fashion brands in enhancing the provision of Social Commerce Service Quality application. This was made possible by identifying the dimensions and its sub-dimensions from the combination of social commerce and e-service quality area that had been relatively unexplored in previous literatures. The achievement of business success is highly dependent on the importance of social commerce and e-service quality, as emphasised by Pour et al (2020). Shi et al. (2018) posit that the delivery of superior service quality can attract and gratify customers, resulting in a significant improvement in a company's overall financial performance and market standing. In addition, according to Zhou et al. (2023), social commerce is a strategic methodology that enables businesses to acquire customers and increase purchase intention, resulting in various benefits for business growth.

It has been observed by Pour et al. (2020) that the extent of e-service quality in the domain of social commerce has not been extensively researched. The present study touched upon the limitations of diverse models for measuring website efficacy, including e-SQ (Zeithaml et al., 2000), SITEQUAL (Yoo et al., 2001), e-SERVQUAL (Zeithaml et al., 2002), and e-SELFQUAL (Ding et al., 2011). Unfortunately, the insufficiency of the current state of social commerce employment hinders the possibility of utilising these models as a means of assessing the effectiveness of a business's social commerce application performance. Scholars contend that prior research, while informative, suffered from a narrow scope (Gosh, 2018). The lack of interaction variables has motivated scholars to construct a unique framework that combines social commerce and electronic service quality elements (Pour et al., 2020). With that, a hierarchical model has been formulated to offer direction for enhancing the social commerce service within the modest fashion sector of Malaysia.

The current body of literature pertaining to Social Commerce Service Quality is constrained, and there exists a dearth of research on Malaysia, a nation that possesses a unique shopping culture. Consequently, it is imperative to conduct this study as there exists a dearth of research pertaining to both of these subjects. The exploration of diverse cultures has consistently been emphasized by scholars. The significance of investigating customer engagement on social commerce platforms in non-western cultural settings is highlighted by Attar et al. (2021) due to the transformative impact of social media's rapid expansion on the way businesses and customers interact in the retail industry.

Prior studies have yielded diverse models; however, the utilization of universal e-service quality instruments may lead to uncertain outcomes (Ghazaleh & Zabadi, 2020; Shi et al., 2018). To date, there has been limited focus on the joint examination of e-service quality attributes and social commerce, particularly in non-Western nations (Lari et al., 2020). The assessment of service quality across different cultures, particularly in Malaysia, is subject to constraints due to the fluctuating nature of customer awareness and behaviour over time, as noted by Lari et al. (2020) and Wang & Kim (2019). Furthermore, this study is focused on a specific and one of important sector that plays a critical role in the advancement of Malaysia's halal industry, specifically the modest fashion industry. Despite the sector's importance, there exists a dearth of scholarly inquiry pertaining to this field.

The study's significance was further enhanced by the creation of a hierarchical model that employs the Analytic Hierarchy Process (AHP) tool to prioritise the eight dimensions and their corresponding sub-dimensions. This was in addition to the development of a model. The AHP has been utilised to develop a hierarchical framework that enables the resolution of complex issues by identifying and prioritising factors that offer retailers and sellers a comprehensive comprehension of pivotal components (Satay et al, 2008). Businesses are frequently confused about which ideas and strategies to prioritise due to the abundance of available options.

Decision-makers encounter difficulties in prioritising strategies and selecting an appropriate investment approach due to the limited resources available. This is because there are multiple effective criteria to consider, each of which influences the buyer's decision-making process. The utilisation of AHP tools can effectively mitigate this concern by enabling the identification of optimal factors for the establishment of superior application. In addition, the utilization of this research findings can assist businesses in comprehending the optimal factors or dimensions for enhancing e-service quality on social commerce platforms, which are deemed as crucial facilitators for achieving success in online business operations.

In addition to its function as a framework comprising a significant list of factors, it has also served as a means of assessing performance. The study continues by utilising the AHP as a mechanism to expedite the assessment of performance. The study was conducted on a Malaysian modest fashion brand to ensure the relevance and applicability of the findings to the industry. Assessments of this nature enable

businesses to acquire a broader understanding of their own performance, concentrate their efforts on areas necessitating improvement, and make well-informed determinations regarding how to enhance their performance, ultimately resulting in an overall improvement. If any inadequacies are detected, suitable strategies can be developed to address them. This information can be invaluable in helping businesses improve their social commerce strategies and ultimately achieve greater success. As a result, these approaches are expected to decrease expenses by enabling the institution to optimise its finite resources.

Apart from that, one of the primary concerns during pandemic period is retrenchment. With the assistance of this model, retailers can avoid retrenchment by recognising an opportunity to improve their employee's ability to survive pandemics. With work-from-home arrangements, each employee can be trained on the output of the research to assist retailers in optimising their sale's performance. This model will eventually benefit nations, particularly those who lose jobs as a result of the pandemic, by allowing them to participate in online business. The research findings will benefit Malaysians who wish to work as social commerce sellers in the modest fashion industry, regardless of whether they own a business or not, full-time or part-time. The usability of the model presented in this study will assist them in making efficient, reliable, and valid decisions when designing applications for Social Commerce Service Quality systems.

1.7 DEFINITION OF TERM

- E-service Quality - E-service quality encompassed the pre-purchase, purchase, and post-purchase activities associated with the assessment, assortment, acquisition, and satisfaction of goods and/or services via a website interface (Piercy & Archerbrown, 2014).
- Direct Distribution Channel – Customers can buy goods directly from the manufacturer or the retailers without intermediaries (Wang & Liu, 2023).
- Indirect Distribution Channel – Customers are buying goods directly from intermediaries or the third parties (Nordin, 2005).

- Modest Fashion - Modest fashion, particularly within the context of Islamic dress codes, refers to the practice of wearing clothing that covers the body in a non-revealing manner while still being stylish and fashionable (Zaki et al., 2021).
- Social Commerce - Any commercial activity supported or undertaken by wide social media functions and Web 2.0 platforms in the context of a customer's online buying experience or a company's connections with its customers (Bazi et al., 2020).
- Social Commerce Sellers - Seller who sells goods or services via social commerce platform (Shin et al., 2020).
- Social Commerce Service Quality - Social media service enabling consumers' participation in the online marketing and sale of products and services (Shin et al., 2020).

1.8 CHAPTER SUMMARY

This chapter portrayed the overall synopsis of the current study. The promising modest fashion industry development truly benefits employment and the nation itself. The fashion industry had once experienced negative effects due to the ongoing pandemic. However, it has also led to a surge in demand for online shopping and an improvement in the quality of e-services. Additionally, there has been an increase in the utilisation of social commerce platforms. However, a specific criterion on Social Commerce Service Quality that suits Malaysian social commerce businesses could not be found in the literature. The application on AHP as well is scarce. This research aims to identify, prioritise, and operationalize the dimensions and sub-dimensions of Social Commerce Service Quality hierarchical model for the Malaysian modest fashion industry. The results of this study can assist social commerce businesses, particularly those in the fashion industry, in developing efficient Social Commerce Service Quality strategies based on the identified dimensions and utilising their limited resources wisely to achieve various advantages, including customer satisfaction and loyalty. This, in turn, can enable long-term competitiveness in the Malaysian modest fashion industry.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter will discuss previous literatures that are related to the present study. It begins with the detail's explanations on social commerce and e-service quality as the main topic of the research. A detailed explanation of social commerce, e-service quality, and Social Commerce Service Quality in relation to the Malaysian modest fashion industry has been issued, which will serve as the primary research conduct for achieving the research objectives. Then the writing continues with the insights of Malaysian modest fashion industry. Following that, the chapter concludes with review of AHP application and a discussion of the research gap.

2.2 SOCIAL COMMERCE

The emergence of new social technologies has led to significant developments in electronic commerce (e-commerce) and has also initiated the emergence of an entirely new type of e-commerce, known as social commerce (Shirazi et al., 2021). Social commerce is a business model on interpersonal relationships and is commonly employed by online sellers to foster customer engagement and drive commerce. This approach shifts the focus from a product-centric environment to a system that is customer-driven and socially oriented (Zhou et al., 2023). Since the shift from product- to service-based businesses has been accelerated by digitalization (Suarez et al., 2013), the way businesses compete and conduct business with customers has been fundamentally altered (Ting et al., 2021). Consumer-value-adding concepts and services are becoming increasingly important and cost-effective to deliver using information technology in the retail industry (Hänninen et al., 2018). In the past, retailers competed primarily based on pricing, choices, and locations. For example, Van Alstyne et al. (2016) describes digital platforms as creating new norms for strategy

entirely that highlight the importance of e-commerce. When it comes to satisfying the hedonistic desires of customers, these business models open new avenues of digital consumer-to-firm engagement, consumer experience, and consumer value (Grewal et al., 2009), all of which might be explained by the business idea of social commerce.

E-commerce, social commerce, and e-business are distinct yet interconnected concepts in the realm of online business. E-commerce refers to commercial transactions conducted electronically on the internet, encompassing the buying, and selling of goods and services online (Huang & Benyoucef, 2013). On the other hand, social commerce is a subset of e-commerce that leverages social media platforms to facilitate online transactions, blending elements of social interaction with traditional e-commerce activities (Wang & Zhang, 2012). E-commerce has evolved into social commerce as a result of the proliferation of Web 2.0 technologies that enable peer-to-peer communications and transactions (Hajli, 2020). Social commerce acts as a bridge between consumers and e-commerce sites by enhancing trust and triggering purchasing behaviour through social interactions (Lin et al., 2019).

In contrast to e-commerce, consumers on social commerce sites build social groups and base their purchasing decisions on social sharing information, suggestions, comments, ratings, and so on (Zhou et al., 2023). Compared to e-commerce, social commerce (e.g., Facebook) prioritises one-on-one connection and personal value generation (Huang and Benyoucef, 2013). In addition, social commerce systems leverage the power of social media by allowing customers to expand their buying experience beyond what traditional e-commerce can offer (Cutshall et al., 2020). Furthermore, it transforms the static electronic commerce website into an interactive, dynamic new sales channel environment (Rahman et al., 2023).

E-business, on the other hand, is a broader concept that encompasses not only online buying and selling but also the entire spectrum of electronic business activities, including electronic data interchange, supply chain management, online marketing, and customer relationship management (Huang & Benyoucef, 2013). Social commerce, a newer form of business model, involves users participating in online marketplaces and communities to sell goods and services, utilising social media technologies within e-commerce platforms (Zhou et al., 2023). While e-commerce primarily focuses on online transactions, social commerce integrates social interactions and user contributions to support the buying and selling of products and services online (Sarker et al., 2019).

Social commerce is evolving and expanding rapidly, with various models such as social retail e-commerce, social sharing e-commerce, social content e-commerce, and social e-commerce service providers emerging within the social commerce enterprise landscape (Chen et al., 2021).

In general, e-commerce refers to the purchase and sale of products and services over the internet, generally through an online store or dedicated website. E-commerce evolved into social commerce, which occurs on social media platforms and allows firms to sell products directly to customers. In summary, e-commerce is the broader concept of conducting commercial activities online; e-business encompasses a wider range of electronic business activities, and social commerce is a specialised form of e-commerce that integrates social interactions and user engagement to enhance online transactions. Each plays a unique role in the digital business ecosystem, catering to different aspects of online commercial activities.

The recent growth of social media has provided impetus for the transformation of a product-based e-commerce system into a social-based commerce system, which is becoming increasingly popular (Wigand et al., 2008; Tran, Muldrow & Ho, 2021). Due to its popularity, social media enables an advanced channel for branding at the heart of customer engagement (Ahmad & Laroche, 2017), thereby altering business practices and service delivery (Bazi et al., 2020). Trehan and Sharma (2021) also claimed that the growing popularity of social networking sites (SNS) motivated companies to use it and present new sort of business on social business platforms.

According to the literature, social commerce is a subset of e-commerce. It is a relatively new form of e-commerce (Zhang et al., 2017; Zhao et al., 2019b), in which transactions are made via social media platforms (Zhao et al., 2019b; Liu, Xue & Liu, 2021). Additionally, conventional e-commerce websites that incorporate social tools to facilitate social interactions are referred to as "social commerce" (Murphy & Inversini, 2019). Nonetheless, in social commerce, user-generated content empowers the website's "social component," which reinforces the customer's intent. According to Chen, Zhu, and Mantrala (2021), two major characteristics of social commerce distinguish it from traditional e-commerce which is user connection and social interaction (Busalim, 2016). Unlike traditional e-commerce in which users interact individually and independently with e-commerce platforms, social commerce connects

users in the form of social communities and social groups (Huang & Benyoucef, 2013; Sun et al., 2016).

The primary reason for social commerce's success is that it provides an enjoyable environment for socializing while also providing a fun shopping experience and facilitating the creation of engagement between sellers and customers (Chen, Zhu & Mantrala 2021). It is a marketplace that connects individual sellers and buyers. As a user-driven market, social commerce enables not only customers to socialize and shop, but also sellers to socialize and sell. Interaction, socialization, and the creation of engagement between sellers and customers are critical factors in the success of social commerce (Hajli, 2020). Active customer engagement is pivotal to the survival of social commerce (Zhang et al., 2020a).

Due to the enjoyable nature of the shopping experience, the social commerce platform's activities are classified as hedonic rather than utilitarian (Shin, 2013). A social commerce platform that incorporates high-quality user-generated content simplifies information discovery and tends to make browsing more enjoyable. Meanwhile, the social interaction content inherent in social commerce facilitate the establishment and maintenance of customer relationships (Handarkho, 2020b). Additionally, Sharma and Crossler (2014) confirmed that individuals who have a positive experience while interacting with social commerce are more likely to believe the platform is useful and develop an intention to use it more frequently. Additionally, Xu, Zhang, and Zhao (2020) confirm that positive affects experienced by customers, such as excitement and pleasure, can trigger impulse purchases. Several recent empirical studies examine impulse purchasing behaviour in social commerce contexts (Leong et al., 2018; Leong et al., 2017; Xiang et al., 2016). In such circumstances, social factors like peer or stranger social influence are likely to play a significant role in online impulse buying behaviour (Xiang et al., 2016).

Indeed, businesses must abandon traditional commercial methods and embrace new internet-based technologies to increase their chances of success (Pour et al., 2020). Social commerce can supply information on products and services that customers need to influence their purchasing behaviour successfully (Handarkho, 2020). There have been two types of social commerce platforms identified where social network sites that have commercial features to allow users to enter into business with other users (Huang & Benyoucef, 2013) and traditional e-commerce platforms integrating social media

plugins and tools to share or comment on products on social network sites (Amblee & Bui, 2011; Trehan & Sharma, 2021). It enables e-commerce to be delivered with features of an interactive social media environment. Social business exists where social networking sites such as Facebook and Instagram allow publicity and business transactions or where traditional e-commerce sites (Amazon.com) provide opportunities for social networking (Tran, Muldrow & Ho, 2021).

The presence of a business on social media is now a must for connecting with current consumers as well as attracting new ones. Due to its popularity, social media enables a new channel for branding at the heart of its customer engagement (Ahmad & Laroche, 2016), hence transforming company practise and service (Bazi et al., 2021). The following subtopic will discuss social media.

2.2.1 Social Media

The term "social media" refers to a group of internet-based applications that enable the creation and exchange of user-generated content (Kaplan & Haenlein, 2010; Chen, Zhu & Mantarala, 2021). According to Pivec and Macek (2019), social media is a powerful platform for promoting and facilitating user communication, whereas Chirumalla et al. (2018) defined social media as a digital group community and networking platform based on the internet and Web 2.0 technologies that individuals use to generate, communicate, and exchange thoughts, ideas, and experiences (Zhao, Huang & Wang, 2021). There is a diverse range of social media platforms useable, including virtual communities, social networking sites, and blogs. Social media, in whatever form it takes, allows people to create and share content, communicate with one another, and build relationships (Hennig-Thurau et al., 2010; Chen, Zhu & Mantarala, 2021). It is true that the rise of social media and its impact on communication efficiency and effectiveness have drawn businesses to the goal of engaging more closely with their customers (Zhao et al., 2021), which has resulted in social commerce becoming a critical component of an organization's success. It is primarily due to the fact that customers spend a significant amount of time on social media in their everyday lives (Zhang et al., 2017; Liu, Xue & Liu, 2021).

As a result of the various social media functions, it has been able to bridge the gap between the lack of adequate human and financial resources in the information technology sector by facilitating easy and economical interactions between vendors and customers (Gibreel et al., 2018; Braojos et al., 2019; Handarkho, 2020b). Customers are increasingly turning to social media to find information about brands they are interested in, according to Handarkho (2020b). Social commerce sellers are taking advantage of this trend to market their products and services and establish communication (Handarkho, 2020b). With that, this platform enables the seller to create an online community to facilitate the retrieval of information and customer participation in sharing opinions, experiences, and reviews in order to influence other buyer's purchasing decisions and processes (Sharma et al., 2018).

To make a decision about a product, customers must be able to physically touch, test, and try it on, as well as interact with sellers in real time (Steinhoff et al., 2019). As a result of recent advancements in information technology, online sellers can now present their products in a new way, particularly in social commerce. In addition to providing real and live pictures and videos of the product, customers can also request to communicate with the sellers via video call. Additionally, one example that can be highlighted in this research is the use of "live streaming" technology. Using this approach, customers can get a closer look to a product and listen to the broadcaster interpretation on selected merchandise (Hu & Chaudhry, 2020).

In Malaysian modest fashion industry, having a 'live streaming' channel is critical for customer interaction and maintaining engagement. Lockdown systems are implemented frequently during pandemics, and customers are most likely watching live streaming video via social media (Facebook and Instagram) and e-commerce platforms (Shopee and Lazada). Apart from live chat, live streaming platform, and interaction system, social commerce provides a variety of features for businesses. As a key component of its retention of customers, social media offers an innovative way for a business to operate, transforming company practices and services (Bazi et al., 2020). In addition, Attar et al. (2021) recommends companies to improve the design of platforms that ease local culture and use innovative application, which may improve the platform's credibility, hence enhancing trust and purchasing intentions. The rise of social media and the emergence of social commerce, as well as their impact on the

efficiency and effectiveness of communication, have drawn researcher's attention to social business research (Zhao, Huang & Wang, 2021).

2.2.2 Past Research on Social Commerce

Although social commerce is a relatively new segment of e-commerce, it is growing rapidly and attracting the attention of scholars and practitioners, particularly in light of recent revenue growth (Hajli, 2020). Social commerce is a newly emerging type of e-commerce where there are still abundance areas that need to be explored (Liu, Xue & Liu, 2021; Tran, Muldrow & Ho, 2021; Trehan & Sharma, 2021; Attar et al., 2021; Hajli, 2020; Yuan et al., 2019; Pivec & Macek, 2019).

As seen in Figure 2.1, there were several topics being deliberated to enhance the credibility of social commerce system. Most topic being discussed is in determining the customer's intention to use the social commerce, (Handarkho, 2021; Zhou, 2020; Wang et al., 2020; Handarkho, 2020b) purchase intention, (Mazzarolo et al., 2021; Attar et al., 2021; McLean et al., 2020; Hajli, 2020; Lim et al., 2020; Tran et al., 2020; Zhang et al., 2020a), customer behaviour (Trehan & Sharma, 2021; Ting, Abbasi & Ahmed, 2021; Liu, Xue & Liu, 2021; Pan, Lu, Gupta & Hu, 2021), customer engagement (Mostafa, 2021; Zhang, Jahromi, Hua & Lu, 2020; Bazi, Hajli, Hajli, Shanmugam & Lin, 2020), impulse purchase (Xu, Zhang & Zhao, 2020; Zafar, Qiu & Shahzad, 2020), customer - brand relationship (Tran, Muldrow & Ho, 2021) seller support system (Chen, Zu & Mantrala, 2021; Chen, Le & Tran, 2021), social content marketing (Seyyedamiri & Tajrobehkar, 2021) and Social Commerce Service Quality (Pour et al., 2020). In the case of determine the influence of customer's purchase intention in social commerce, most researchers include the social interaction, engagement as well as social presence factor. Exploring these factors are critical for social commerce success as it is basically represent the social commerce itself. Social media communication is a type of social interaction amongst customer (Hajli, 2020).

By adding social interaction to the online context, companies hope to increase customer's purchasing intentions (Zhang et al., 2020a). Numerous studies have emphasized the importance of having an excellent social commerce system that facilitates interaction and communication between users (buyers or sellers) in order to

increase purchase intention (Mazzarolo, et al., 2021; Attar et al., 2021; Hajli, 2020; Zhang et al., 2020a). Another advantage of encouraging social interaction is that it results in impulse purchases (Xu, Zhang & Zhao, 2020). According to Xu et al. (2020), social interaction stimuli such as the quality of online reviews (review quality), the credibility of review sources (source credibility), and purchase behaviours (observational learning) should be displayed. This can amplify the effect of observational learning and allow customers to develop favourite products. Several studies utilised the benefit of social interaction via the influence of digital celebrities (social influencer), who serve as a valuable source of credibility when it comes to generating impulse purchases (Zafar, Qiu & Shahzad; 2020).



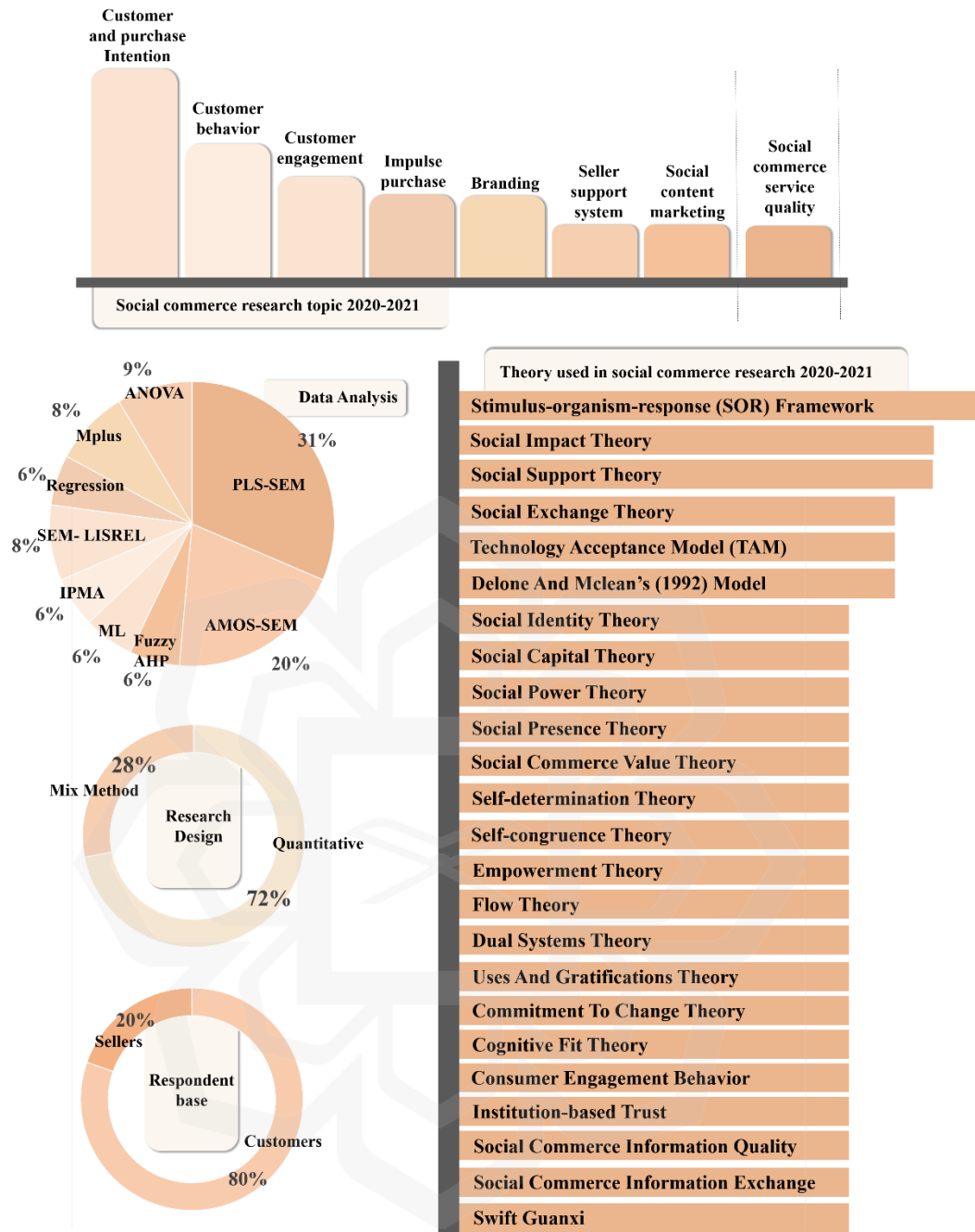


Figure 2.1 Summary of Social Commerce Research 2020-2021

Meanwhile, others have emphasized the role of engagement in influencing purchase intention (Tran et al., 2020), as well as its synergy with social commerce cues (trust, compatibility, reliability, and responsiveness), all of which contribute to the customer's repurchase intention (Lim et al., 2020). As previously stated, a positive relationship between sellers and users is critical for the advancement of a social commerce customer behaviour. Customer engagement is critical to the success of social commerce (Zhang et al., 2020a). Allowing customers to participate more actively in

online interaction, such as effectively addressing their inquiries, is likely to result in a favourable response and a lasting relationship (Lim et al., 2020; Tran et al; 2020; Zhang et al., 2020a). Customer participation is critical for businesses because transactions take place when there is positive customer engagement (Attar et al., 2021). Additionally, as this research focuses on modest fashion products, having an effective social interaction will strengthen the relationship between buyers and sellers, which will have a significant impact on apparel repurchase intentions (Lim et al., 2020). According to Tran, Muldrow, and Ho (2021), engagement with personalized attention will strengthen the customer-brand relationship. Additionally, they emphasize that the more engaged a customer is with a brand advertised on social media, the stronger the customer's identification with the brand is.

McLean et al. (2020) incorporate a social presence-mediated factor (human warmth, human assurance, human attentiveness, and human customized content) via the application of social presence theory. According to social presence theory, a communication medium's propensity to transmit social and human cues has the potential to influence an individual's attitudes, beliefs, and behaviours (Rice & Case, 1983). Face to face, for instance, communication is considered to provide a greater level of social presence while the email and websites of providers lack significant human information, such as body language, voice intonations and immediate feedback which lead to the perceived low level of social presence (Lu et al., 2016). In the context of e-commerce, social media presence has been examined as a critical factor affecting online customer's loyalty (Cyr et al., 2007), attitude (Hassanein & Head, 2007), experience and satisfaction (McLean & Osei-Frimpong, 2017).

In addition, as a key factor in customer engagement, several studies focus literally on its effectiveness. According to Bazi et al. (2020), brand engagement is critical for businesses looking to promote products or services and increase word-of-mouth where businesses should make an effort to engage with customers effectively through the implementation of relevant social commerce features. The use of the social business background, namely social support, sharing information on social commerce and its value is a method of improving engagement. Moreover, they emphasize the benefit of improving commitment, resulting in customer cooperation, which is important to achieve competitive advantages (Bazi et al., 2020). Mostafa (2021) uses the social capital elements bridging and bonding to empower customers resulting in

customer engagement as another way to increase their commitment Based on Zhang et al. (2020), they classified the clients as intrinsic and extrinsic.

The review concludes that socializing is the main activities on social commerce. Through the capabilities of social commerce in connecting users, buyers, sellers, companies, organizations lead to verities of benefit such as, loyalty, satisfaction, trust, competitive advantage, co-creation relationship enhancement, purchase intentions, impulse buying, social support and others. The benefits occur mainly due to factors of features quality of social media itself as well as social presence, interactions, interactivity, engagement, involvement, and its construct. Considering the business and seller perspectives, it is a significant task to provide an excellent service that improves those factors which highlight the need for seller to be well informed about the concept of social commerce and e-service quality.

To summarize the reviews of these articles, as illustrated in Figure 2.1, it appears that research with a Malaysian target population is still scarce. The majority of research appears to be conducted in the China region. The Middle East region encompasses Egypt, Iran, and Tehran, then Indonesia followed by the United States of America (USA). Due to the fact that cultural factors can influence the results and functionality of certain models, frameworks, and theories, the majority of researchers advocate for conducting research in their home country.

While research on customers in social commerce has increased, relatively little is known about how sellers behave and improve their effectiveness in selling and serving the customer. Separately, due to the fact that social commerce has generated significant amounts of success for business owners and industry experts, it is now appropriate to investigate seller's perspectives on how to improve the overall quality of social commerce transactions. As illustrated in Figure 2.1, because the majority of research employs theory and relationship variables, structural equation modelling (SEM) via the use of PLS has been preferred. There is another relatively well-known method for SEM, which is through the use of SPSS-AMOS. As illustrated in Table 2.1 and Figure 2.1, despite the importance of e-service quality in the context of e-commerce, such recent research is still scarce. There were numerous variables and factors that weighed in favour of social commerce. Regrettably, exploring mix method methodologies for factor prioritisation is scarce.

Apart from that, it is difficult to find the combination of social commerce and e-service quality topic. It is true that social commerce will act as an application for sellers throughout their business growth but which elements or factor that will help them in maintaining its success. As e-service quality plays an important role in maintaining customer loyalty and satisfaction that will drive organization's growth, e-service quality may bring tremendous benefit towards social commerce success. E-service quality contains varies of dimension as well as sub-dimensions that eventually will help social commerce sellers in maintaining their competitiveness and success. The following subtopic will focus more on the quality of e-services and how they contribute to the success of social commerce.



Table 2.1 Social Commerce Past Studies

Research Scope	Objective	Theory	Research design and Analysis	Author and Region
Customer behaviour	Information quality on customers advertising post and impact on customer behaviour	Social commerce information quality (SCIQ)	<ul style="list-style-type: none"> • Mix Method • ANOVA and Machine Learning Algorithm 	Trehan and Sharma (2021) India
	Mediating role customer engagement behaviour between social interactivity on brand loyalty	Customer engagement behaviour	<ul style="list-style-type: none"> • Quantitative • SPSS-AMOS 	Ting, Abbasi and Ahmed (2021)
	Clickbait headlines influence purchasing intention in different interpersonal relationship strength scenarios.		<ul style="list-style-type: none"> • Quantitative • SPSS and Mplus. 	Liu, Xue and Liu (2021) China
	Users' behavioural support for incremental technological change through Tripartite attitude and commitment to change model.	Commitment to change theory	<ul style="list-style-type: none"> • Quantitative • AMOS-SEM 	Pan, Lu, Gupta and Hu (2021) China
Branding	Personalization impact on brand love through consumer-brand relationships	Social identity theory	<ul style="list-style-type: none"> • Quantitative • PLS-SEM • IPMA 	Tran, Muldrow and Ho (2021) USA
Social Commerce	Identify, categorize, create new scale measuring Social Commerce Service Quality then prioritised	Social support theory	<ul style="list-style-type: none"> • Mix Method • Focus Group • Fuzzy AHP 	Pour et al., (2020)

Service Quality				
Social content marketing	Effectiveness social content marketing with e-trust as mediator on new product development process		<ul style="list-style-type: none"> Quantitative PLS-SEM 	Seyyedamiri and Tajrobehkar (2021) Tehran
Customer engagement	Social capital influences consumer engagement via consumer e-empowerment	<ul style="list-style-type: none"> Social capital theory Empowerment Theory 	<ul style="list-style-type: none"> Quantitative SEM- LISREL 	Mostafa (2021) Egypt
	Motivational factors driving customer brand engagement in social commerce activities within the hospitality sectors.	Self-determination Theory	<ul style="list-style-type: none"> Quantitative AMOS-SEM 	Zhang, Jahromi, Hua and Lu (2020)
	Social commerce social support, social commerce value and social commerce information sharing towards brand engagement and effect on intention of brand co-creation.	<ul style="list-style-type: none"> Social Support Theory & Social Commerce Value Theory Social Commerce Information Exchange. 	<ul style="list-style-type: none"> Quantitative PLS-SEM 	Bazi, Hajli, Hajli, Shanmugam and Lin (2020) Iran
Customer and purchase Intention	Antecedent's satisfaction lead on intention to follow and user's interaction, positively influences endorsed brand attitude, resulting purchase intention.	Uses and gratifications theory	<ul style="list-style-type: none"> Quantitative PLS-SEM 	Mazzarolo, Mainardes and Innocencio (2021)

Customer's participation in S-Commerce platforms increase trust, and how surface credibility influences trust and e-commerce satisfaction, lead to individual's intention to purchase.	Social support theory	<ul style="list-style-type: none"> Quantitative PLS-SEM 	Attar, Shanmugam and Hajli, (2021) Six southeast Asia countries
Investigating user intention to use and involve in social commerce based on two main social attributes: social experiences and social technology	<ul style="list-style-type: none"> Social theory impact Technology Acceptance Model (TAM) DeLone and McLean's (1992) model 	<ul style="list-style-type: none"> Quantitative AMOS-SEM 	Handarkho (2021) Indonesia
Influence perceived usefulness of live chat services and of their unique human attributes on customer attitudes, beliefs and behaviours in.	Social Presence Theory	<ul style="list-style-type: none"> Quantitative AMOS-SEM 	McLean et al. (2020) United Kingdom
Institution-based trust in social commerce platforms, trust affects social media communications, positive and negative valence beliefs and higher purchase intentions	Institution-based trust	<ul style="list-style-type: none"> Quantitative PLS-SEM 	Hajli (2020) Iran
Examine the effect of flow experience on users' social commerce intention through social interaction	Stimulus-Organism-Response (SOR) Framework	<ul style="list-style-type: none"> Quantitative SEM-LISREL 	Zhou (2020) China

	<ul style="list-style-type: none"> Flow Theory 		
Factors affecting an individual's intentions to use social commerce in generating and sharing information on a vendor's products and services.	<ul style="list-style-type: none"> Social impact theory Technology Acceptance Model (TAM) DeLone and McLean's (1992) model 	<ul style="list-style-type: none"> Quantitative AMOS-SEM 	Handarkho (2020 b) Indonesia
Proposes variety-seeking and social impact theory as groundwork to develop a theoretical model which consists of factors able to divert customer loyalty.	<ul style="list-style-type: none"> Social impact theory 	<ul style="list-style-type: none"> Quantitative AMOS-SEM 	Handarkho (2020) Indonesia
Examine the impact of social commerce cues (trust, compatibility, reliability and responsiveness) on repurchase intention with the mediating effect of customer engagement and the moderating effect of s-commerce navigation.	<ul style="list-style-type: none"> Stimulus-Organism-Response (SOR) Framework 	<ul style="list-style-type: none"> Quantitative PLS-SEM 	Lim, Cheah, Waller, Ting and Ng (2020) Malaysia
Personalized advertising influence on customer perceptions of brands in social media and identifies three	<ul style="list-style-type: none"> Self-Congruence Theory 	<ul style="list-style-type: none"> PLS-SEM Cluster Analysis Multi-Group (MGA) 	Tran, Solt and Zemanek (2020) Analysis USA

	market segments based on customers' reactions to personalized ads.		<ul style="list-style-type: none"> Serial Mediation Tests 	
	Digital influencers affect consumer satisfaction and intention to conduct social commerce activities	Social Power Theory	<ul style="list-style-type: none"> SEM-Mplus 7.4 	Wang, Huang and Davison (2020) China
	Investigate the impact of information quality and interaction quality on <i>swift guanxi</i> and customers' purchase intention.	<ul style="list-style-type: none"> Social exchange theory <i>swift guanxi</i> 	<ul style="list-style-type: none"> Quantitative PLS-SEM 	Zhang, Sun, Qin and Wang (2020) China
Seller support system	Investigate the direct and indirect effects source of support on seller trade volume in social commerce		<ul style="list-style-type: none"> Experts Interview CFA PROCESS mediation model 	Chen, Zu and Mantrala (2021) China
	Role of chatbot as a decision aid and the match between information presentation	Cognitive Fit Theory	<ul style="list-style-type: none"> Quantitative SPSS ANOVA Regression analysis 	Chen, Le and Tran (2021)
Impulse purchase	Effects of social interactions and self-control on consumers' impulse purchase.	<ul style="list-style-type: none"> Stimulus-organism-response framework Dual systems theory 	<ul style="list-style-type: none"> Quantitative PLS-SEM 	Xu, Zhang and Zhao (2020) China
	Social climate and parasocial relationship in impulse buying as followers encounter both distinctive social factors concurrently	<ul style="list-style-type: none"> Stimulus-organism-response framework Social exchange theory 	<ul style="list-style-type: none"> Quantitative PLS-SEM 	Zafar, Qiu and Shahzad (2020) Pakistan

2.3 E-SERVICE QUALITY

The majority of research defines e-service quality in terms of their research objectives, as illustrated in Figure 2.2. Most definitions created solely on the basis of a website's functionality. For instance, Zeithaml et al. (2000) defined e-service quality as an assessment of a website's facilitation of effective and efficient shopping, purchasing, and delivery of products and services. Then, Zeithaml et al. (2002) conducted another study focusing on the interaction between service providers and the website, where they defined e-service quality as a customer evaluation of the quality of e-services based on website and service provider interactions. Meanwhile, as e-commerce has grown in popularity and market competition, researchers have begun to focus on the entire online shopping experience. According to Piercy and Archerbrown (2014), e-service quality encompassed the pre-purchase, purchase, and post-purchase activities associated with the assessment, assortment, acquisition, and satisfaction of goods and/or services via a website interface. Until recently, current researchers used this definition.

Author	Definitions	Main area
Zeithaml et al. (2000)	The extent to which a website facilitates efficient and effective shopping, purchasing, and delivery of products and services	Website
Tamimi et al. (2003)	Quality of the graphical user interface of the website itself	
Zeithaml et al. (2001)	Consumer evaluations of online service quality are based on website and service provider interactions	
Santos (2003)	Customers' assessment of excellence and quality of e-services offered in the virtual marketplace	Virtual marketplace
Parasuraman et al. (2005)	Encompass all phases of a customer's interactions with a corporation: the extent to which an electronic system facilitates efficiency and effectiveness in service delivery	Entire online shopping experience
Rolland and Freeman (2010)	From the business to customer (B2C) perspective, suggesting that it is the excellence of customer service throughout the buying process, from initial contact to delivery of the service or product	
Piercy (2014)	Comprised the pre-purchase, purchase, and post-purchase activities involved in the evaluation, selection, purchase and fulfilment of goods and/or services where the purchase transaction is performed through a website interface	
Al-dweeri et al. (2018)	Define in mathematical form: the e-quality of service is the difference between the value of service perceived and the value of customer expectations	Perceived and expectations

Figure 2.2 E-service Quality Definitions

2.3.1 Benefits of E-Service Quality

Over the last two decades, e-service quality is increasingly recognized for its impressive benefits. A considerable amount of literature has been published on e-service quality claimed for its effect on customer satisfaction. Customer satisfaction is a widely researched topic in marketing. Even though there is another element contributing to customer satisfaction in the online environment, e-service quality still has been identified as major contributing factors in maximizing satisfaction. Excellent service quality attracts and satisfies customers, effectively increases a company's overall profitability and actual market share (Shi et al., 2018).

E-service quality plays an important role in maintaining customer loyalty. Ayo et al. (2016) mention that the effect of high perceived service quality will result in repeat patronage and customer's loyalty. Previous marketing research has shown that e-service quality increases customer loyalty and retention rates whereas poor service quality frequently results in customer complaints and switching intentions (Zeithaml et al., 1996). E-service quality sometimes regarded as directly leading to customer loyalty. However, the majority of the literature regards e-service quality as a precursor to a factor (customer satisfaction, trust) that will lead to loyalty.

The majority of studies concluded that loyalty can be restored through satisfaction derived from excellent e-services quality (Wang & Kim, 2019; Lin et al., 2016). For example, Al-dweeri et al. (2018) demonstrated that loyalty can be created through satisfaction and trust yield through excellent e-service quality. According to Ahmad, Rahman, and Khan (2017), while e-service quality can help build loyalty through satisfaction, marketers and e-retailers must first work on instilling privacy and security (-service quality dimension) so that customers begin to trust e-retailers in the process of transacting through the website. Although it has been reported that way, still, e-service quality can be a major contribution to maintaining loyalty in the online environment.

Additionally, relationship marketing theory suggests that it is more beneficial for a service provider to cultivate and maintain long-term relationships with customers than it is to focus exclusively on attracting new ones. Customer retention is critical, especially in these times of economic downturn and increased competition (El-Manstrly & Harrison, 2013). Furthermore, customer acquisition costs are five times higher than

those associated with customer retention (Christodoulides & Michaelidou, 2010). Moreover, customer loyalty will encourage customers willingly to pay higher prices and spread positive word of mouth about the company (Al-dweeri et al., 2018).

Al-dweeri et al. (2018) has highlighted the agreement on importance of e-service quality in gaining competitive advantage through customer satisfaction in e-commerce, and it is the second most important determinant when it comes to generating customer loyalty to a website, after satisfaction. Pathania and Rasool (2017) identify e-service quality as a vital factor that helps differentiate one retail store from another competing retailer. According to previous research, service quality plays a significant role in online operations, and it is a critical factor in determining an online store's long-term success (Parasuraman et al., 2005; Shi et al., 2018). Furthermore, e-service quality aids in the maintenance and development of long-term relationships between customers and e-service providers (Al-dweeri et al., 2018). Indirectly, retaining customer will be much easier. Furthermore, improving perceived service quality can reduce customer's unfavourable behavioural intentions, such as complaining to external and internal agents and expressing switching intentions. In other words, when service quality is high, customers are less likely to complain or switch to a different provider (Thu et al., 2016). This concept is crucial for Malaysian e-service providers in competing with other competitors. Concerning the previously mentioned product similarity, it is critical to establish a strong relationship between the customer and e-service providers.

With respect to the benefit mentioned earlier, one of the most crucial factors that may affect other benefit is gaining trust. Maintaining trust in the online environment is essential (Vos et al., 2014). Trust can be regained through customer confidence which reinforced by the ability of online seller to assess and fulfill customer's needs and expectations. After these requirements and expectations are met, the seller's credibility is established and verified (Vos et al., 2014). Apart from that, trust can be viewed as a mechanism capable of alleviating buyer's uncertainty and continues to be a critical construct, particularly for an omnichannel environment, especially when it comes to establishing relationships that transcend channels (Arcand et al., 2017). It is found that e-service quality capable to increases customers trust in the service provider (Al-dweeri et al., 2018).

It appears that the quality of e-services could be the antecedents of these benefits or will be part of an ongoing process in achieving these benefits. Despite the fact that

several indirect or direct relationships appear to emerge from previous research, e-service quality clearly acts as an important foundation in achieving these benefits. Maintaining a high level of e-service quality can result in customer satisfaction, loyalty, competitive advantage, long-term relationships and success, and increased trust. As a result, it may eventually provide the same benefits to social commerce sellers and buyers. The evolution of Social Commerce Service Quality may result in a development and organizational success guideline. With that, having high-quality social commerce services is critical. The writing continues with an initiative to comprehend e-service quality models and dimensions that may contribute to the Social Commerce Service Quality.

2.3.2 The Development of E-Services Quality Models

Despite the growing of e-service quality and social commerce topic, researchers have paid limited attention to understanding the combination of both scopes. In term of e-service quality model developments, numbers of models as well as dimensions have been created along decades. Referring Figure 2.3, the evolution of major e-service quality model has been categorized over the years. These models had been upgraded within times in following the uptrend technologies, trend, market, and customer's behaviour.

These models basically have been used and tested through time until recently. As Table 2.2 listed, model has its own disadvantage which create crucial reasons on the development of other models. Table 2.2 explains the connection on motivation and development of some models. It also includes critics on each model which bring a motivation on other research for better improvement. Even though some of the models have been a strong base on examining e-service quality, it's capabilities in social commerce application has been in doubt. Most models listed in Table 2.2 are no longer suitable in current advance technology. As social commerce involves in two side interactions that connects individual through sellers and buyers, most model listed in the Figure 2.3 and Table 2.2 are not qualified in measuring Social Commerce Service Quality.

Meanwhile, social commerce is relatively a nascent notion that highlights the transactions of e-commerce facilitated through social media as well as social commerce websites. Throughout the listed models in Table 2.2, researchers have acknowledged their limitations in terms of small sample size, convenience or non-random sampling and lack of cultural or geographical diversity. The majority of studies incorporated insights from established service quality literature, particularly SERVQUAL, in their original or adapted forms (Barnes & Vidgen, 2000; Bauer et al., 2006; Ding et al., 2011; Francis & White, 2002). SERVQUAL has been described as a skeleton scale or generic quality measure applicable to all types of conventional services (Parasuraman et al., 1988), but critics argue that it is not as adaptable for all objectives.

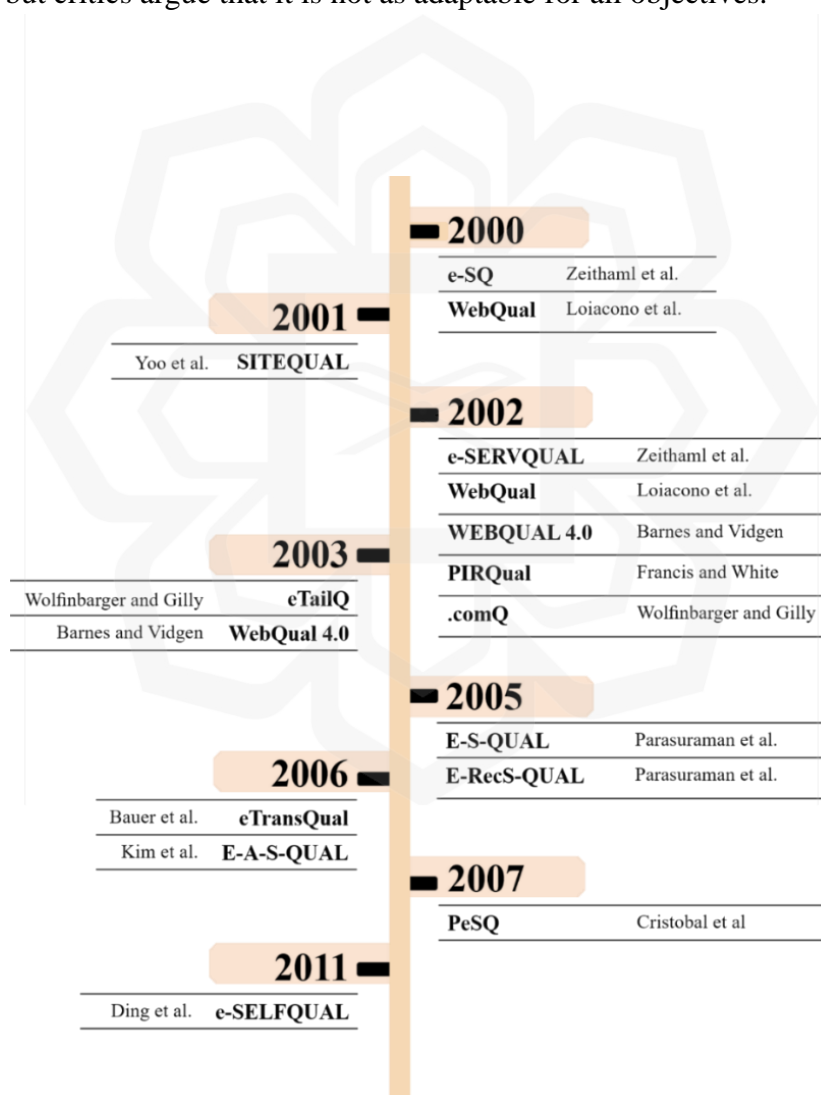


Figure 2.3 E-service Quality Model Timeline

Table 2.2 The Development of E-Service Quality Model and Its Purpose, Research Motivation and Critics

Model and Author	Research's Descriptions	Research Motivation	Critics
e-SQ Zeithaml et al., 2000	Developed electronic service quality (e-SQ), which captures all phases of customer's interaction with a website	Little research in measuring Internet shopping sites.	<ul style="list-style-type: none"> • Only focused on web experiences • e-SQ did not capture all aspects of the purchasing process
SITEQUAL Yoo et al., 2001	A way to measure the perceived quality of an Internet shopping site as perceived by consumers.	<ul style="list-style-type: none"> • Most research measure site efficiency rather than site quality and not a consumer-based measures of quality. • Most research may not be necessarily relevant to online shopping behaviour because they neglect shopping-related attribute. 	<ul style="list-style-type: none"> • Respondents are marketing students which question the generalization of the study. • SITEQUAL did not capture all aspects of the purchasing process, and therefore, was not a comprehensive instrument to measure website service quality. • Scholars have argued that some of these prior studies, though insightful, were too narrow in focus (Gosh, 2018)
e-SERVQUAL Zeithaml et al., 2002	A summary of which dimensions important referring to past literature and came up with total of five dimensions.	<ul style="list-style-type: none"> • Past studies provide insights about relevant criteria for evaluating e-SQ, which call for additional research on the topic, such as comprehensive review and synthesis. 	<ul style="list-style-type: none"> • This article aims to review and synthesize the literature about service quality delivery through Web sites, but the model has not been tested yet.

WebQual Loiacono et al., 2002	A Web site quality measure with 12 dimensions.	<ul style="list-style-type: none"> Lack of comprehensive instrument specifically designed to focus on the consumer's perception of Web site quality in predicting the behaviour of reuse of the site. 	<ul style="list-style-type: none"> WebQual's development was based on undergraduate business students' responses to a selected group of Web sites that are not a representative sample of all users. Focused mainly on giving feedback to website designers
PIRQual Francis and White, 2002 Australia	Creation of perceived internet retailing quality model PIRQ Model	<ul style="list-style-type: none"> Lack of investigation on measuring Internet retailing consumer perceptions of quality. Few studies examined satisfaction factors in e-retailing experience. 	<ul style="list-style-type: none"> Convenience sample of Australian internet shoppers Changes in consumer expectations and perceptions over time
WEBQUAL 4.0 Barnes and Vidgen, 2002	This research utilizes the WebQual method to assess UK online bookshops.	<ul style="list-style-type: none"> The deficient of old WebQual measures lead to improvement of the new and final WebQual 4.0 Analysis of the results of WebQual 3.0 led to the identification of new dimensions of e-commerce Web site quality. 	<ul style="list-style-type: none"> Studied university students and staff who visited one of the three bookstores (as directed by the authors) and rated their experience, even without performing a single transaction.
eTailQ Wolfenbarger and Gilly, 2003	eTailQ scale based on previous service quality scales such as SERVQUAL, e-SERVQUAL, WebQual and SITEQUAL	<ul style="list-style-type: none"> Methodological approaches and results of researchers have differed quite widely 	<ul style="list-style-type: none"> Two of the four dimensions lacked internal consistency (Parasuraman et al., 2005). The sample used is not random; instead, it comes from an online panel that is more upscale and technologically sophisticated than the general Internet population
WEBQUAL 4.0 Barnes and Vidgen, 2003	This research utilizes the WebQual method to assess the quality of a specific cross-national Web site provided via the OECD	<ul style="list-style-type: none"> While e-government can provide communication, transaction and integration of administrative services, most countries are not making extensive use of the Web. 	<ul style="list-style-type: none"> Small sample size with varies of country origins which neglected the cultural variation issues. Focused mainly on giving feedback to website designers.

	before and after a redesign process.	<ul style="list-style-type: none"> To explore the difference design effectiveness. 	<ul style="list-style-type: none"> There is no buying and selling process instead it is full type information website
E-S-QUAL E-RecS-QUAL Parasuraman et al., 2005	Revealed two scales are necessary for capturing electronic service quality. E-S-QUAL, RecS-QUAL	They had listed the weaknesses of past research's models.	E-RecS-QUAL scale should be viewed as a preliminary scale because the small samples of customers with recovery-service experience at the sites used in later stages of scale testing did not permit a comprehensive psychometric assessment of that scale.
eTransQual Bauer et al., 2006	Integrate both utilitarian and hedonic e-service quality elements, to develop a transaction process-based scale for measuring service quality (eTransQual)	Existing e-service quality scales mainly focus on goal-oriented e-shopping behaviour, excluding hedonic quality aspects. Neither eTailQ nor E-S-Qual considers this dimension.	The constant technological changes, along with the growing externalization of service deliveries, call for greater attention paid to the time dependency of research on electronic services.
PeSQ Cristobal et al., 2007	Develop e-service quality scale and examine the influence of perceived quality on consumer satisfaction and loyalty levels	<ul style="list-style-type: none"> Past studies focus on technical aspects (such as fonts, colours, number of clicks etc.) Previous literature is not sufficient because there is no global perspective in the study of perceived web site quality components and their effects. 	Claim that previous literature works are not sufficient referring to lack of global perspective; they also did not apply the rule in having global respondent; instead, they applied the scale towards Spanish online consumers.
e-SELFQUAL Ding et al., 2011	Examining online self-service quality in e-retailing	<ul style="list-style-type: none"> Most research emphasize specific characteristics of online services rather than focusing on the essential roles of an e-retailer 	Samples used reflect general Amazon shoppers and may not be equally representative of other e-retailing scenarios.

2.3.3 The Recent Research on E-Service Quality

As been illustrated in Figure 2.4, research on e-service quality has been accumulated and reviewed in finding a suitable model as well as dimensions to match the specific criteria of a Social Commerce Service Quality model. Most studies basically wanted to test the effectiveness and its impact towards their targeted issues. It is basically stated, e-service quality has been an antecedent in projecting the targeted research outcome. The involvement of e-service quality as part of research construct is important on particular issues as been listed in Figure 2.4. The highest application on e-commerce service quality is on the intention determination of a customer that include purchase intention (Attar et al., 2021; Zhang, et al., 2020; Demir et al., 2020; Tandon et al., 2020; Vásquez & Martínez, 2020; Wu & Chang, 2016) and the intention to use e-commerce platform (Wu & Chang, 2016; Quach et al., 2016). Moreover, according to the list illustrated in Figure 2.4, exploring purchase intention has been capturing researcher's attention as most studies had been published on recent years (Attar et al., 2021; Zhang, et al., 2020; Demir et al., 2020; Tandon et al., 2020; Vásquez & Martínez, 2020).

Basically, before organization has the ability in utilizing advantage on customer purchase intentions, there were several factors that customers need to experience. Most research claims customer satisfaction as the main factor that will lead individual purchase intention whether it involves with direct (Attar et al., 2021; Demir et al., 2020; Tandon et al., 2020) or indirect (Vásquez & Martínez, 2020) impact. The existence of trust and customer satisfaction rapidly being quoted that lead towards purchase intention. Meanwhile, according to Attar et al. (2021), the existence of source credibility dimensions will enhance customer trust that leads to customer purchase intention. Meanwhile, Vásquez and Martínez, (2020) significantly tested both indirect (which is through satisfaction-trust-purchase intention relation) and direct customer satisfaction impact.

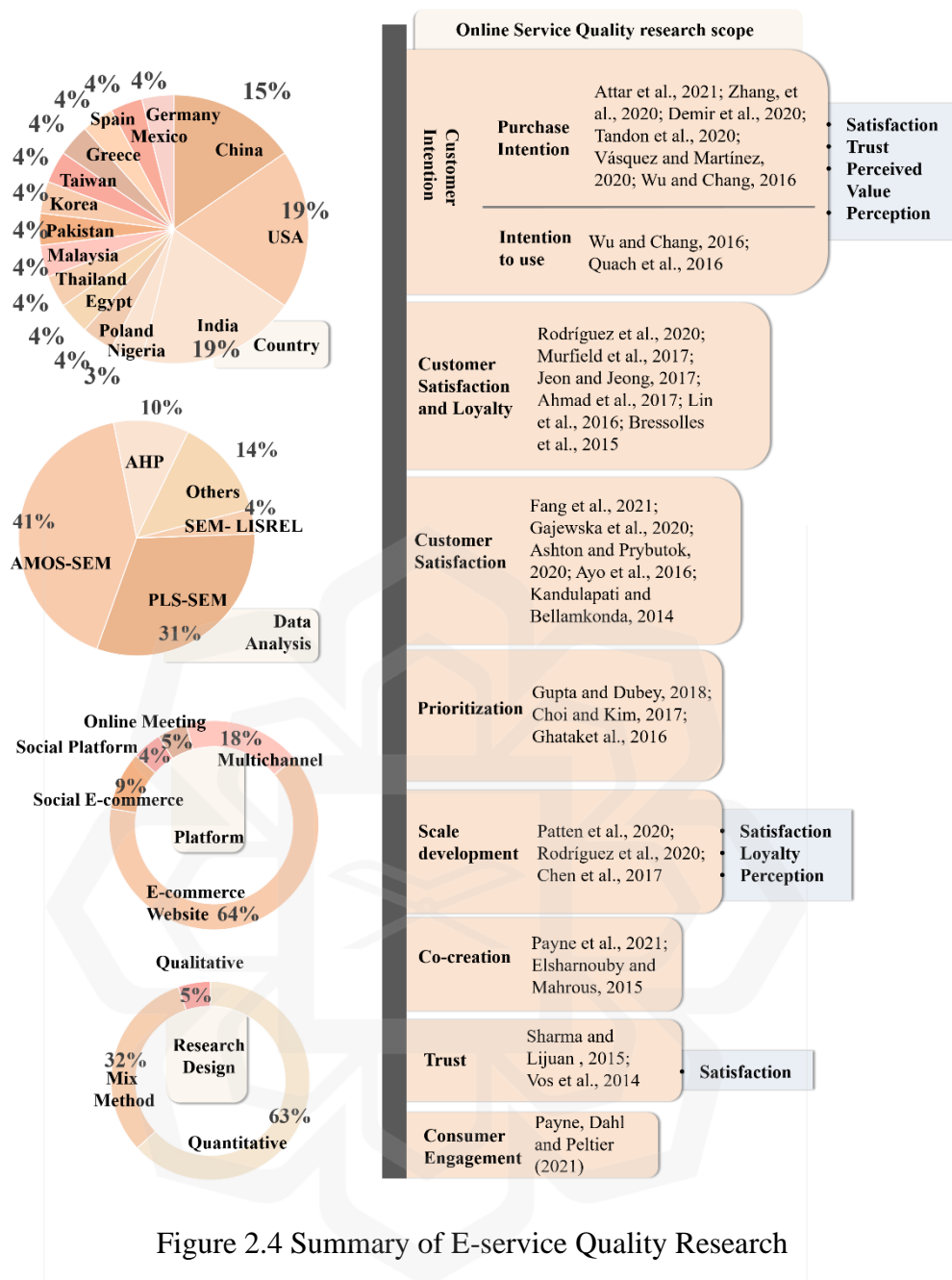


Figure 2.4 Summary of E-service Quality Research

With the high level of customer satisfaction, an e-commerce organization will be exposed to another type of mass benefit, such as customer loyalty (Rodríguez et al., 2020; Murfield et al., 2017; Jeon & Jeong, 2017; Ahmad et al., 2017; Lin et al., 2016; Bressolles et al., 2015), purchase intention (Attar et al., 2021; Zhang et al., 2020a; Demir et al., 2020; Tandon et al., 2020), customer trust (Lu et al., 2016; Sharma & Lijuan, 2015) and customer's co-creation and positive word of mouth. As been listed in Table 2.3, most customer satisfaction has been proved to be created due to several e-service quality dimensions. Overall, e-service quality has been acknowledged for

attaining customer satisfaction (Attar et al., 2021; Fang et al., 2021; Demir et al., 2020; Gajewska et al., 2020; Tandon et al., 2020; Vásquez & Martínez, 2020; Ashton & Prybutok, 2020; Rodriguez et al., 2020; Murfield et al., 2017; Jeon & Jeong, 2017; Ahamad et al., 2017; Ayo et al., 2016; Lin et al., 2016) which shows without a proper and suitable e-service quality dimensions, customer satisfaction can be achieved.

As illustrated in the Table 2.3 and Figure 2.4, most recent research on e-service quality has been developed in response to technological advancements. Payne et al. (2021) began investigating the advancement of artificial intelligence (AI) on mobile banking service platforms, with the goal of determining the relationships that could influence the value co-creation process and ultimately result in customer pleasure. Although the results of the study gave a positive outcome regards to AI agent that offers an effective strategy for enhancing firm performance and attaining competitive advantage, it falls short for customers who seek interpersonal connections (Payne et al., 2021). Thus, it shows that online service engagement of human-to-human interactions still matters.

The important of having social interaction and engagement continues in research conducted by Attar et al. (2021) which involves social media as main engagement and interaction platform. Customer-centric modes of operation are said to be the focus of social commerce, which is a specific form of new retail operations (Wang et al., 2019). It has transformed modes of interaction and paved the way for new promotional and marketing strategies that place a premium on customer inclusion (Hajli, 2014). Attar et al. (2021) defined surface credibility as an individual's initial impression of online content, in this case via social commerce platforms. Customers have less concern about privacy when the information provided on social commerce sites meets the criteria for surface credibility. As a result, customers have greater trust in the information and demonstrate higher purchase intentions, which helps to maximize profit and promote customer retention.

Table 2.3 E-service Quality Recent Research

Research scope	Author, Country and area	Objective	Sample size and questionnaire scale	Research method and Analysis
Purchase Intention	Attar et al. (2021) <i>Malaysia, Singapore, Indonesia, India, Japan, Middle- east</i> Social commerce platform	Investigate customer's participation in social commerce platforms increase trust, and how surface credibility influences trust and e-commerce satisfaction, leading to an individual's intention to purchase.	107 social commerce platform active users Seven-point Likert-type scale	Quantitative PLS-SEM
	Zhang, Sun, Qin and Wang (2020) <i>China</i> Live Streaming Platform	Investigate the impact of information quality and interaction quality on <i>swift guanxi</i> and customers' purchase intention.	210 online survey to college students Seven-point Likert-type scale	Quantitative PLS-SEM
	Demir, Maroof, Khan and Ali (2020) <i>Iraq</i> online meeting platforms	Investigate direct and indirect effects of e-service quality on perceived value, users' perception satisfaction and willingness to pay online meeting platforms	200 private university lecturers Seven-point Likert-type scale	Quantitative AMOS-SEM
	Tandon, Aakash and Aggarwal (2020)	Impact EWOM, website quality, product satisfaction on customer satisfaction, repurchase intention: moderating role of shipping and handling	204 respondents fully aware about customer service, shipping, and website quality.	Quantitative CR, AVE, R ²
	Vásquez and Martínez (2020) <i>Mexico</i> e-commerce website	Investigate the impact of e-quality, satisfaction, trust and brand perceptions towards repurchase and intention in a Web-Store	500 respondents online shopper Seven-point Likert scales	Quantitative AMOS-SEM

	Wu and Chang (2016) <i>China</i> multichannel store	Investigate multichannel integration quality in enhancing online perceived value, online purchase intention online store operated by a land-based retailer.	390 multichannel shoppers experienced purchased both physical, online stores Seven-point Likert scales	Quantitative AMOS-SEM
Intention to use	Chen, Yu, Yang and Wei (2018) <i>China</i>	Investigate factors affect the customer's intention to use self-service parcel delivery service.	281 respondent used self-service parcel delivery services Five-point Likert scale	Quantitative PLS-SEM
	Quach, Jebarajakirthy and Thaichon (2016) <i>Thailand</i> internet service providers (ISPs)	Identify dimensions service quality of internet service providers (ISPs), its relationship to customers' behavioural intentions and its influence usage patterns on their perceptions ISP's dimensions.	2,059 home internet services users using an online survey. 30 in-depth interviews internet users. Five-points Likert-scale	Mixed Method AMOS-SEM
Customer Satisfaction and Loyalty	Rodríguez, Villarreal, Valino and Blozis (2020) <i>Spain</i> e-retailer website	Developing and examines the relationship between e-service quality, customer satisfaction and loyalty (scale development)	Interview and focus group 482 consumer fashion brand e-retailer Five-point Likert-scale	Mix Method PLS-SEM
	Murfield, Boone, Rutner and Thomas (2017) <i>USA</i> Omni-Channel Retail	Investigate the impact of logistics service quality (LSQ) on consumer satisfaction and loyalty in an omni-channel retail environment.	507 experienced conduct-shopping activities of buy-online-pickup-in-store and buy-in-store-ship-direct. Five-points Likert-scale	Quantitative PLS-SEM
	Jeon and Jeong (2017) <i>USA</i> e-commerce website	Examine framework of loyalty development, causal links investigated among the website quality, customers' perceived	292 respondent who have purchased a hotel room using websites during the past half a year.	Quantitative AMOS-SEM

		service quality, satisfaction, return intention and loyalty	Seven-point Likert-type scale	
	Ahmad, Rahman and Khan (2017) <i>India</i> e-commerce website	Exploring the role of website quality and hedonism in the formation of e-satisfaction and e-loyalty	159 respondent active internet users university student Five-points Likert-scale	Quantitative AMOS-SEM
	Lin, Luo, Cai, Ma and Rong (2016) <i>China</i> e-tail store	Investigate the impacts of e-service quality on customer satisfaction and loyalty in the e-retailing supply chain.	1495 respondent experience purchases in the last three months Seven-point Likert scales	Quantitative AMOS-SEM
Customer Satisfaction	Fang, Lu and Dong (2021) <i>North America</i>	Differentiate the impact of service quality perceptions on customer satisfaction between the online and off-line contexts	843 offline, 437 online respondents Ten-point Likert scale	Quantitative PLS-SEM
	Gajewska, Zimon, Kaczor and Madziłk (2020) <i>Poland</i> e-commerce services	Investigate impact level of customer satisfaction on the quality of e-commerce services before purchase and the quality of e-commerce services after the purchase	204 respondents fully aware about customer service, shipping, and website quality Five-point Likert-scale	Quantitative t-test, factor analysis (sampling adequacy), KeizerMeyer–Olkin
	Ashton and Prybutok (2020)	Exploring e-retail service quality towards satisfaction	Literature-based quantitative model and instrument 286 respondents shopping with 109 e-retailers.	Quantitative Factor analysis (FA), Latent semantic analysis text PLS-ESEM
	Ayo, Oni, Adewoye and Eweoya (2016) <i>Nigeria</i>	Investigate factors affecting e-banking usage based on electronic service quality, attitude and customer satisfaction.	254 e-banking users Five-point Likert scales	Quantitative PLS-SEM

	Kandulapati and Bellamkonda (2014) <i>India</i>	Investigate e-service quality through service value to customer satisfaction e-commerce website	160 online participants Five-point Likert scale	Quantitative PLS-SEM
Scale development	Patten, Ozuem, and Howell (2020) <i>Germany</i> Multichannel platform	Investigates the service quality perceptions of experienced multichannel customers	34 in-depth interviews and 2 focus groups comprising 10 focus group participants.	Qualitative Thematic analytical approach
	Chen, Shen, Lee and Yu (2017) <i>Taiwan</i> Search engine website	Develop and validate a multidimensional e-service quality variation hierarchical scale	340 e-services respondent Eight e-service users for focus group Five-point Likert scale	Mix Method Interview focus group Item-to-total correlations, exploratory factor analyses, CFAs and AMOS-SEM
Prioritise	Gupta and Dubey (2018) <i>India</i> e-commerce websites	Prioritise e-commerce website adaptability factors	Respondents are experienced using three website	Quantitative AHP, Entropy Method
	Choi and Kim (2017) <i>Korean</i> e-commerce marketplace	Prioritise e-service quality literature towards online open market and social commerce	397 online open market and social commerce shoppers Nine-point scale	Quantitative AHP
	Ghatak, Singhi and Bansal (2016) <i>India</i> e-tail store	Identify and prioritise e-Retail Store Patronage Attributes	223 online shopping respondent, focus group marketing managers professors expertise Nine-point scale	Mix Method Expert Choice version 11.5 AHP
	Tamimi and Sebastianelli (2016)	Explores how the relative importance e-tailer quality impacted	118 respondent experience purchases last three months. Five-point Likert scales	Quantitative Conjoint analysis, MANOVA

	USA e-tail store	by customer demographic and behavioural characteristics		
Trust	Sharma and Lijuan (2015) Nepal e-commerce Websites	The purpose of this paper is to investigate service quality of e-commerce Websites on trust and satisfaction	506 respondent experienced conduct-shopping online Seven-point Likert scales	Quantitative AMOS-SEM
	Vos et al. (2014) <i>Athens, Greece</i> , Online shopping	Investigate risk reduction strategies in online shopping through the perspective of buyer's trust in useful marketing strategies.	• 74 e-buyers (consumers)	Quantitative AMOS-SEM
Co-creation	Payne, Peltier and Barger (2021) USA	Investigate relationships that influence the value co-creation process and lead to consumer comfort with artificial intelligence and mobile banking service platforms.	218 respondent, university students who has at least one bank account	Quantitative AMOS-SEM

Recent research (publication of a research article in the year 2020) continues to conceptualize social interaction and engagements directly and indirectly through the presence of their dimensions. They place an emphasis on the ability of e-services quality to generate satisfaction (Gajewska et al., 2020; Ashton & Prybutok, 2020), while others emphasize the relationship between satisfaction and purchase intention (Tandon et al., 2020; Vásquez & Martnez, 2020). Gajewska et al. (2020) focus on services on e-commerce websites using a modified SERVQUAL model, whereas Ashton and Prybutok (2020) focus on e-retail service quality satisfaction. Even though the research was conducted recently, they continued to focus on e-commerce websites that lack interaction and engagement features. However, they attempted to incorporate some interactional dimensions such as reactivity, reliability, empathy, and personal contact/responsiveness (Gajewska et al., 2020; Ashton & Prybutok, 2020). Unfortunately, describing the entire process as social e-commerce platform is still inadequate, as interaction between sellers and customers is limited.

Zhang et al. (2020) used direct e-service quality dimensions such as information and interaction quality to predict customer's purchase intentions on live streaming platforms (LSPs). The findings assist e-retailers on LSP in formulating a strategy for establishing *swift guanxi* between customers and themselves, thereby increasing their customer's purchase intention. On the basis of the theory of social exchange in the context of LSP, the results show that information quality and interaction quality positively related to *swift guanxi*, which may influence customer's online purchase intention. As a result, they advise e-retailers to pay closer attention to the manner in which information is presented. Such research however highlighted only a part of social commerce function where to have a Social Commerce Service Quality, it might involve varies of social commerce functionality.

Today, the incorporation of a social interaction element into an e-commerce website is critical. Whether an e-commerce website, social media platform, or social networking site, it is critical to have two-way communication and to increase seller and customer engagement (Ting et al., 2021). As this research focuses on the exploration of social commerce platforms, it is challenging to find a balance of Social Commerce Service Quality topic. Even finding such keywords as 'Social Commerce Service Quality' projected only one study by Pour et al. (2020). It is therefore difficult to find a

basis for satisfaction, which usually emerges from the e-services quality, meanwhile the context of engagement usually comes from the element of social commerce.

As indicated in Figure 2.4, social commerce as a research's platform is still lacking in comparison to the e-service quality which focus on e-commerce website. In comparison to the research conducted on social commerce, Malaysians remain a scarce sample. Attar et al. (2021) emphasizes the importance of research on how customers engage on social commerce platforms with the intent to purchase in non-western cultural settings as social media's rapid growth has fundamentally altered how businesses and customers communicate in the retail world.

In addition, research on the Social Commerce Service Quality is scarce, particularly in Malaysia and more specifically on the Malaysian modest fashion industry. Apart from that, as illustrated in the Figure 2.4 and Table 2.3, most e-service quality research is quantitative in nature. Patten et al., (2020) raised the issue of e-service quality as a positivist nature and a quantitative study.

According to the Figure 2.4 and Table 2.3, the majority of research used PLS-SEM and AMOS-SEM because they are associated with the positivist paradigm. Patten et al. (2020) assert that the majority of mainstream past positivist service quality research view service quality as fixed, objectively quantifiable, and dualistic. Patten et al. (2020), also recognize service quality as a dynamic, subjective, and pluralistic phenomenon that encompasses both qualitative and quantitative methods. AHP is well-known for its ability to deal with the subjective and quantitative elements in a systematic manner (Ishak & Wanli, 2020), suggesting that it is suitable research method to conduct research on service quality, which is still untapped in comparison to other type of analyses.

Finally, as shown in the Table 2.3, numerous e-service quality dimensions were projected to achieve satisfaction, loyalty, and other benefits. Furthermore, in the context of social commerce, there were a plethora of factors listed that retailers should be aware of. Combining both social commerce factors and the e-service quality dimension clearly necessitates the use of other methods, such as expert interviews, rather than simply reviewing literature. With the enormous advantage offered by the combination of Social Commerce Service Quality, social commerce sellers will have clear standards in servicing their customers, and Malaysian modest fashion sector may experience successful economic growth.

2.4 MALAYSIAN MODEST FASHION INDUSTRY

Modest fashion has achieved remarkably a global market and is projected to grow over the years. Tarofder et al. (2021) define modest fashion as garments that drape the entire body in a loose and turbid manner. Islamic fashion is inextricably linked to women's fashion, which is fundamentally different from conventional fashion. According to Islamic fashion, women should wear an apparel that covers their entire body except for their face and palms (Hassan et al., 2018). Apart from that, Hassan et al. (2018) claim that international brands and high street brands have given modest fashion a niche. As a result, this phenomenon includes not only religion but also a fashion-conscious society which allures non-Muslims. Additionally, as modest fashion gains popularity and consumption demands, it celebrates diversity, participation, and a sophisticated interpretation of modesty as less religious (Hassan et al., 2018). As a result, fashion designers, both Muslim and non-Muslim, around the world have chosen to respond to these requests by laying the foundation for Islamic clothing for non-Muslims.

Fashion in a modest style is no longer an enigmatic concept. According to the 'Year in Fashion 2019' report released by Lyst, the world's largest fashion search portal, internet searches for "modest fashion" increased by 90% last year (State of the Global Islamic Economy Report, 2021). According to recent market statistics, modest fashion is the fastest rising segment of the global fashion market, with a potential growth of \$311 billion in 2024 (State of the Global Islamic Economy Report, 2021). According to Tarofder et al. (2021), modest fashion has shifted dramatically over the last few decades, owing to two critical forces where growing Muslim customer's income and a burgeoning participation among young Muslims in looking fashionable without jeopardizing their Islamic faith. Modest fashion, which was once regarded as 'trend' among many, is now going mainstream, thanks to a group of different women endorsing modest fashion in their personal qualities on social media. A quick Instagram search reveals that there are 3.6 million posts with the hashtag #modestfashion and a staggering 32.3 million posts with the hashtag #hijabers.

Scarves, or hijab, grew at the fastest rate due to their increasing acceptance as a required apparel accessory worn by Muslim women on a continual basis. According to Sumarliah et al. (2021), hijab is among the fastest growing segments in the modest fashion industry, with a global market volume of US\$270 billion that is projected to rise

to US\$361 billion in 2025 with an annual growth rate of 5%. (Reuters, 2019). Hijab fashion has emerged as a major business in the Islamic world, as well as in emerging markets in the West such as the United States, the United Kingdom, and New Zealand, over the last five years (Sumarliah et al., 2020). According to Alanadoly and Salem (2021), the principle of materialism today emphasizes “Hijab” as a newly born language which brings on both religious and identity debates as a crucial part of Muslim women's self-image building (Almila, 2019; McNeill, 2018). The revolutionary new ways of donning a hijab in conjunction with fashionable modest clothing are becoming broadly acknowledged as visual expressions of how hijabistas portray their self-ethnicity and social groups in daily routines (Nistor, 2017). As a result, the novel approach of "Hijabistas" has evolved into an interesting marketing and research topic with a significant impact on the fashion world (Alanadoly & Salem, 2021). They have become influential as a fashion market segment that many leading luxury fashion brands have begun to globalize the language of “Hijab” in their collections (Almila, 2019; Hassan & Harun, 2016).

The global trend toward modest clothing is reshaping the fashion industry. New critical players emerge in such billion-dollar markets. Malaysia is a strong contender, as Southeast Asia’s only secular Muslim state. Recent political changes in the country reinforce confidence in domestic customers, motivating their designers to keep pursuing business opportunities more aggressively. Kuala Lumpur Fashion Week has served as a focal point for promoting Malaysia as a burgeoning emerging fashion capital since its inception in the early 2000s. In 2019, the growth of established local brands specialising in scarves, such as Naelofar's collaboration with Swarovski on a crystal-encrusted hijab, and Disney's collaboration with several modest local brands, such as dUCk Group, CalaQisya, and numerous others. Malaysia is brimming with fashion talent, whether established international designers or emerging young designers.

Even though modest fashion has entered the mainstream, modest fashion remains a developing fashion market that is still seeking acknowledgement among fashion customers. Even then, the negligence of the modest fashion industry may be changing, since millennial customers recognize that fashion consumption and religious beliefs should not be divided, but rather admired (Chui et al., 2017). According to Zainudin et al. (2019), the millennial generation under the age of 25 account for 40% of the reported USD 1.8 billion Muslim customer market. The younger generation is

viewed as technologically savvy, optimistic, brand-conscious, and brand-loyal. Moreover, in Malaysia, it is possible that the total amount spent on modest clothing will increase year after year (Zainudin et al., 2019). This indicates that modest fashion brands have excellent opportunity to grow their products in the country. Thus, it is critical to comprehend customer behaviour in the modest fashion market and to advise Malaysian modest fashion brands on how to earn customer's loyalty (Zainudin et al., 2019).

Unfortunately, not all aspects of modest fashion are appealing. The level of competition among modest fashion brands is becoming increasingly fierce. Every year, since the discovery of the modest fashion industry, many new players have established their operations in Malaysia (Zainudin et al., 2019). The competition was severe, particularly following the instant access of Chinese and Vietnamese raw materials to the market and the emergence of the new local designers and the arrival of well-known international designers. Regrettably, most of the local modest fashion businesses decided to close only a few months after they opened (Zainudin et al., 2019). To survive this catastrophe and ensure the company's long-term viability, marketers must differentiate their services in order to attract new customers and retain existing ones.

In view of the importance of hijab and modest clothing that are covering most of the body part except the faces and palm. Both items are primarily focused on this research, which in this research refers to the entire modest range of clothing for women. Aside from its growing popularity in Malaysia, it is also regarded as significant around the world. As a result, this research seeks to make the industry more valuable by investigating social commerce as the primary distribution channel for modest fashion items which could help Malaysian modest fashion social commerce sellers.

2.5 MALAYSIAN MODEST FASHION SOCIAL COMMERCE SELLERS

Due to increased competition in the fashion retail marketplace, retailers have emphasized the significance of innovation and creativity in serving the customers, highlighting the importance and growth of online shopping assistance or the service provider. Despite its rapid growth, little is known about the social commerce phenomenon from the standpoint of a seller (Chen, Zu & Mantrala, 2021). Contrary to

popular belief that buyers are more influential in driving growth, a recent study found that sellers are actually more influential in expanding an online marketplace's network (Chen et al., 2021).

As the term implies, a social commerce seller is a seller who sells goods or services via a social commerce platform. According to Handarkho (2021), the existence of social network sites (SNS) has increased the number of online sellers as they began to use it for commercial purposes. As social commerce grows in popularity, the rise of social commerce sellers has begun to offer varieties of products and several range of online shopping assistance via social media fan pages and social network application (Chen, Le & Tran, 2021). Through the wide advancement of social media platforms, retailers started to expand their sales reach in order to widen their influence in complex and dynamic business environments (Pan et al., 2021).

With the advancement of technology, having a website as a single online channel is no longer an effective strategy for customer retention. It is not sufficient, but rather critical to incorporate multiple channels for demonstrating care for customer needs and demands, as well as for comprehending current shifts in customer preference. Customers have a wealth of options due to the ever-growing range of digital retail stores (Jakhar et al., 2020). In today's fashion retail environment, customers could indeed explore, make comparisons, and shop online via various channels (Jo, Kim & Choi, 2020). Customers have a broader choice of channels to purchase and search for, and different channels present distinct features that are appreciated by buyers (Dorie & Loranger, 2020) which the majority of them are on social media.

Through simple steps to create business pages, social media enable people to buy and sell products in online markets, which has resulted in almost everyone wanting to become social commerce sellers (Stephen & Toubia, 2010; Tran, Muldrow & Ho, 2021). For instance, people may use Facebook which currently allows for advertising and commercial transactions, or when traditional e-commerce sites (Shopee) permit for social networking opportunities (Tran, Muldrow & Ho, 2021). Companies and sellers have both used social media to communicate with customers and to improve their overall experience with a product or service (Ting, Abessi & Ahmed, 2021). The seller of social commerce may position themselves as a mediator in order to assure and maintain that the discussion, feedback, and communication that occur in social commerce which will benefit both sellers and buyers (Handarkho, 2021). According to

Chen, Zu, and Mantrala (2021), having a committed and contented social commerce seller would therefore lead to an increase in seller's trade volume. In other words, these sellers impact the majority of a business's sale.

Customer engagement can be classified according to the level of customer input, which includes information consumption, self-expression and self-realization, and social interaction (Oh et al., 2017; Chen et al., 2020a). Customer engagement defines as behaviour that extends beyond formal business transactions and is a critical component of providing excellent service, which ultimately leads to customer satisfaction (Padma & Wagensil, 2018). Customer engagement refers to the emotional bond that exists between a customer and a brand. Customers that are highly engaged purchase more, promote more, and are more loyal. A high-quality customer experience is a critical component of any customer engagement strategy. Social commerce seller is an important entity in maintaining customer engagement on the social commerce platform. In recent marketing literature, customer engagement has been said to generate increased sales growth, outstanding competitive advantage, profitability, and perceived quality, as well as to promote emotional connections or attachment, customer loyalty, trust, commitment, and satisfaction (Connell et al., 2019). As a result, Malaysian modest fashion retailers hired social commerce sellers to simplify their customer's online shopping journeys and engage with them more effectively. The main task was to exclusively serve customers and communicate with them individually via online base communication.

Furthermore, companies rely on their ability to engage, nurture, retain, and maintain their customer relationship to maintain a competitive advantage (Tantalo & Priem, 2016). This has increased businesses apprehensions about practices aimed at enhancing customer engagement and relationships (Guesalaga, 2016; Hollebeek et al., 2014). As a result, fashion retailers are increasingly shifting their focus to social commerce in order to enable social media-based sales channels. This is especially true for modest fashion items. Due to the fact that online shopping eliminates several critical customer shopping experience points, particularly the 'need to touch' concept. However, with the evolution of social commerce and the sellers who participate in it, the shopping experience of the customer is no longer limited to the physical point of sale (Pantano & Gandini, 2018).

Malaysian modest fashion has begun to take advantage of the current social media technology. The platform is generally a medium through which customers can access, share, and interact with social commerce sellers. As a result, retailers should be able to provide and use social media platforms (Facebook, Twitter, and WhatsApp) to enhance customer loyalty, improve service, and generate positive eWOM evolution (Pantano & Gandini, 2018). They are also required to devote additional resources to leverage these technologies concurrently in order to engage a greater number of customers (Pantano & Gandini, 2018). One of the distinctive features of social commerce is the availability of chat features, which allow customers to receive information in a variety of formats (videos, pictures, video calls, phone calls) (Zhou et al., 2023). Customers are connected with social commerce sellers via chat features, just as they would in a physical store. Typically, a customer will walk into a store and a member of the staff will approach and assist them. Meanwhile, on the online platform, social commerce sellers will always respond to customer inquiries and even help alleviate their anxiety associated with online shopping. It is similar to the website's customer service concept, but the task is more customized and socialized.

Additionally, by utilizing the platform, users seek to establish social connections, increasing their satisfaction with being a part of a community (Raacke & Bonds- Raacke, 2008; Quan-Haase & Young, 2010). Indeed, social relationships and peer communication appear to be more than a recurring bonus in the literature on social media (Raacke & Bonds-Raacke, 2008; Silva, 2020), indicating a rather human need for interaction. They are in charge of improving customer service through social commerce platform. Customer service experience has become increasingly crucial to product attributes (Chen, Le, & Tran, 2021), and to create such warm and sociable surroundings, social commerce sellers are the ones who will deliver an enjoyable interaction perceived by the customer, resulting in an increase in customer engagement (Chen, Zu & Mantrala, 2021).

Another way to assist social commerce sellers is to use automated conversational agents (ACA). Text-based automated conversational agents (ACAs), also known as virtual agents or chatbots, are widely used on social media platforms such as Facebook and Twitter, as well as commercial websites (Araujo, 2018). As customers become more impatient and sellers require 24-hour customer service, virtual agents have appeared to serve them (Chen, Le & Tran, 2021). Numerous previous research have shown that the

presence of ACA on a website can improve customer trust and satisfaction (Chung et al., 2020), improve customer relationships (Beldad et al., 2016; Qiu & Benbasat, 2009; Saad & Abida, 2016), and improve productivity (Beldad et al., 2016; Qiu & Benbasat, 2009; Saad & Abida, 2016).

In the case of Malaysian social commerce sellers, the majority of them were aware of the ACA's existence but did not fully utilize it. In recognition of the fact that being responsive will increase engagement (Ting, Abbasi, & Hamed, 2021), they implemented an auto reply text message. For example, an auto reply text has been created specifically for a few inquiries. Their introduction response to customer inquiries, those regarding delivery status, limited product information, and other issues may be available. Additionally, they may have an automated response in introducing themselves and informing customers that they will be entertained in a few minutes to establish an engagement rapport.

Nevertheless, prior research indicates that even when customers communicate directly with an ACA, they respond differently than it was when they interact with a human agent, including using shorter sentences (Hill et al., 2015), losing interest (Fryer et al., 2017), and even purchasing less (Luo et al., 2019). Because users and customers can easily detect whether they are conversing with a human or a virtual agent, rather than generalizing the outcomes of human-human interaction to human-chatbot interaction (Ting et al., 2021). Apart from that, Edwards et al. (2014) compared the communication quality of human and bot agents on Twitter and discovered that Twitterbots had much the same source credibility, communication competence, and interactivity as human agents but were less appealing. In the case of Malaysian social commerce, retailers may be concerned about the use of ACA.

It has also been noted for several decades that a shift from transactional to relationship marketing has occurred, for example, the development of long-term relationships through customer relationships and interactions (Islam et al., 2019; Ting, Abassi & 2021). Customer service has long been recognized as a critical dimension that contributes significantly to long-term relationship that yield satisfaction and results in the formation of loyalty (Ahmad et al., 2017). Customer service refers to the assistance provided by online retailers when it comes to product information, the shopping process, and service details. While many online retailers offer well-designed self-service options, the retailer's customer service quality has become critical to the success

of online purchases (Ding et al., 2007; Shi et al., 2018). Customer service describe website's ability to maintain relationships with customers when problems arise during transactions and to communicate with them via a variety of communication channels (Al-dweeri et al., 2018).

Recognizing the significance of providing excellent customer service, social commerce sellers utilize and broaden their task to maximize its function in new ways by socializing. Having a social commerce that can always engage with customers is comparable to the importance of having excellent customer service, which is one of the critical features of creating customer loyalty (Murfield et al., 2017).

2.6 SOCIAL COMMERCE SERVICE QUALITY

Understanding the combination of both social commerce and e-service quality terms is critical in the context of Social Commerce Service Quality. Online companies are seeking new e-service marketing strategies to improve online shopping customer experience (Pour et al., 2020). At the same time, they recognise that having a regular or basic e-commerce website is insufficient because it lacks interaction and engagement value (Mostafa, 2021). Due to the sheer popularity of social media, it is now essential for businesses to have a social media presence and blend it with e-service quality elements. Because of its popularity, social media offer an innovative channel for branding as a central part of its customer retention, changing business practice and service (Ahmad & Laroche, 2017). While Social Commerce Service Quality is a subset of e-service quality, there are distinctions between the two that reinforce the provision of services via social commerce platforms (Wu et al., 2015), making the exploration of Social Commerce Service Quality critical.

2.6.1 Preliminary Social Commerce Service Quality

The initial dimensions will be listed after a thorough review of the related literature in the domains of e-service quality, social commerce, and Social Commerce Service Quality. The Figure 2.5 listed the potential Social Commerce Service Quality dimensions that were extracted from previous research on social commerce and e-

service quality. As illustrated in the Figure 2.5, there were nine dimensions that relevant to the Social Commerce Service Quality. The effectiveness of these dimensions has been validated by previous researchers, and most of the outcome is based on customer responses.

It should be noted that the dimensions on the list are based on the results of earlier research, and this served as a guide for developing the Social Commerce Service Quality model. These dimensions will be verified through a qualitative phase following analysis, at which time the dimensions may be kept or eliminated, and new ones may emerge. The dimensions were chosen based on their applicability for the research environment, which in this case was a dimension related to social commerce and service quality. Several dimensions may arise from each researcher listed on the Figure 2.5, but for the purposes of this study, one or more suitable dimensions are chosen as guidelines.

There were numerous additional dimensions that had been renamed by researchers in accordance with their research objectives. The 'x' symbol in Figure 2.5 may have a different name, but this research has classified it as a dimension. This is due to the fact that some dimensions may have the same meaning despite being named differently. Even though this research includes projected dimensions with substantiated explanations, the dimension's validity has not yet been established. Confirmation from experts is required and crucial to enrich and classify the measures in related dimensions as most research has confirmed customer's dimensions. As a result, this study will obtain responses from three distinct types of respondents. It includes experts who are both direct and indirect distributors with real-world expertise dealing with customers via social commerce. They are also largely responsible for the success of social commerce engagement, as they leverage most interaction. Throughout the data gathering process, regular social commerce customers will be included as respondents.

Evaluating the relative importance of service quality criteria can be viewed as a multi-attribute decision-making problem (Lari et al., 2020). The assessment of these dimensions is complex as there are several variables involved, each having a certain effect on the efficacy of Social Commerce Service Quality towards buyer's decision-making process. In addition, it is unlikely that an organization can focus on all factors at the same time, since only limited information can be processed in decision-making progressions while making sensible decisions.

		Social Commerce Service Quality Projected Dimensions	Social Interaction	Information Quality	Functional Quality	Privacy/Security	Responsiveness	Design Quality	Social Support	Reliability	Personalization
		Author									
(ESQ)		Attar et al. (2021)	x					x			
		Fang et al. (2021)					x			x	
Social Commerce related dimensions		Trehan and Sharma (2021)		x							
		Seyyedamiri and Tajrobehkar (2021)	x	x		x				x	
		Ting et al. (2021)	x								
		Mostafa (2021)	x								
		Handarkho (2021)	x	x	x						
		Chen et al. (2021)	x						x		
		Liu, Xue and Liu (2021)									
		Mazzarolo et al. (2021)	x	x							
		Tran et al. (2021)									x
		Xu, Zhang and Zhao (2020)	x								
		Zhou (2020)	x				x				x
		Zhang, Sun, Qin and Wang (2020)	x	x			x				
		Zafar et al. (2020)	x	x						x	
		Pour et al. (2020)	x	x	x	x		x	x		
		Wang et al. (2020)	x								
		Tran et al. (2020)									
		McLean et al. (2020)	x		x						x
		Lim et al. (2020)			x		x				x
		Handarkho (2020)	x	x	x				x		
		Bazi et al. (2020)		x	x				x		
(ESQ)		Gajewska et al. (2020)				x	x			x	
		Ashton and Prybutok (2020)		x	x		x				
E-service Quality related dimensions		Zhang et al. (2020)	x	x			x				
		Demir et al. (2020)			x	x		x			
		Tandon et al. (2020)	x	x	x	x			x		x
		Vásquez and Martínez (2020)		x	x			x	x		
		Rodríguez et al. (2020)	x	x	x	x				x	
		Patten et al. (2020)			x						
		Chen et al. (2018)	x								
		Gupta and Dubey (2018)			x	x					
		Chen et al. (2017)		x	x	x				x	
		Choi and Kim (2017)	x	x			x				
		Jeon and Jeong (2017)		x	x	x		x			x
		Ahmad et al. (2017)	x	x		x		x			
		Ayo et al. (2016)				x	x	x		x	
		Ghatak et al. (2016)			x			x	x		
		Quach et al. (2016)		x		x			x		
		Tamimi and Sebastianelli (2016)			x	x			x		
		Lin et al. (2016)			x		x	x			x
		Wu and Chang (2016)	x	x							
		Bressolles et al. (2015)		x	x	x		x		x	
		Elsharnouby and Mahrous (2015)	x			x	x				
	Sharma and Lijuan (2015)		x	x		x				x	
	Vos et al. (2014)			x							
	Kandulapati and Bellamkonda (2014)			x	x						
			23	22	22	16	12	11	10	8	7

Figure 2.5 Preliminary Social Commerce Service Quality Dimensions

To deal with such multi-criteria decision-making problem, this research proposes on using AHP to prioritise these dimensions. It is a widely used technique for determining weights and alternative preferences in many fields of research (Lari et al., 2020). Following that, the research will discuss the dimensions depicted in Figure 2.5. As can be seen Figure 2.5, social interaction has been mentioned the most, implying that it is an essential dimension for both social commerce and e-commerce platforms. Due to the virtual nature of online shopping, information quality and functionality are the second most frequently mentioned dimensions for mitigating the disadvantages of online shopping. Since then, the primary dimensions of e-service quality have emerged, including privacy/security, responsiveness, design quality, reliability, personalization, and social support.

2.6.1.1 Social Interaction Quality

Knowledge and information sharing require social interactions in order to remain effective. According to Ghahtarani et al. (2020), the process of exchanging knowledge and information entails extensive social interaction between users on social media platforms. Moreover, customer's purchase decisions are influenced by their social interactions with other people (Huang & Benyoucef, 2013; Ghahtarani et al., 2020). Furthermore, social interaction assists organizations in gaining constructive feedback from their target buyers in their quest to effectively create innovative service or product offerings and to become more competitive (Hajli et al., 2014).

As shown in the Figure 2.6, social interaction has a greater impact on social commerce dimensions than on e-service quality dimensions. This is especially true in cases where the concept of social commerce emerged as a result of the social media existence. With the proliferation of social media, the rapid use of the Internet has created a borderless world in which communication and social interaction have been completely redefined (Attar et al., 2021). Social networking sites (SNS) are now an important and unavoidable part of online social interactions for more than half a billion user worldwide (Kavianpour et al., 2019). Moreover, in emerging markets such as Indonesia and Malaysia, social commerce bridges the gap in human and financial resources in the information technology sector by facilitating simple and low-cost interactions between sellers and buyers (Handarkho, 2021; Braojos et al., 2019). With that, it is critical for

large and small businesses, as well as startups, start in providing some investment in utilizing interaction in order to generate brand awareness swiftly through the use of social commerce platforms (Zhang et al., 2020a). Furthermore, it appears that most micro and small businesses use social commerce to market products and services which they establish their own communication system in response with customer's tendency to seek information about brands they are interested in via SNS.

Social Interaction	Author	Terms Used	
The ability in interact, create social presence and demonstrate human comprehension, assurance, attentiveness, and the individualized attention within customer's accumulation information process which may effect on the flow experience, which in turn influences social purchase and sharing intentions process through the use of several social commerce's interaction facilities.	Attar et al. (2021)	Social Construct:Ratings, Reviews , Referrals	ESQ
	Seyyedamiri & Tajrobehkar (2021)	Customer Relation	Social Commerce related dimensions
	Ting et al. (2021)	Social Interactivity	
	Mostafa 2021	Social Bonding, Social Bridging	
	Handarkho (2021)	Social Presence	
	Chen et al. (2021)	Peer Social Support	
	Mazzarolo et al. (2021)	Socialization	
	Xu et al. (2020)	Review Quality	
	Zhou (2020)	Human-Human Interaction	
	Zhang, Sun, Qin & Wang (2020)	Interaction Quality Responsiveness, Real-Time Interaction	
	Zafar et al. (2020)	Social Interaction	
	Pour et al. (2020)	Social Interaction Quality	E-service Quality related dimensions
	Wang et al. (2020)	Social Power	
	McLean et al. (2020)	Human Warmth	
	Handarkho (2020)	Social Presence	
	Zhang et al. (2020)	Interaction Quality: Responsiveness, Real-Time Interaction, Empathy	
	Tandon et al. (2020)	Customer Feedback	
	Rodríguez et al. (2020)	Interaction Facilities, Contact	
	Chen et al. (2018)	Need For Human Interaction	
	Choi & Kim (2017)	Communication Possibility	
Ahmad et al. (2017)	Customer Service		
Wu & Chang (2016)	Transparency Of Service Configuration, , Business Ties	E-service Quality related dimensions	
Elsharnouby & Mahrous (2015)	Contact		

Figure 2.6 Social Interaction's Definition and Terms Used

Most dimensions mentioned by past researchers have been categorized as social interaction interphase which illustrated in Figure 2.6, are according to how they define the dimension. The dimensions involves social interaction (Ting et al., 2021; Zhang et al., 2020a; Zafar et al., 2020; Pour et al., 2020; Rodríguez et al., 2020; Choi & Kim, 2018; Elsharnouby & Mahrous, 2015), socialization (Chen et al., 2021; Mazzarolo et al., 2021; Wang et al., 2020), social presence (Mostafa, 2021; Handarkho, 2021; McLean et al., 2020 Handarkho, 2020), the need of human interaction (Zhao, 2020; McLean et al., 2020; Chen et al., 2018), social review (Attar et al., 2021; Xu et al., 2020;

Tandon et al., 2020) and customer relation interaction (Seyyedamiri & Tajrobehkar, 2021; Ahmad et al., 2017; Wu & Chang, 2016). These dimensions may become social interaction's sub-dimensions.

2.6.1.1.1 Social Interaction

The significance of social interaction has been emphasized simply because human interaction is required in an online environment. Throughout a service encounter, the demonstration of human comprehension, assurance, attentiveness, and the individualized attention that service representatives provide to customers is critical because it has the potential to influence customer attitudes and behavioural intentions (Zhou, 2020). A number of researchers also hypothesized that social interaction as social cues increase user's stimulation on online social networking sites, which results in a continuation intention (Zhang et al., 2020a; Zhou, 2020). This is one of the primary reasons, businesses and retailers began strategizing the use of social commerce platforms to encourage user interaction. Recent advancements in information technology have empowered online sellers to recreate how they present their products where it has initialized interaction way better, utilizing live streaming, live chat, social community, reviews, and testimonial are among interaction activities available on social commerce platform.

Real-time video content and the text-based chat channels are all combined in live streaming to enable users to view and broadcast video streams in real time and to enhance sociability through synchronous chat channel communication (Zhang et al., 2020). According to Zhang et al. (2020), this interaction enables customers to become more familiar with a product by hearing the broadcaster explain how it feels, looks, or smells. Thus, the interaction given by live streaming promotes online shopping's genuineness, image processing, and user interaction. The findings stated that the level of information quality (believability, utility, and vividness) and interaction quality (responsiveness, real-time interaction, and empathy) are directly significant to *swift guanxi*, which may influence customer's online purchase intention.

According to Malaysian social commerce sellers, they take a range of measures to boost social interaction activities. Apart from direct interaction via live chat (most

commonly via WhatsApp or Telegram), social commerce sellers always conduct live streaming sessions. As a result of the government regulation on store closures in response to the recent pandemic, the majority of Malaysian modest fashion brands will interact with their customers through hosting a live streaming session several times a week. However, not everyone is satisfied with online fashion shopping. Customers typically enjoy shopping because they can touch and feel the textures of the clothing and scarves. Some people may find it necessary to test and try on the items. Meanwhile, some felt it was critical for them to interact with sellers in real time prior to making a purchase decision (Steinhoff et al., 2019), but basic e-commerce website prevents such interactions. Regular e-commerce website may amplify feelings of insecurity and perceived risk (Kozlenkova et al., 2017). Meanwhile, in social commerce live streaming platform, the audience is usually given an insight into and detailed look at the goods while usually, seller dressed on the merchandise during live streaming session (Hu & Chaudhry, 2020). While watching the live stream, audience interact with asking inquiries, exchange information and order been placed synchronously via a text-based chat room.

In addition to live broadcasting, having a live chat feature is critical for social commerce businesses. Quality of interaction between service providers and customers is extremely important in an interpersonal service context, and this is especially true in the case of small businesses (Ranjan et al., 2015). As been described by Zhang et al. (2020), according to the social exchange theory, when e-retailers demonstrate care for their customers, customers will reciprocate in proportion to what they receive where it is expected to strengthen the bilateral relationship. According to Handarkho (2020), the social exchange theory was proposed for the personal trait aspect of social commerce in order to bridge the relationship between individual characteristics and social interaction. According to this theory, people desire to engage in social interaction with others in order to take full advantage of doing so (Yang, 2019). Therefore, the more the customers feel that interaction quality is being met, the more favorably the customers will perceive the online *guanxi* with e-retailers. *Swift guanxi* is important, as customers prefer to transact with online sellers with whom they have a personal social connection in order to reduce product uncertainty and trading risk (Hou, 2007).

2.6.1.1.2 The Need of Human Interaction and Social Presence

Zhou (2020) emphasizes that social interaction, which involves human–human interaction, has a significant effect on the flow experience, which in turn influences social purchase and sharing intentions. The existence of social commerce sellers who respond to customer inquiries from the pre-purchase stage to the post-purchase stage may have been a consequence on customer desire for human interaction. Supplying a human social presence via online chat can increase customer trust in a website (Ogonowski et al., 2014) and encourage repeat visits by customers (Koponen & Rtysy, 2020).

Social presence is the degree of salience of the other person in the communication and the consequent salience of the inter-personal relationships (McLean et al., 2020; Koponen & Rtysy, 2020). Handarkho (2021) describe social presence as to the platform’s ability to convey a sense of community and sociable interaction perceived by the user. According to Koponen and Rtysy (2020), businesses typically offer live and interactive online chat to increase their social presence in e-commerce (Ogonowski et al., 2014). Malaysian modest fashion brands and social commerce sellers have developed a variety of strategies and methods for enhancing their social presence. Gefen and Straub (2003) assert that the incorporation of individualized, human-contact cues and synchronicity may contribute to the perception of a higher level of social presence. For example, Aslanzadeh and Keating (2014) demonstrated how integrating video chat interactions into the website of a travel provider increases the perceived level of social presence and, as a result, affects customer’s channel preferences.

Therefore, according to the reviews on research present in Figure 2.6, *Social Interaction Quality* in the context of this research can be described as the ability in to interact, create social presence and demonstrate human comprehension, assurance, attentiveness, and the individualized attention within customer’s accumulation information process which may effect on the flow experience, which in turn influences social purchase and sharing intentions process through the use of several social commerce’s interaction facilities.

2.6.1.2 Information Quality

The term "information quality" refers to the degree to which the website's content is accurate, complete, and recent (Leeraphong et al., 2016). It is critical for businesses to maintain accurate and recent information about their products and services (Wu et al., 2015), as customer's behaviour is influenced by the information they obtain (Heo & Kim, 2017). According to Chen et al. (2020), information quality is defined as the degree to which customers believe the user-generated content displayed on a social shopping website is high quality (Zhang et al., 2016).

Furthermore, since online buyers do not have the opportunity to physically feel and test the product, they require detailed and readily apparent details in order to purchase (Leeraphong et al., 2016). One method of gathering product details is not only through information provided by companies, but also through the easy acquisition of honest reviews and feedback. The majority of customers were aware of the social commerce platform's inclusion of not only sellers, but also other users who can provide sincere feedback and reviews about a product (Handarkho, 2021). Social commerce begins with the concept of user-generated content, such as recommendation lists, ratings, and styles, as well as posts and discussion, all of which are intended to assist online shoppers (Olbrich & Holsing, 2011). Customers heavily rely on such user-generated content when making purchase decisions (Chen et al., 2020).

With such high-quality content, customers can easily read and browse and explore the intended information, which improves their overall online experience (Barakovic & Skorinkapov, 2015). According to Chen, Nguyen, and Oncheunjit (2019), information quality is defined as the completeness, specification, reliability, and relevance of the information that has been made available to the user. Meanwhile, according to Chen et al. (2020), four components of information quality are reliability, completeness, timeliness, and relevance. Reliability refers to the degree to which user-generated content is reliable for customers, "completeness" refers to the extent to which user-generated content is sufficiently broad and deep, "timeliness" refers to the extent to which user-generated content is rapidly updates and current, meanwhile "relevance" refers to the extent to how applicable the user-generated content is to customers according to context or situation (Chen et al., 2020).

Reliability and completeness are demonstrated when they display not only edited images in preserving an aesthetically pleasing concept, but also supply customers with real unedited images so that their customers are aware of and expect the true colours and textures that they will purchase. According to Pour et al. (2020), social commerce informational quality provides helpful and important customers information, consistent, precise, up-to-date, constructive and concise information, through various formats such as video, picture, text, and detailed information. There was widespread agreement that having clear, accurate, and current information is critical to the success of online businesses (Handarkho, 2021; Chen et al., 2020; Pour et al., 2020).

Information Quality	Author	Terms Used	
The ability in utilizing the function of social commerce platform to the fullest to assist customers in their purchasing process which at the same time enable to portray reliable, credible and trustworthy sources of information in gaining customers' trust, satisfaction, purchase intention	Seyyedamiri & Tajrobehkar (2021)	Up-To-Date, Relevance	Social Commerce related dimensions
	Handarkho (2021)	Content Quality	
	Mazzarolo et al. (2021)	Utility	
	Zhang, Sun, Qin & Wang (2020)	Information Quality : Believability, Usefulness, Vividness	
	Zafar et al. (2020)	Information Seeking	
	Pour et al. (2020)	Information Quality	
	Handarkho (2020)	Content Quality	
	Bazi et al. (2020)	Social Commerce Information	
	Ashton & Prybutok (2020)	Information Quality	E-service Quality related dimensions
	Tandon et al. (2020)	Content Quality	
	Vásquez & Martínez (2020)	Product Catalogue Size	
	Rodríguez et al. (2020)	Detailed Information	
	Chen et al. (2017)	Information Variability	
	Choi & Kim (2017)	Informativeness	
	Jeon & Jeong (2017)	Usefulness of Information	
	Ahmad et al. (2017)	Web Information	
	Quach et al. (2016)	Information	
	Wu & Chang (2016)	Information Consistency	
	Bressolles et al. (2015)	Information	
	Sharma & Lijuan (2015)	Information Quality	

Figure 2.7 Information Quality's Definition and Terms Used

Thus, according to the reviews on research presented in Figure 2.7, information quality can be described as the ability in keeping relevance information up-to-date and to provide sufficiently broad and deep, reliable and precise information through various formats such as edited and unedited images or videos, truthful and enjoyable product, service and promotional copywriting which been presented in all social commerce channel synchronously.

2.6.1.3 Functional Quality

According to Pour et al. (2020), *Functional Quality* refers to user’s tendency to evaluate the function of social media (Ghahtarani et al., 2020). *Functional Quality* is concerned with how technical quality is conveyed to a customer. It concerned with the user’s satisfaction with the experience or process of receiving the benefit using a system (De Keyser & Lariviere, 2014). According to Handarkho (2021), most people seek information through useful platform in order to accomplish specific goals or resolve particular issues, which increases their need to interact and intention to use specific social platforms (Goraya et al., 2019; Han et al., 2016).

Functionality Quality	Author	Terms Used	
	The ability in utilizing the function of social commerce platform to the fullest to assist customers in their purchasing process which at the same time enable to portray reliable, credible and trustworthy sources of information in gaining customers’ trust, satisfaction, purchase intention	Handarkho (2021)	
Pour et al. (2020)		Functional Quality	
McLean et al. (2020)		Perceived Usefulness	
Lim et al. (2020)		Compatibility	
Handarkho (2020)		Perceived Usefulness	
Ashton & Prybutok (2020)		Website Usability	E-service Quality related dimensions
Demir et al. (2020)		System Availability	
Tandon et al. (2020)		System Quality	
Vásquez & Martínez (2020)		Ease of filling out order form	
Rodríguez et al. (2020)		Research and Access Facility	
Patten et al. (2020)		Electronic Stimulation	
Demir et al. (2020)		Efficiency	
Gosh (2018)		Efficiency	
Al-dweeri et al. (2018)		Efficiency	
Gupta & Dubey (2018)		Ease of Use, Efficiency	
Chen et al. (2017)		System Variability	
Jeon and Jeong (2017)		Ease of Use	
Ghatak et al. (2016)		E-Tail Store Attributes	
Tamimi & Sebastianelli (2016)		Site Usability	
Lin et al. (2016)		Ease of Use	
Bressolles et al. (2015)		Ease of Use	
Sharma & Lijuan (2015)		Usefulness	
Vos et al. (2014)		Ease of Use	
Kandulapati & Bellamkonda (2014)	System Availability, Efficiency		

Figure 2.8 Functional Quality’s Definition and Terms Used

Customer’s interactions established as a result of the effectiveness of social commerce functions are regarded as valuable when the systems are useful and dependable in supporting commercial activities (Hu et al., 2019). This is consistent with Davis’s (1989) claim that the capability of a technology or system to assist an individual in achieving their objective is considered the primary reason for the system’s perceived

usefulness. As illustrated in the Figure 2.8, most terms which describe *Functional Quality*, focused on the platform's usefulness or ease of use, as well as its efficiency.

2.6.1.3.1 Usefulness, Source Credibility, Ease of use and Efficiency

Functional Quality may be described in terms of social commerce's usefulness, ease of use and efficiency. Social commerce is well-known for its simplicity of use, which is one of the primary reasons for its popularity. Eventually, customers may abandon the online purchasing process with a given platform unless they find it to be user-friendly and time-saving (Gosh, 2018). Social commerce, facilitated by social media, is effective at optimising the shopping experience for customers due to its efficacy and ease of use.

Apart from that, the term "*Functional Quality*" refers to the extent whereby a website connects customers with embedded functions that enhance the usefulness of information (Heo & Kim, 2017). Usefulness relates to customer's perceptions of just how much efficient their shopping experience is when they use social commerce. Allowing customers to efficiently navigate the platform's various functions and features encourages customers to use it to accomplish their goals through data collection, collaboration, or communication (Lal, 2017). Additionally, online customers are much more likely to purchase from businesses that offer a wide variety of functions and services, mainly due to the fact that their diverse needs can be fulfilled (Pour et al., 2020). Apart from that, customer satisfaction has increased as a result of the usage of technology in this case through the social commerce utilization in providing consistent and rapid response and solutions to customers (Islam et al., 2020)

Providing a range of features in a social commerce platform is essential. For example, according to Handarkho (2020), the presence of review and testimonial sections, assists customers in developing an actual purchase decision. Moreover, Xu et al. (2020) agreed that customers are more prone to browse detailed online reviews and presume that such information is somewhat more reliable and useful compared to retailer's advertisements (Cheung et al., 2009). Thus, regards to this research and according to the reviews on research present in Figure 2.8, *Functional Quality* can be described as the ability in utilizing the function of social commerce platform to the

fullest to assist customers in their purchasing process which at the same time enable to portray reliable, credible and trustworthy sources of information.

2.6.1.4 Privacy and Security

According to Zeithaml et al. (2000), who developed the e-SQ model, the terms "security" and "privacy" have been combined to define the customer's belief that the site or online transaction platform is secure from intrusion and personal information is protected. Meanwhile, Yoo et al. (2001), who created SITEQUAL, define security as the protection of personal and financial information. Within periods, Zeithaml et al. (2002) categorised both in distinct terms where privacy involves securing personal information, safeguarding anonymity, and granting informed consent (Friedman, Kahn, & Howe 2000). By contrast, security entails safeguarding customers against the risk of fraud and financial loss associated with the use of their credit card or other financial information. Assuring security entails the seller's responsibility to keep sensitive customer's information private and to safeguard online transactions (Rodriguez et al., 2020).

	Author	Terms Used	Soc Com related dimensions
<p>Privacy/Security</p> <p>The ability to keep a promise to protect users against the risk of fraud and financial loss, as well as intrusion into their privacy, while also portraying trustworthy and compassionate interactions that eventually enhance customer trust.</p>	Seyyedamiri & Tajrobehkar (2021)	Security	Soc Com related dimensions
	Pour et al. (2020)	Social Trust/Security	
	Gajewska et al. (2020)	Safety	E-service Quality related dimensions
	Demir et al. (2020)	Privacy	
	Rodríguez et al. (2020)	Privacy/Security	
	Wang & Kim (2019)	Privacy/Security	
	Gosh et al. (2018)	Privacy	
	Gupta & Dubey (2018)	Security	
	Chen et al. (2017)	System Security	
	Jeon & Jeong (2017)	Security/Privacy	
	Ahmad et al. (2017)	Privacy	
	Ayo et al. (2016)	Security/Privacy	
	Quach et al. (2016)	Security	
	Tamimi & Sebastianelli (2016)	Security,	
	Bressolles et al. (2015)	Security/Privacy	
Elsharnouby & Mahrous (2015)	Privacy		
Kandulapati & Bellamkonda (2014)	Privacy		

Figure 2.9 Privacy/Security's Definition and Terms Used

For decades, privacy and security have been crucial elements in enhancing customer satisfaction. It is critical to protect customer's privacy and security due to the

increased uncertainty and risk associated with online purchases as compared to traditional marketing (Zeithaml et al., 2002).

As illustrated in the Figure 2.9, there were just a few security and privacy dimensions uncovered through social commerce research. As one of social commerce's most advantageous features is its capacity for high-volume interactions, where security risk is lessening. When online customers are able to connect with a firm's workers or physical facilities, trust has been developed (Al-dweeri et al., 2018). For the past decades, some difficulties have hindered basic e-commerce from fully functioning, the most obvious is the lack of confidence and uneasiness when making or receiving payments via the internet. In contrary, within the recent time, Wang and Kim (2019) argue that privacy and security are no longer critical factors for customers because the majority of online purchasing systems have developed and been upgraded to garner widespread approval for their "easy of use" and privacy/security. Customers also expect to exert control over the personal information they give to the community to mitigate privacy risks (Zhou, 2020). On the one hand, the update e-commerce platform especially social commerce platform interfaces are friendly enough to convince customers of their "ease of use," while their privacy/security measures are sufficient to reassure customers that they are being ignored (Wang & Kim, 2019).

In response to social commerce interaction features, Pour et al. (2020) chose security and social trust over privacy. It has been measured with the requirement to protect customer's information and privacy, provide secure communication methods, and provide a trustworthy platform for social purchases. Pour et al. (2020) claimed that social trust and security are significant components of online commerce adoption. Trust is particularly important in internet-based customer behaviour because mutual understanding cannot be increased through face-to-face conversation in virtual networks. But trust can increase customer's propensity to shop on the internet and encourage additional purchases (Zhao et al., 2019a). It is a requirement for effective commerce since buyers are hesitant to buy unless they trust the seller (Cheng et al., 2019). With that, Pour et al. (2020) validated social trust and security dimensions, where it is being placed as the most important dimension.

Thus, according to the reviews on research present in Figure 2.9, this research might define privacy and security as the ability to keep a promise to protect users against the risk of fraud and financial loss, as well as intrusion into their privacy, while also

portraying trustworthy and compassionate interactions that eventually enhance customer trust.

2.6.1.5 Responsiveness

The promptness and ability of a service provider to respond appropriately, quickly, or with little waiting time when dealing with customers in an online environment and personal communication channels is referred to as responsiveness (Fang et al., 2021; Zeithaml et al., 2000; Zeithaml et al., 2002; Loiacono et al., 2002; Parasuraman et al., 2005). Fang et al. (2021) defines responsiveness in the online context as the effective handling of client's concerns on a timely basis which help customers feel more satisfied with their purchases and, as a result, encourage them to make more purchases in the future. As being illustrated on Figure 2.10, responsiveness is similar throughout social commerce and e-service quality context.

Several researchers have stated that, as a result of the impact of technology advances on competitiveness, it is critical for businesses to adopt agility and responsiveness (Islam et al., 2020). Responsiveness is important in the context of social commerce, as one of the primary distinguishing aspects of social commerce is the capacity for social interaction (Zhang et al., 2017). With such interaction, customers expect sellers to respond quickly, which will affect the flow experience and customer's intention to engage in social commerce (Zhou, 2020). Social commerce enables customers to interact with sellers more conveniently through social media. As previously stated, the majority of social commerce sellers will encounter an opportunity to interact with their customers.

Responsiveness	Author	Terms Used	
The devotion to respond promptly and attentively towards customer's inquiries, product and service order, greetings and complains with little waiting time through individualized customers attention	Fang et al. (2021)	Responsiveness	ESQ
	Zhou (2020)	Perceived Responsiveness	Social Commerce related dimensions
	Zhang, Sun, Qin & Wang (2020)	Responsiveness	
	Lim, Cheah, Waller, Ting & Ng (2020)	Responsiveness	
	Mc Lean et al., (2020)	Human Attentiveness	E-service Quality related dimensions
	Gajewska et al. (2020)	Reactivity	
	Ashton & Prybutok (2020)	Personal Contact/ Responsiveness	
	Zhang et al. (2020)	Responsiveness, Real-Time Interaction	
	Choi & Kim (2017)	Responsiveness	
	Ayo et al. (2016)	Responsiveness	
	Lin et al. (2016)	Responsiveness	
	Elsharnouby & Mahrous (2015)	Responsiveness	
	Sharma & Lijuan (2015)	Responsiveness	

Figure 2.10 Responsiveness's Definition and Terms Used

Typically, when a personal shopper, dropshipper, or other social commerce seller chooses to sell a product via Instagram, Facebook, WhatsApp, or Telegram, continuous interaction occurs. For example, customers may be enticed by a product post on a social commerce seller's Instagram account and decide to make a purchase, which directs them to the seller's WhatsApp account, where the interaction and subsequent conversation will take place. At that point, the act of responsiveness is critical. Furthermore, given the lack of direct human network attributes, responsiveness is critical in the design of social commerce functionality (Lim et al., 2020). The interactive component of social commerce is the ability in establish connection between the two sides when customers present their inquiries and obtain response promptly (Wang et al., 2020).

Meanwhile, the responsiveness of web-based services is highlighted as the main feature for perceived service quality and customer experience (Palese & Usai, 2018), where a live chat system is also typically installed. In their research on live chat systems, McLean et al. (2020) use the phrase "human attentiveness" to denote responsiveness. Human live chat agents can provide website users with a more personalised service experience. As wait times reduce, a service representative's attentiveness might boost satisfaction (McLean & Osei-Frimpong, 2017). Previous research has shown how customers seem considerably more sensitive on waiting time in the online world where the long-overdue sense of waiting can lead to negative experience. In comparison to traditional modes of service support, the availability of recent live chat functions is

capable of not only updating customers on the projected wait time, but also reducing the amount of time customers perceive they are spending on a particular activity (McLean & Wilson, 2016). Uncertainty will be reduced and customer involvement with social commerce retailers will likely improve if they receive prompt and useful responses to their inquiries.

In the case of indirect distribution channel such as personal shoppers or dropshippers, they may sell similar items among themselves, and being responsive is an excellent approach for maintaining service quality. Customers may choose to make a subsequent purchase from the same distributors. Customer's experience is enhanced when sellers respond quickly (Lim et al., 2020). Customers become engaged in communicating with the sellers and gain tremendous enjoyment as a result of frequent rapid response, and an engaging experience may help their social commerce intention (Zhou, 2020). Customer engagement is found to be significantly predicted by responsiveness (Lim et al., 2020). In addition, Chen et al. (2021) claimed that the seller would lose approximately 50% or more potential customers at any delay. To improve social commerce's responsiveness, Lim et al. (2020) suggest that apparel retailers, for example, should always provide immediate service assistance to address customer needs whenever possible to foster stronger engagement. For instance, in order to provide accurate information on the brand's products, sellers can always prepared reviews and testimonials from satisfied customers, strategize several copywriting and used customers management systems so that it is easy for the sellers to provide immediate responses (Huang & Benyoucef, 2013).

In order for sellers to respond promptly, social commerce sellers are recommended to make a list of fundamental questions which customers might ask and prepare answers and turn it into a set of copywriting. Be it apparel retailers or retailers in general, immediate action and service assistance should be made available to customers in order to address their needs effectively and to increase customer engagement and satisfaction (Lim et al., 2020). Customers are likely to become irritated and switch to other retailers or social commerce sellers if they do not receive a response within a short period of time (Wang, Min & Han, 2016). Therefore, according to the reviews on research present in Figure 2.10 responsiveness in the context of this research describe as the frequent availability to respond promptly and attentively towards

customer’s inquiries, product and service order, greetings and complains with little waiting time through individualized customers attention.

2.6.1.6 Design Quality

The degree to which a website provides simple and efficient usage approaches while maintaining an appealing appearance to customers is referred to as *Design Quality* (Heo and Kim, 2017). It is critical to have a precise design for an online business platform, whether it is in e-commerce or social commerce platform, as it is one of the satisfaction indicators (Attar et al., 2021). As illustrated in the Figure 2.11, the majority of e-service quality-related dimensions focus primarily on website design interfaces, whereas the definition of *Design Quality* for social commerce may include additional components.

Design Quality	Author	Terms Used	
The ability in designing enjoyable informational activities aesthetically through presenting professionally edited and unedited images and videos as well as aesthetic post layout that encourage customers to use social commerce features to interact and engage with such content and making them imagining they own the product which will eventually lead to the actual purchase.	Attar et al. (2021)	Design Constructs, Credibility Features	ESQ
	Pour et al. (2020)	Design Quality	Social Commerce related dimensions
	Aljukhadar, Poirier & Senecal (2020)	Aesthetic	
	Heo and Kim (2017)	Design Quality	
	Demir et al. (2020)	Fulfilment	E-service Quality related dimensions
	Patten et al. (2020)	Website Design	
	Vásquez & Martínez (2020)	Home Page Attractiveness	
	Jeon & Jeong (2017)	Accessibility	
	Ahmad et al. (2017)	Web Layout	
	Ghatak, Singhi & Bansal (2016)	Website Design	
	Lin et al. (2016)	Website Design	
	Bressolles et al. (2015)	Aesthetics	

Figure 2.11 *Design Quality*’s Definition and Terms Used

A website design is a term that refers to the synthesis of content and design on website pages that should be "well laid out" (Attar et al., 2021; Patten et al., 2020; Ahmad et al., 2017; Ghatak et al., 2016; Lin et al., 2016). A well-balanced set of graphic cues not only draws customer’s attention to a brand’s online presence, but it also enhances the effectiveness of website design and conversion performance (Arcand et al., 2017). Patten et al. (2020) define website design as having a simple layout, a limited number of banners, filtration system options, aesthetic colour combinations, and an abundance of images and video. Meanwhile, Vasque and Martnez (2020) focus

heavily on the attractiveness of the main page, which they define as aesthetic value and image, interactive content, and web creativeness, all of which can represent the brand's value proposition. Meanwhile, although the interface of a social commerce website may resemble as those standard websites, but when it comes to social media platforms, how businesses design their layout is important. For instance, for social media like Instagram, maintaining the attractiveness of the post layout is absolutely essential, which is where the aesthetic element comes into play when determining the *Design Quality*.

2.6.1.6.1 Aesthetic Design

According to Yoo and Donthu (2001), the creators of SITEQUAL and was the first to include aesthetic design as a dimension, defined aesthetic as a site's creativity enhanced by outstanding content creation and colour graphics. As years passed, aesthetics became increasingly important on websites, particularly on social media. Aesthetic in this research refers to product's images and videos, as well as the layout of social media posts. The visual, artistic value provided by social media interfaces is important, which is why the majority of fashion retailers have invested significant resources not only in creating high-quality images and videos of their products, but also in developing an excellent social commerce layout, which serves as a critical attraction tool for social commerce. Aljukhadar et al. (2020) cite Schroeder (2002) that claim nowadays people live in a digital electronic world, based on images designed to capture eyeballs and establish brand names and end up creating mindshare, highlighting the significance of placing sophisticated photography at the centre of customer behaviour. A great image eventually strengthens a product's credibility, reduces uncertainty, and contributes to increased satisfaction (Attar et al., 2021).

Aljukhadar et al. (2020) have written and conducted an excellent study on the aesthetics of social commerce, emphasising that imagery is what makes social media so captivating. According to Aljukhadar et al. (2020), the aesthetic value is concerned with the quantity and quality of the visual content and the level of interactivity. Such factors increase the sense of presence and encourage participation. Aesthetic value is a significant marketing concept in social media because it has the ability to nurture customer desire, which Belk et al. (2013) view as an excellent way to stimulate fantasies

and desires through the use of such channels (Instagram, Facebook, Pinterest) for advertising and retail displays. Additionally, while the pandemic strikes the world, customers were deprived of the pleasure on touching the textures and trying on the garments, highlighting the importance of visually appealing fashion images and videos to convey the message. Apaolaza et al. (2020) use the term "digital virtual consumption" to describe this need, which elucidates the impact of images on the aesthetic value delivered and thus on human behaviour.

Denegri-Knott and Molesworth (2010) developed a theory of digital virtual consumption, which clarifies how social media affects the aesthetic value. This theory is predicated on the assumption that an individual's digital virtual world exists somewhere in between imagination and materiality (Shields, 2005). Consumption of social media generates aesthetic value by stimulating the imagination of the customer, which is facilitated by the abundance of digital visual content available in their spaces (Aljukhadar et al., 2020). Due to the fact that the stimulating objects exist on a screen outside of the customer's mind, this theory can be applied to social media use, which explains another form of enjoyment associated with social commerce known as "window shopping" (Apaolaza et al., 2020). It all starts with browsing or "window shopping" for the product of interest. Social media stimulates desire as a result of the aesthetic window-shopping that is made possible by the addition of new visual content.

After being stimulated by window shopping, buyers realise their dreams by creating and saving personalised wish lists. These features for saving personal wish lists are available via e-commerce platforms (Fashion Valet, Shopee, Lazada, and Zalora) and social media platforms (Instagram, Facebook, Pinterest, and Etsy). While the majority of social media platforms allow customers to view favourite product images, they also place them in a personal space. In the case of Malaysian modest fashion brands, majority agree that it is necessary to create clear, beautiful, and professional images and videos. Having those aesthetically pleasing details enables most brands to be discovered not only by Malaysians, but also placed Malaysia among the world's top five modest fashion industries.

Therefore, according to the reviews on research present in Figure 2.11 Design Quality in the context of this research describe as the ability in designing enjoyable informational activities aesthetically through presenting professionally edited and unedited images and videos as well as aesthetic post layout that encourage customers to

use social commerce features to interact and engage with such content and making them imagining they own the product which will eventually lead to the actual purchase.

2.6.1.7 Social Support

The term "social support" refers to the social resources generated by informal relationships, which may include informational and emotional support (Hajli & Sims, 2015; Zafar et al., 2020). Social support theory (SST) is the theoretical framework that underpins the concept of social support (Attar et al., 2021; Pour et al., 2020; Bazi et al., 2020; Hajli, 2014). This theory elucidates the influence of social relationships on individual's cognitions, emotions, and behaviours. One of the most significant benefits of virtual communities is the capacity to receive and provide social assistance (Sun et al., 2016).

Social support has been enhanced through social activities that have increased the accessibility of online social support and assisted in perceiving a wider social presence as well as strong emotional connection among members, which in turn motivates them to purchase and share their experience (Hajli, 2014; Zafar et al., 2020). According to Attar et al. (2021), social support via social media activities has the potential to influence trust, satisfaction, and repurchase intention on social commerce platforms. Hajli (2014) also claimed similar agreement where social support provided through information sharing (reviews, ratings) increase trust, which resulted in higher purchase intentions on social commerce platforms. According to Lin et al. (2019), informational social support can result in users becoming more motivated and trust the brand, whereas emotional support can result in user satisfaction (Hajli, 2014), both of which can have an impact on user's purchase decisions and intentions on social commerce.

Social Support	Author	Terms Used	
The ability in providing informational and emotional support, as well as social commerce support space which allows support between the customers and the involvement of social commerce sellers in receiving both instrumental and emotional support from the retailers.	Chen, Zu & Mantrala (2021)	Platform Support	Social Commerce related dimensions
	Zafar, Qiu & Shahzad (2020)	Social Support	
	Pour et al. (2020)	Social Support	
	Handarkho (2020)	Social Support	
	Bazi et al. (2020)	Social Support	
	Tandon et al. (2020)	Customer Support	E-service Quality related dimensions
	Vásquez & Martínez (2020)	Customer Support Effectiveness	
	Lin et al. (2019)	Social Support	
	Ghatak, Singhi & Bansal (2016)	Service Recovery	
	Quach et al. (2016)	Customer Service	
	Tamimi & Sebastianelli (2016)	Customer Support	
	Hajli (2014)	Social Support	

Figure 2.12 Social Support's Definition and Terms Used

As been illustrated in Figure 2.12, social support can be divided in three criteria where customers are being supported by the sellers in terms of customer services, customer supports and service recovery. Another scenario where customers are assisted by communities on a social commerce platform, which is commonly referred to as social support.

2.6.1.7.1 Customer Support System

According to Bazi et al. (2020), social support has been recognized as a critical factor that influences online user behaviour in social commerce, which depends on two primary dimensions which is informational and emotional support (Liang & Turban, 2011). Subejo et al., (2019) characterise informational support, specifically user-generated commercial content that contains accurate information about the brand and product.

Informational support is the provision of advice and information that may be useful to another member of the virtual group. For example, customers may gain social support from other customers through product rating and reviews, product recommendation, and shopping experience (Bazi et al., 2020) which all indicate the existence of informational support. Meanwhile, emotional support is a word that refers to problem-solving strategies based on psychosocial assistance, with the purpose of exchanging care, supporting, and soothing people in order to assist in buying decision-

making processes. Meanwhile, emotional support is a term that refers to problem-solving solutions that are based on psychosocial support with the intention of exchanging care, supporting, and comforting others in order to assist in purchase decision-making (Bazi et al., 2022).

Members of social commerce forums usually share information and advice that assist them in making decisions and resolving problems and they also exchange information about emotional concerns such as empathy and distress (Liang et al., 2011). As a result, customers experience social support, according to social support theory, when they feel cared as a result of the kind gestures of other forum members (Doha et al., 2019). Meanwhile, Handarkho (2020) relates social commerce to the theory of social impact, where close relationship refers to the quality of social influence defined by the emotional attachment between the sender and receiver. This connection was established in the context of social commerce through a social support, which is defined as the degree to which an individual believes they are loved, cared for, and appreciated by others, resulting in an emotional connection to a particular community (Farivar et al., 2017).

According to Huang et al. (2019), sites can create online forums to build social capital for the brand and recruit brand ambassadors to answer customer questions and strengthen the brand's identity. For example, dUCkies telegram group, which was created by a personal shopper, eventually portrays social support in both emotional and informational support. Most participants were fans of The dUCk Group merchandise where they assisted each other not only with the product but also with the pre- and post-purchase experience. They also share any promotional codes or advantage gains from any source in order to assist the community in receiving the best deals. They will also have a session where they will exchange images and videos of themselves wearing The dUCk Group merchandise and complimenting each other's beauty. Almost every day, the group chats are filled with thousands of conversations in which it may be explained that the advantage of online social support is to fulfil psychological needs, social needs (Liang et al., 2011), and lowering work and health stress as a result of social support gained through interaction in a collaborative online environment.

Apart from community forums support, customers gain social support through customer services, customer support, and service recovery. The frequency with which a business provides required services to customers on time (customer needs, navigation

speed, and information retrieval) is referred to as social support (Leeraphong et al., 2016). Individuals feel connected when constructive support is offered to them (Liang et al., 2011), which is an important aspect for businesses to create a service to enhance social support. In fact, customers receiving social support from sellers, seems to be an important factor in successful online social interactions (Hajli, 2020).

2.6.1.7.2 Seller Support System

One way to assist social commerce sellers is to use automated conversational agents (ACA). Text-based automated conversational agents (ACAs), also known as virtual agents or chatbots, are widely used on social media platforms such as WhatsApp, Telegram, Facebook and Twitter, as well as commercial websites (Araujo, 2018).

Chen et al. (2021) emphasises two primary types of social support: instrumental support and emotional support. In social commerce, instrumental support refers to assistance from peer sellers in resolving specific problems and promotion assistance. For example, Hasnuri Holdings, created a Telegram seller support group that covered both instrumental and emotional support for their indirect distribution channel. The Telegram group is led by a dropship leader (a leader who work for the company to manage the intermediaries) and includes experienced dropshippers (intermediaries or indirect distribution channel) who are capable of advising novice dropshippers on how to effectively use social media, the main official website, as well as product images and videos. Emotional support, on the other hand, is concerned with providing intangible assistance in overcoming frustrations (Chen et al. 2021). Selling online is a difficult task. These entrepreneurial sellers must overcome the difficulties inherent in operating a business in a highly competitive environment, including developing a brand identity, resolving complex customer complaints, and navigating distribution uncertainty (Kuhn & Galloway, 2015). Handling these complex challenges can be exhausting and mentally fatiguing, necessitating emotional support for sellers in order to avoid tiredness and focus their attention on expanding their business (Baruch-Feldman et al., 2002).

Therefore, according to the reviews on research present in Figure 2.12 social support in the context of this research is being describe as the ability in providing informational and emotional support, the ability in providing a social commerce support

space which allows support between the customers and the involvement of social commerce sellers in receiving both instrumental and emotional support from the retailers.

2.6.1.8 Reliability

Reliability has been developed for many decades and has been elevated in the online context and it has been defined as the site’s technical functionality being accurate and the authenticity of service promises (ready stock availability, accurate product delivered, and on time delivery), billing, and the accuracy in product information (Zeithaml et al., 2000). Even though reliability has been around since before the year 2000, it is still one of the pertinent dimensions measuring e-service quality which has been illustrated in Figure 2.13.

Reliability	Author	Terms Used	
The ability in portray their consistency in perform the promised service dependably and accurately present product's display, description, promotion, purchasing transaction regulation, timely delivery status as well as post-purchase services.	Fang et al. (2021)	Reliability	ESQ
	Seyyedamiri & Tajrobehkar (2021)	Reliability	Soc Com related dimensions
	Lim et al. (2020)	Reliability	
	Gajewska et al. (2020)	Reliability	E-service Quality related dimensions
	Rodríguez et al. (2020)	Reliability	
	Wang and Kim (2019)	Reliability	
	Chen et al. (2017)	System Reliability	
	Sivapalan & Jebarajakirthy (2017)	Reliability	
	Ayo et al. (2016)	Reliability	
	Bressolles et al. (2015)	Reliability	

Figure 2.13 Reliability’s Definition and Terms Used

Reliability requires businesses to be consistent and accurate in everything from the quality of information displayed on a website to the quality-of-service delivery. It displays as the accuracy of service delivery on online shopping remained consistent, including sellers prompt response on customer’s complaints, update information about delays and timeliness of delivery (Gajewska et al., 2020). It is vital for business offer the service accurately in first place (Islam et al., 2020). In the context of social commerce, the empowerment of reliability is linked to the presence of sellers which create customer interaction that enhance engagement.

Customer engagement is sustained if social commerce sellers meet reliability expectations (Lim et al., 2020). This is true in the sense that reliability refers to a seller's obligation to provide and display accurate information about products, services, transactions, and delivery as well as after-sales services. Lim et al. (2020) also confirm reliability as an important cue in increasing customer engagement, which influences repurchase intention in social commerce platform. According to Lim et al. (2020), customers are concerned about the reliability of online retailers before establishing a long-term relationship (Kim, 2019; Lin et al., 2019). As social commerce has the best features to help enhance customer-seller interaction, it is vital to develop a long-term relationship.

In the case of Malaysia's modest fashion industry, the majority of social commerce sellers offer multiple platforms to interact with customers and even support various options for users to complete transactions. For instance, a Malaysian personal shoppers (indirect distribution channel) may interact and demonstrate their reliability by providing honest feedback on apparel or scarfs on the item shoppers need to purchase, as they were hired primarily to assist customers in obtaining them. Apart from the seller's appeal, the validity of the information displayed on the social commerce platform is critical. Customers are more likely to engage with a shopping platform that appears to be organised and trustworthy. Moreover, higher reliability, according to Lim et al. (2020), will result in a greater willingness to engage in social commerce of apparel products.

In comparing to offline shopping environment, the state of reliability is easier to achieve as customers can freely interact with the sellers as well as the product where they can eventually confirm their purchase decision promptly. Meanwhile, in online environment, customers need a real information to confirm themselves whether the fashion item that they will purchase online is suit with their needs. As customers are having problem with the inability to touch and feel the apparel texture, it is a must for fashion brand to provide customers the most accurate information as if they interact in offline environment. With that, Tudung People, a Malaysian modest fashion brand has the solution for such issue by displaying both edited and edited images as well as videos throughout their social commerce platform. Such act of reliability in displaying most accurate information will eventually ease customer's purchasing decision.

In Malaysia's modest fashion industry, sellers and customers communicate primarily via social media and networking platforms. A personal shopper may attract customer's attention via Instagram and then communicate with them via Whatsapp to continue the discussion about the task assigned by the customer. They need to be accurate on the product selection ordered by customers, and rapidly updating the delivery status. Sivapalan and Jebarajakirthy (2017), indicate that reliability is the most important factor in determining online satisfaction, with 96 percent of customers willing to purchase from the same business if the shopping process is reliable. Apart from that, it is critical for personal shopper to be transparent on the purchase regulation and it is important for them to explain the purchase process to the customer (service charges, rules and regulations, and payments) in order to foster long-term relationships. Additionally, sellers must ensure that customers receive what they ordered and that products are delivered within the timeframe specified. By providing them with the expected and consistent service, reliability indicators can be achieved. It has been shown that the most successful strategy to maintain online relationships and online closeness is to consistently deliver on promises (Liu et al., 2021).

Wang and Kim (2019) highlight the significant reliability dimensions for female customers. The most impactful factor influencing female customer satisfaction is reliability. According to them, female customers are easily satisfied when online sellers have the ability to perform the promised service dependably and accurately. Meanwhile, in comparison to male customers, they place a greater emphasis on responsiveness criteria rather than reliability. As this research focuses on a modest fashion brand, it appears that reliability may become a critical Social Commerce Service Quality, given that the majority of the target market is female. Therefore, according to the reviews on research present in Figure 2.13 reliability in this research context can be defined as the ability to portray their consistency in performing the promised service dependably and accurately present product's display, description, promotion, purchasing transaction regulation, timely delivery status as well as post-purchase services.

2.6.1.9 Personalization

The concept of personalisation refers to an organization's ability to deal with customers in a personal manner and adapt its offering to meet the specific needs of customers

(Lemke et al., 2011). Personalization, according to Tran et al. (2020), is defined as a business's practice of converting customer data into meaningful information for the purpose of developing a solution. Additionally, personalization can be defined as a business's ability to comprehend customer needs and provide appropriate care via customised advertising messages (Imhoff et al., 2001). Several researchers define personalization through a bigger scope application where they used customer's data and artificial intelligent system to synchronise and customize customer's needs and demand. In comparison, this research will not go through personalization based on AI system but more on sellers attempt on basic personalization.

The research is prone to an understanding of a customer's personalised journey created when customers choose a specific combination of self-contained area to explore based on their individual preferences, thereby creating, and managing their own unique pathways. For instance, a Malaysian modest fashion brand offers a wide range of interaction, transaction and distribution channels based on the preferences of their customers. Customers may interact with the brand via their preferred social media platform (Facebook, Instagram) and make purchases via social media, social network applications (WhatsApp), an e-commerce marketplace (Shopee), or the brand's official website. Personalization in this research on business's approach to develop personal communications that are tailored to customer's stated or implied interests (Roberts & Zanhay, 2012) in which, Malaysian modest fashion brand's effort to enhance satisfaction and loyalty. The integration of e-commerce and social media facilitate social interactions and e-commerce transactions (Tran et al., 2020; Liang et al., 2011) enable business to enhance personalization services. For example, most Malaysian social commerce sellers personalise their service by using live chat features. Rather than shopping and ordering through a website, most Malaysian modest fashion customers prefer to be connected and have their purchasing process personalised by communicating and directly interacting via social networking apps (WhatsApp and Telegram).

In addition, personalization, according to Salegna (2018), is an important competitive strategy for companies that are capable of differentiating themselves from their competitors and may benefit from increased service loyalty. Furthermore, studies have demonstrated that personalization can result in increased customer satisfaction and perceived service quality (Yoon & Lee, 2021). According to Salegna (2018), the

customer contact model suggests that high customization or personalization only occurs in face-to-face processes with high customer contact and presence. In other words, customization or personalization could only be achieved through extensive customer contact, which could pose difficulties for traditional e-commerce platforms. However, thanks to social commerce, a business built on internet-based social media that allows users to actively participate in buying and selling products or merchandise in online communities and markets, this is no longer the case (Tran et al., 2020; Shanahan et al., 2019).

Personalised services that are made possible by social commerce's interaction capabilities are perceived as more informative and trustworthy than traditional advertising, favourably influencing customer's perceptions toward the brand (De Keyser & Lariviere, 2014). Furthermore, customers find personalization more appealing because it allows them to provide information that will assist them in meeting their needs (Zhou, 2020). Personalized services may indicate the reliability of service providers (Guo et al., 2020), which ensures that customers have a compelling experience (Zhou, 2020). McLean et al. (2020) represent personalization through the use of human-created content by emphasising the importance of live chat features in their research.

A personal shopper, for example, can personalise customer purchases by visiting a specific store location and products that customers have requested. Not only that, the personal shopper essentially personalised the information requested by the customer by providing images, videos, or conducting a video call if requested. Beside personal shoppers, all social commerce sellers are able to utilize personalization in their own strategy as long as interaction between sellers and customers is available. The service can be easily personalised via Instagram, Facebook, WhatsApp, Telegram, and even Shopee, an e-commerce marketplace platform that has live chat features. With that, personalization is no longer an expensive strategy to win customers. It is basically an important benefit for both sellers and buyers.

Therefore, according to the reviews on research present in Figure 2.14 this research describes personalization as the ability in make use of social commerce application and functions to provide services that adapt specific customer needs or implied interests to create and manage customer's own unique purchase pathways.

Personalization	Author	Terms Used	
The ability in make use of social commerce application and functions to provide services that adapt specific customer needs or implied interests to create and manage customer's own unique purchase pathways.	Tran et al. (2021)	Perceived Personalization	Social Commerce related dimensions
	Zhou (2020)	Perceived Personalization	
	Tran et al. (2020)	Perceived Personalization	
	McLean et al. (2020)	Human Customized Content	
	Tandon et al. (2020)	Personalization	E-service Quality related dimensions
	Jeon & Jeong (2017)	Customization	
	Boermen et al. (2017)	Personalization	
	Lin et al. (2016)	Customization	
	Guo et al. (2016)	Personalization	
	Sharma & Lijuan (2015)	Customization	
	Kim & Han (2014)	Personalization	

Figure 2.14 Personalization's Definition and Terms Used

2.6.2 Preliminary Social Commerce Service Quality Hierarchical Model

According to the explanations for each dimension, this research suggests nine dimensions that may have been relevant for a Social Commerce Service Quality model as presented in Figure 2.15. The nine dimensions are as follows: social interaction, information quality, functional quality, privacy and security, responsiveness, design quality, social support, reliability, and personalization. Each definition was derived from a review of the relevant literature in the fields of e-service quality and social commerce.

While the preceding sections of this chapter propose several distinct types of distributors namely direct and indirect distribution channels, they are all classified as social commerce sellers. They make a significant contribution to the success of social commerce.

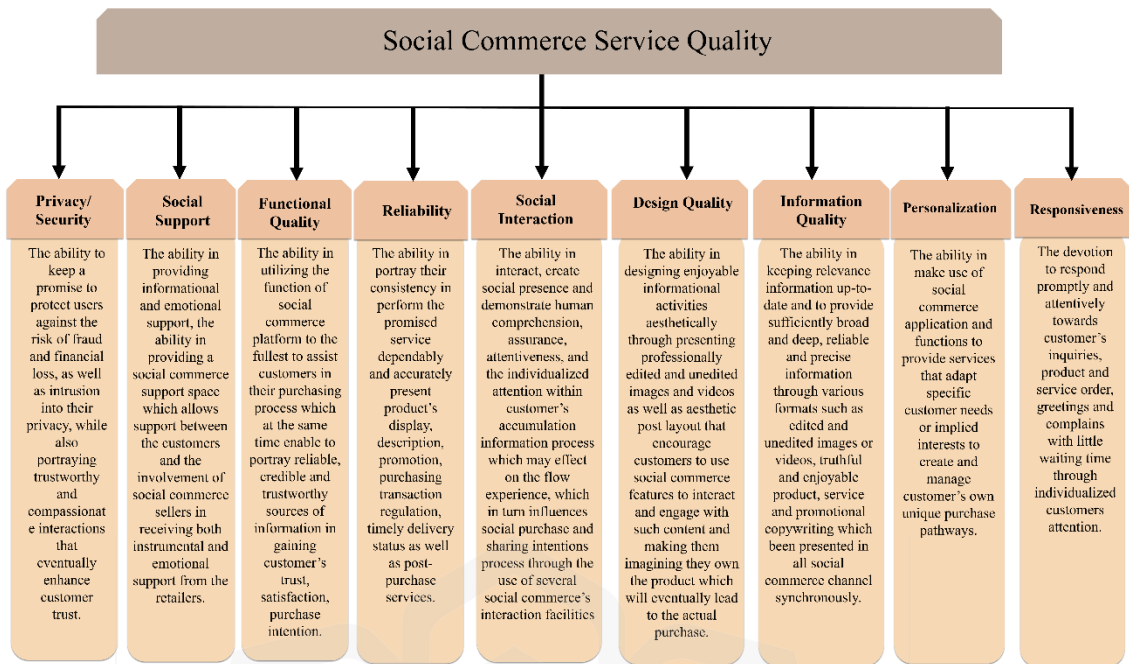


Figure 2.15 Preliminary Social Commerce Service Quality Hierarchical Model

Thus, the concept of Social Commerce Service Quality in this research refers to the abilities to utilize social commerce platforms creatively and efficiently, as well as their behaviour in serving and assisting customers during the shopping process, which will ultimately result in improved shopping experience, interaction, and engagement.

2.7 ANALYTIC HIERARCHY PROCESS (AHP)

Organizations, quite literally, function as a result of human decision-making. Managers are frequently required to make decisions in order to solve problems. Decision-making and problem-solving are ongoing processes in which situations or issues are evaluated, alternatives considered, choices taken, and actions followed. Occasionally, the decision-making process is incredibly brief and instantaneous. In other instances, the process may take weeks or even months to complete. Having a reliable and precise decision-making process enables them to avoid making hasty decisions and make more informed ones (Jakhar et al., 2020). Despite its significance, developing the process is quite difficult. Apart from that, even several alternatives had been figured, judging in form of priority and important are difficult decisions that they need to incorporate with. When there are numerous alternatives, opportunities, ideas, designs, and even chances

to choose from, the burden of deciding what is best becomes more difficult. Thus, the AHP model was developed to aid in the decision-making process.

2.7.1 Analytic Hierarchy Process (AHP) Applications and Advantages

Saaty (1983) defines AHP as a problem-solving framework with appropriate steps for representing the elements of any problem scenario. He continued by stating that AHP employs a systematic approach that corresponds to the constituent elements of any hierarchical problem. AHP as a method of breaking down a complex, unstructured situation into its component parts, arranging these parts of judgments on the relative importance of each variable, and synthesising the judgments to determine which variables have the highest priority and should be acted upon to influence the outcome of the situation.

Most researchers agree that AHP has proven to be an effective tool for determining priorities (Lari et al., 2020; Jakhar et al., 2020; Prasiti et al., 2020; Adebayo et al., 2020). According to Prastiti et al. (2020), AHP is a useful technique for assisting decision makers in making multi-criteria decisions by decomposing the complex decision operation into a multi-level hierarchical structure. Karczmarek, Pedrycz, and Kiersztyn (2021) refer AHP as a valuable tool based on pairwise comparisons of a set of alternatives that are strongly related to numeric or linguistic descriptors of preferences. Numerous studies conducted by previous researchers in AHP indicated widespread acceptance and recognition of the method's numerous benefits which listed in Figure 2.16.

AHP Advantages	Author
1 The mixture of qualitative and quantitative research	Jakhar et al. (2020), Ishak and Wanli (2020), Baki (2020), Prastiti et al. (2020), Adebayo et al. (2020), Rahman et al., (2018), Kumar et al. (2018), Enyinda et al., (2018), Hasan and Rahman (2017)
2 Listing multi criteria through extensive literature review and experts	Jakhar et al. (2020), Baki (2020), Lari et al. (2020), Adebayo et al. (2020), Ghazaleh and Zabadi (2020), Ishak and Wanli (2020), Pour et al. (2020), Gudele (2019), Choi and Kim (2018), Kumar et al. (2018), Rahman et a., (2018), Taherdoost (2017), Kargaran et al., (2017), Hasan and Rahman (2017)
3 Utilizing pair-wise comparisons proportion scale and weight criteria	Karczmarek et al. (2021), Pour et al. (2020), Baki (2020), Lari et al. (2020), Adebayo et al. (2020), Gudele (2019), Choi and Kim (2018), Rahman et al., (2018), Islam and Madkouri (2017)
4 Emphasize and prioritize on important dimensions	Pour et al. (2020), Lari et al. (2020), Ishizaka et al. (2019), Kumar et al. (2018), Rahman et al. (2018), Taherdoost (2017), Pathaniaa and Rasoolb (2017), Saricam and Nazan (2017)
5 Better decision	Pour et al. (2020), Adebayo et al. (2020), Lari et al. (2020), Ghazaleh and Zabadi (2020), Kumar et al. (2018), Rahman et al. (2018), Choi and Kim (2018), Hasan and Rahman (2017)
6 Cost effective	Pour et al. (2020), Adebayo et al. (2020), Lari et al. (2020), Ghazaleh and Zabadi (2020), Ishizaka et al. (2019), Kumar et al. (2018), Saricam and Nazan (2017)
7 Simplify complex decision-making problems explanations through hierarchy form	Jakhar et al. (2020), Baki (2020), Lari et al. (2020), Prastiti et al. (2020), Adebayo et al. (2020), Ghazaleh and Zabadi (2020), Ishak and Wanli (2020), Gudele (2019), Kumar et al. (2018), Hasan and Rahman (2017), Pathaniaa and Rasoolb (2017)

Figure 2.16 AHP List of Advantages Based on Past Researchers

AHP is capable of dealing with subjective and quantitative elements of the dynamic cycle in a methodical, timely manner (Ishak & Wanli, 2020) and representative of the real world (Prastiti et al., 2020). AHP is a decision-making method that undertakes qualitative analysis and quantitative analysis simultaneously (Jakhar et al., 2020; Ishak & Wanli, 2020; Baki, 2020; Prastiti et al., 2020; Adebayo et al., 2020; Rahman et al., 2019; Enyinda et al., 2018; Kumar et al., 2018; Choi & Kim, 2018; Hasan & Rahman, 2017). It is well-known for conducting comprehensive analyses using a combination of qualitative and quantitative methods concurrently (Choi & Kim, 2018).

Identifying those factors mostly regain from having both extensive literature reviews and validated through participation of experts (Jakhar et al., 2020; Baki, 2020; Lari et al, 2020; Prastiti et al, 2020; Adebayo et al., 2020; Ghazaleh & Zabadi, 2020; Ishak & Wanli, 2020; Pour et al., 2020; Gudele, 2020; Kargaran et al., 2017; Hasan & Rahman, 2017). Because it is designed to work with both tangible and non-tangible criteria, AHP outperforms other multi-criteria techniques when a qualitative approach is used (Singh et al., 2016). Meanwhile, once a complete hierarchy of validated factors, attributes, or criteria has been formed, the quantitative approach in AHP application continues. Enyinda et al. (2018) emphasize the importance of employing both methods

when carrying out a research using AHP. The two methods used to conduct a research contribute greatly to the achievement of a good research output.

AHP began with the collection of qualitative data, which include conducting a focus group or semi-structured interviews to ascertain the respondents' level of understanding of an issue and to accumulate criteria and sub-criteria (Jakhar et al., 2020; Lari et al., 2020; Ghazaleh & Zabadi, 2020; Ishak & Wanli, 2020; Pour et al., 2020; Gudele, 2020; Rahman et al., 2019). However, some studies may have omitted focus groups and interviews from the process of developing the criteria. They may conduct systematic or extensive literature reviews to develop the criteria, but will still consult an expert in AHP quantitative phase (Prastiti et al., 2020; Baki, 2020; Febransyah & Goni, 2020; Adebayo et al., 2020).

AHP studies are typically conducted on a small sample of senior executives who are knowledgeable about the subject at hand (Ahsan & Rahman, 2016). The AHP method relies on expert opinion rather than surveys, and a small sample size is permissible (Ghazaleh & Zabadi, 2020). They could be academics, managers, or even a president who are recognized experts in the industry or the target subject matter. With such involvement, it is a beneficial application for researchers and decision makers. This is because the opinion of an expert implies sound knowledge and judgment (Adebayo et al., 2020). The quality of the AHP model's results is determined by the expertise of the experts who perform pairwise comparisons (Adebayo et al., 2020). AHP employs a pair-wise comparison proportion scale, which has been shown to be more precise than simple direct questions (Millet, 1997; Whitaker, 2007), because respondents can concentrate on only two elements at a time (Ishizaka et al., 2019).

Most researchers cite AHP as a tool for emphasizing and prioritising important dimensions. Knowing important factors or having the dimensions prioritised allows researchers or decision makers to focus on the more significant elements, making a decision more effective, impactful, and interesting (Jakhar et al., 2020). As a result, decision makers and even businesses can estimate the most critical elements that satisfy decisions or problems (Ishizaka et al., 2019). It essentially provides practical guidance by highlighting the roles of various attributes. Thus, decision makers will be able to make more informed choices when confronted with trade-off situations requiring them to make a choice about a target subject due to technical or financial constraints (Choi & Kim, 2018). In addition, AHP's prioritisation capabilities assist researchers and

decision makers in identifying and improving weak areas. Businesses can use AHP to optimize the allocation of scarce resources based on the expectations of their target stakeholders, such as customer satisfactions, reseller collaboration, and supplier bargains (Ishizaka et al., 2019.) The management can create a value stream mapping and focus on the critical touch points that require the most attention. According to Dhochak and Sharma (2016), AHP calculates the priorities in a given situation and incorporates the subjectivity and sensitivity of elements, allowing for final decision-making. The decision is made consistently when using AHP, with the decision maker gradually making hierarchical moves to deal with the given situation (Rahman et al., 2019). As a result, it provides researchers with a clear picture of what is essential.

Given organization's limited resources, AHP is popular among researchers and decision makers because of its ability to prioritise strategies and choose the best approach to investing (Jakhar et al., 2020). The process requires them to have a thorough understanding of the subjects or problems, which is a necessary precondition for measuring a construct (Pour et al., 2020).

2.7.2 Applications of AHP in E-Commerce, Social Commerce and E-Service Quality

AHP establishes a hierarchical structure, enables decomposition and pairwise comparison, eliminates inconsistency, and generates priority vectors (Lari et al., 2020). Rather than attempting to prioritise the entire list of decisions and criteria at the same time, the hierarchy is built by pair-wise comparisons of individual judgments (Saaty, 1980). Table 2.4 contains a list of previous research. The table incorporates the country of origin of the research as well as the industry involved. It also listed research techniques as AHP works well with the combination of other methods in producing a promising output in accordance with the research objectives. Table 2.4 shows the extent to which AHP has been used, primarily in the area of e-commerce websites (Li & Sun, 2020; Jakhar et al., 2020; Prastiti et al., 2020; Ishak & Wanli, 2020; Baki, 2020; Guru et al., 2020; Febransyah & Goni, 2020; Adebayo et al., 2020; Rouyendegh et al., 2019).

The majority of e-commerce website research had a similar goal. They were concentrating on identifying and prioritising factors, criteria, and dimensions to

improve e-commerce website design in order to make it more effective, efficient, interactive, and appealing to their target customers (Li & Sun, 2020; Baki, 2020; Guru et al., 2020; Rouyendegh et al., 2019; Ghandour, 2018; Feng & Ma, 2017; Saricam & Nazan, 2017; Kahraman, Onar & Oztaysi, 2017). Meanwhile, others are focusing on improving the website's security as well as evaluating the website using a trust assessment model (Prastiti et al., 2020; Adebayo et al., 2020). Other topics covered in reviewing the AHP application include service (Lari et al., 2020; Ghazaleh & Zabadi, 2020; Pathaniaa & Rasoolb, 2017; Kim & Choi, 2017), social commerce (Pour et al., 2020; Kargaran, Pour, & Moeini, 2017), and e-retailing (Ghatak, Singhi, & Bansal, 2016). Ishak and Wanli (2020) conducted another combination of service quality and AHP research in which they identify, categorize, and prioritise criteria and sub-criteria in the quality of e-commerce services and select e-commerce platform with the best service quality based on prioritised criteria. However, despite the fact that they include service quality, their primary focus is on designing a better e-commerce website that does not require human intervention.

Pathaniaa and Rasoolb (2017) measure perceived customer judgment towards website service quality dimensions and satisfaction towards leading e-commerce companies in India, whereas Kim and Choi (2017) applied AHP to prioritise service quality of Korean online open market. None of the studies focused on online services provided by people. Lari et al., (2020) identify, categorize, and prioritise the dimensions of service quality in theme parks. The study focused on the quality of offline services, revealing a high level of engagement but a dearth of online association. Among all the research only Pour et al. (2020) identifies, categorizes, and develops a new scale for assessing the quality of Social Commerce Service Quality, with verified measures being prioritised.

Additionally, the information in Table 2.4 indicates that an extensive literature review is required to be included in the AHP process when developing criteria, factors, and dimensions. Additionally, the researcher uses the Kano model and the Delphi method to select the criteria. Half of the list is involved fuzzy AHP (Li & Sun, 2020; Jakhar et al., 2020; Pour et al., 2020; Prastiti et al., 2020; Ishak & Wanli, 2020; Baki, 2020; Rouyendegh et al., 2019; Kumar et al., 2018; Ghandour, 2018; Feng & Ma, 2017).

Table 2.4 AHP's Past Research

Author	Country and industry	Technique	Objective of study
Li and Sun (2020)	e-commerce website	Fuzzy AHP	Identify and prioritises factors in designing B2C e-commerce website
Jakhar et al. (2020)	Fashion apparel website	Systematic literature review, experts discussion, Fuzzy AHP, Sensitivity analysis	Identify, categories and prioritise dimensions of online visual merchandising of online fashion apparel store
Lari et al. (2020)	Abu Dhabi, Theme park industry	Extensive literature review, Focus group, AHP	Identify, categories and prioritise the dimensions of service quality in theme parks in an Islamic cultural context.
Pour et al. (2020)	Iran, social commerce	Extensive literature review, Focus group, Survey, Fuzzy AHP	Identify, categorize, create new scale measuring Social Commerce Service Quality and verified measures prioritised
Prastiti et al. (2020)	Indonesia, e-commerce website	Fuzzy AHP	Identify, categorize, and prioritise e-commerce website security quality rank e-commerce sites on the basis of important factors.
Ishak and Wanli (2020)	Indonesia, e-commerce website	Extensive literature review, Focus group, Delphi method, Fuzzy AHP	Identify, categorize, and prioritise criteria and sub-criteria in the quality of e-commerce services and to select e-commerce with the best service quality based on prioritised criteria.
Ghazaleh and Zabadi (2020)	Abu Dhabi, service industry	Extensive literature review, Focus group, AHP	Identify criteria, develop analytic hierarchy planning framework, create general self-assessment model determining important factors influencing IoT and BD investment in CRM.
Baki (2020)	Turkey, e-commerce hotel website	Systematic literature review, Fuzzy AHP, fuzzy TOPSIS	Identify , categorize, prioritise criteria and sub-criteria tourism website and selected websites were ranked

Guru et al. (2020)	India e-commerce website risks	Extensive literature review, CFA Survey method , AHP	Identify , categorize, prioritise criteria and sub-criteria perceived risk and selected B2C e-commerce brand were ranked
Febransyah and Goni (2020)	Indonesia, e-commerce industry	Extensive literature review, AHP	Identify, categorize, prioritise criteria and sub-criteria develop a multi-criteria decision-making (MCDM) model that can determine supply chain competitiveness in the e-commerce industry.
Adebayo et al. (2020)	E-commerce	Extensive literature review, AHP	Identify, categorize, prioritise criteria and sub-criteria e-commerce trust and study developed usability evaluation of e-commerce trust assessment model.
Rouyendegh et al. (2019)	e-commerce website	Fuzzy AHP	Analyse the EWS (E-commerce website) performance
Kumar et al. (2018)	India, Digital Market	Extensive literature review, Fuzzy Delphi Method and AHP	Identify , categorize, prioritise factors in analysing the changing pattern of customer decision making in digital market
Ghandour (2018)	Abu Dhabi, SME e-commerce	Fuzzy AHP	Prioritise factors to e-commerce website effectiveness
Feng and Ma (2017)	Sino Australian cross-border E-commerce	Fuzzy AHP	Evaluate the operating performance on Sino Australian cross-border E-commerce
Choi and Kim (2018)	Korea, online open market and social commerce.	Systematic literature review, Kano Model , AHP	Identify , categorize, prioritise criteria and sub-criteria and develop a comparison e-SQ model for social commerce and online open market through comparative analysis between the use of Kano model and AHP method
Waheed et al. (2017)	Pakistan. e-commerce	SPSS, SEM	Investigate the effect and impact as well as prioritise e-marketing on online customer buying behaviour

Kargaran, Pour and Moeini (2017)	social media capabilities in facilitating CKM	Extensive literature review, Focus group, AHP	Identify and prioritise social media capabilities on customer knowledge management
Hasan and Rahman (2017)	Malaysia online platform	Critical success through literature review and preliminary case study, AHP	Evaluating, ranking factors that influence and impact HEIs customers to be engaged in value co-creation (service sector) through the use of online platforms and identify vital factors essential for service quality success and development.
Pathaniaa and Rasoolb (2017)	Indian e-commerce website	AHP	To measure the perceived customer judgment towards the website service quality dimensions and satisfaction
Leung et al., (2018)	Hong Kong Beauty Industry Online offline	Extensive literature review, AHP	Identify, categorize, and prioritise criteria and sub-criteria critical factors, which contributes to customer loyalty of Online-to-Offline (O2O) marketing in the beauty industry.
Saricam and Nazan (2017)	Turkey e-commerce website	Extensive literature review, AHP	Identify , categorize, prioritise criteria and sub-criteria affect e-commerce quality in apparel purchasing from private sale websites
Kahraman , Onar and Oztaysi (2017)	E-marketplace Textile manufacturing company	Extensive literature review, Hesitant fuzzy linguistic term sets, ordered weighted averaging operator, sensitivity analysis	Identify , categorize, prioritise criteria and sub-criteria e-marketplace towards selected textile manufacture company through the use of hesitant fuzzy linguistic analytic hierarchy process method
Kim and Choi (2017)	Korea Online open market services	Extensive literature review, KANO model, AHP	Identify, categorize, and prioritise criteria and sub criteria service quality of Korean online open market providers
Singh, Kumar and Dash (2016)	India Digital market shopping website	Extensive literature review, AHP	The main purpose of this study is to develop a Hierarchy Structural Model (HSM) of customer decision making in the digital marketplace and prioritise the identified criteria

2.8 RESEARCH GAPS

Following an examination of the study's various components, including Malaysian modest fashion industry, Malaysian social commerce sellers as well as literatures on social commerce, e-service quality, Social Commerce Service Quality and the Analytical Hierarchy Process (AHP) several knowledge gaps were identified. Firstly, recent research that respond on how Malaysian modest fashion industry cope with recent pandemic is still hardly to be found. Plus, none of the research discuss on the importance social commerce sellers. Secondly, from the extensive literature review it is noted that there were various effective e-service quality model and dimensions as well as social commerce operative criteria that lead to organization success.

Unfortunately, it will cause an issue for sellers in choosing which criteria is the most beneficial as most research create a general framework within in the scope of e-service quality or social commerce which may not be suitable for Malaysian social commerce sellers. Thirdly, it is hardly found a research specifically focus on Social Commerce Service Quality. Even Pour et al. (2020) utilize AHP in prioritising Social Commerce Service Quality dimensions, the context is different. As this research focus on Malaysian modest fashion social commerce sellers, there were missing dimension that need to be incorporated which can define truly in Malaysian context.

It can be asserted that no published articles have been found that exhibit the utilization of the AHP in the Malaysian modest fashion industry, specifically in relation to Social Commerce Service Quality that is appropriate for Malaysian social commerce businesses. Furthermore, in addition to the absence of prioritisation, there remains a dearth of research on the assessment of performance of Malaysian modest fashion social commerce brands. This study has prioritised the Social Commerce Service Quality and incorporated it into the evaluation of the performance of social commerce brands within the Malaysian modest fashion industry.

2.9 CHAPTER SUMMARY

This chapter began with the explanations on Malaysian modest fashion industry. Then it continues with main context of social commerce, e-service quality and Social

Commerce Service Quality. The reasons behind of the chosen AHP application is also discussed and end with the research gap.



CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter discusses the steps and procedures followed in the current study. It begins with the research design followed by the research philosophy, the data collection process, sampling techniques employed and finally, the type of analysis for this study.

3.2 RESEARCH DESIGN

Planning a research design is an essential step in conducting a study because it creates a framework of action that instructs the methods and procedures for collecting and analysing research data (Zikmund, 2009). Research design serves as a blueprint for how the research will be carried out, which typically begins with the operationalization of variables, sample selections, data collection, and data analysis (Cooper & Schindler, 2008). It demonstrates and defines the research procedures, ranging from broad assumptions to detailed data collection and analysis methods (Creswell, 2009). Having a research design enables the researcher to create a well-thought-out strategy for data collection, as well as to fill in the gaps suggested by the research questions and ultimately solve the problems (Davis et al., 1988).

The study's primary research design objective is to develop a new hierarchical model for Malaysian modest fashion industry based on e-service quality in a social commerce context. There is a need to review a variety of literature from the past literature, articles and books on the context of Malaysian modest fashion industry, online services in Malaysia, e-commerce, online sellers, social commerce and e- service quality. These reviews are necessary for answering the first and second research questions. Following that, this study used a mixed methods research strategy to answer the remaining research questions. The stages of the research design process are depicted in Figure 3.1.

This study takes a qualitative approach in order to address the first research question, which is to define the required dimensions and sub-dimensions for developing a Social Commerce Service Quality hierarchical model for Malaysian modest fashion industry. Semi-structured online interviews with relevant respondents have been conducted at this stage to identify the dimensions and sub-dimensions. In the quantitative stage, the analysis will use relative and absolute measurements of the AHP to address the final research question. Figure 3.2 depicts an overview of the overall research process.

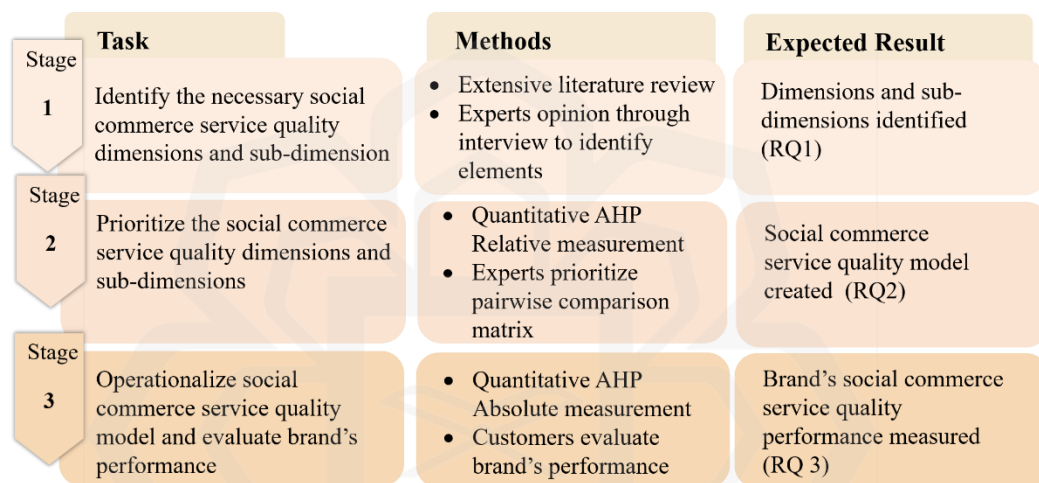


Figure 3.1 Research Design Process Stages

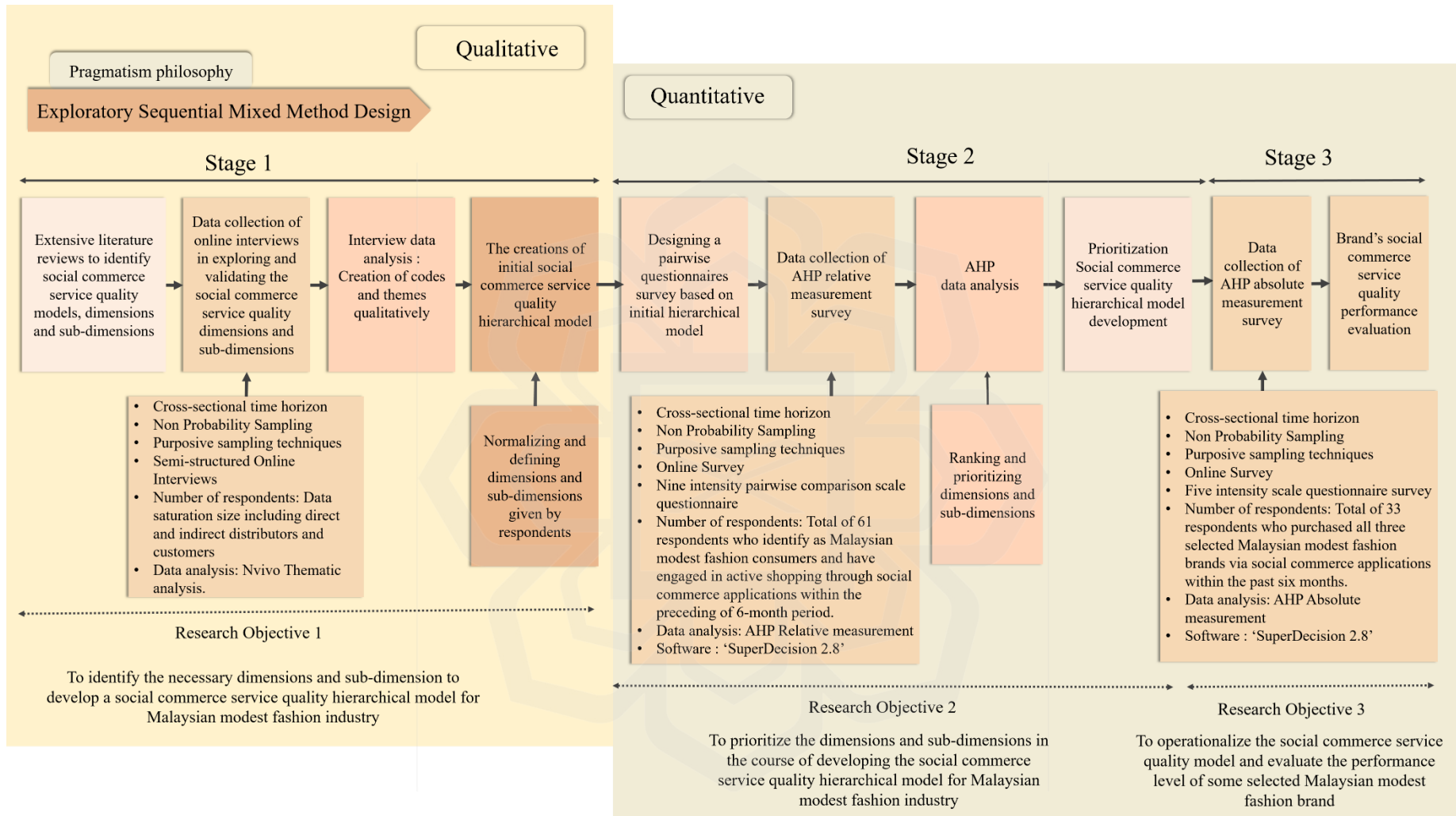


Figure 3.2 Overall Overview of the Research Process

3.3 RESEARCH APPROACHES

The term "research approaches" refers to the plans and procedures for conducting research. Creswell and Creswell (2018) describe research approaches as a strategy or research for conducting research that integrates theory, research designs, and precise methods that cover the steps from broad assumptions to comprehensive data collection analysis and interpretation. There are primarily three decisive elements in a research methodology, which are the philosophical worldview, the research design and the research method, where they are interconnected in the process of constructing research.

3.3.1 Research Philosophy

A fundamental understanding of philosophy is necessary for conducting business research (Bell, Bryman & Harley, 2019). The philosophical sub-structure of research comprises various research guides, beliefs, and practices regarding how research should proceed and what can be known (Leavy, 2020). It also serves as the foundation for research, which includes the selection of a research strategy, the formulation of a problem, data collection, processing, and analysis (Zukauskas, Vveinhardt, & Andriukaitien, 2018). It underpins all phases of the research, from topic selection to research design to final review and dissemination of the findings, as well as all phases in between (Leavy, 2020).

Saunders, Lewis and Thornhill (2015) provided detailed explanations of research philosophy. Research philosophy is a set of beliefs and assumptions about the advancement of knowledge. They began with the agreement on Burrell and Morgan (1979) statement, in which researchers are consciously aware that they will make a variety of assumptions at various stages of their research. These include assumptions about human knowledge (epistemological assumptions), realities encountered in their research (ontological assumptions), and the extent and manner in which their values influence their research process (axiological assumptions). A set of well-considered and consistent assumptions will form a credible research philosophy, which will guide the researcher's methodological choices, research strategy, data collection techniques, and analysis procedures (Saunders et al., 2015). Hence, a right research philosophy enables

researchers to design a coherent research project in which all research elements fit together.

3.3.2 Research Paradigms

A paradigm is a worldview within which knowledge is filtered, and it can be thought of as an overarching perspective that guides the research process (Leavy, 2020). Creswell and Creswell (2018) use the term "worldview" rather than "paradigm" to refer to "a fundamental set of beliefs that guides action". Several definitions of the research paradigm have been proposed. According to Saunders et al. (2015), a research paradigm is a method of examining and comprehending social phenomena in order to provide explanations. It is an interpretive framework as well as a fundamental set of beliefs that guide action (Denzin & Lincoln, 2018). Saunders et al. (2009) classified research paradigms into four categories: positivism, realism, interpretivism, and pragmatism. Likewise, Creswell (2009) identified four research paradigms: post-positivism, constructivism, and advocacy/participatory, and pragmatism.

Meanwhile, Saunders et al. (2015) listed five major business and management philosophies, namely positivism, critical realism, interpretivism, postmodernism, and pragmatism. Creswell and Creswell (2018) published a book that listed four worldviews: postpositivism, constructivism, transformative, and pragmatism. Observing the same phenomenon from various philosophical perspectives can yield various types of knowledge. While different researchers have named research paradigms differently, the essence of the four basic research paradigms or worldviews, as emphasised by Cresswell and Cresswell (2018), is outlined in Table 3.1 below:

Table 3.1 Detailed Description of Four Research Paradigms

Research paradigm	Detail
Postpositivism	<ul style="list-style-type: none"> Postpositivist assumptions have characterised traditional forms of research, and these assumptions are more applicable to quantitative than to qualitative research. It adheres to a deterministic philosophy, which states that causes (probably) determine effects or outcomes. The problems studied by

postpositivists reflect necessity identifying and evaluating factors influence observed outcomes, such as in experiments. Postpositivist contains laws or theories that govern the world, which tested, verified, and refined in order for to comprehend it.

Constructivism

- Constructivism or social constructivism (often in conjunction with interpretivism) is one such perspective, and frequently viewed as method conducting qualitative research. Individuals seek to comprehend the world in which they live and work, according to social constructivists. Individuals construct subjective meanings about their experiences—meanings directed at specific objects or things. These meanings diverse and numerous, prompting researcher examine complexity of perspectives rather than categorising into few categories or ideas.

Transformative

- To confront social oppression at all levels, research must be entwined with politics and a political change agenda (Mertens, 2010). Thus, the research includes a reform agenda that has the potential to alter the lives of participants, the institutions in which they work or live, and the researcher's own. Furthermore, specific issues that speak to important social issues of the day, such as empowerment, inequality, oppression, domination, suppression, and alienation, must be addressed. One of these issues is often the focus of the study for the researcher.

Pragmatism

- Pragmatism as a worldview emerges from behaviour, situations, and outcomes rather than from pre-existing circumstances (as in postpositivism). There is an interest in applications—what works—and in problem-solving. The researchers emphasize the problem of research, question and take every possible approach to understanding the problem instead of focusing on methods.
- Pragmatism is not committed to any particular philosophy or system of reality. It is a mixed methods study in that the investigators make liberal use of both qualitative and quantitative assumptions. Individual researchers who adhere to this paradigm have the freedom to select the methods, techniques, and procedures of research that best suit their needs and objectives.
- Additionally, it does not view the world as an absolute unity, as mixed method researchers employ a variety of approaches

for data collection and analysis rather than adhering to a single approach. As a result, pragmatists employ both qualitative and quantitative data in order to provide the most complete understanding of a research problem. In terms of methods, pragmatism facilitates the use of a variety of approaches, diverse worldviews and assumptions, as well as diverse methods of data collection and analysis.

Source: Creswell and Creswell (2018)

The assessment of the four types of research paradigms described in Table 3.1, as well as the research objectives developed in Chapter One, leads to the conclusion that the concept of pragmatism is a suitable approach for this study. The concept is chosen because this study uses both qualitative and quantitative approaches to answer its research questions. Pragmatism is well-suited to data collection and analysis because it allows for the use of multiple approaches. This study collect data through semi-structured interviews in order to conduct the qualitative phase, which had identified the dimensions and sub-dimensions of e-service quality in social commerce. Following that, using the AHP as a tool, a questionnaire survey has been used to prioritise the identified dimensions and sub-dimensions.

3.3.3 Research Design and Methods

A quantitative, qualitative, or mixed research approach is influenced by worldviews, designs, and methods. Research designs are subcategories of inquiry within qualitative, quantitative, and mixed methods approach that specify how procedures in a research study should be conducted (Creswell & Creswell, 2018).

According to Creswell and Creswell (2018), quantitative research is a method for testing objective theories by investigating the relationship between variables. These variables, in turn, can be measured, typically using instruments, allowing for statistical analysis of numbered data. Quantitative research, according to Bryman and Bell (2003), instils a research strategy that emphasises quantification in data collection and analysis, necessitating a deductive approach to the relationship between theory and research. Quantitative approaches are typically associated with positivism and seek to collect

factual data to examine relationships between facts and how those facts and relationships relate to theories and findings from previous research (Fellow & Liu, 2015). This strategy emphasises theory testing by incorporating the practices and standards of positivism's natural scientific model.

Experiments, surveys, and questionnaires are common methods for quantitative data collection in quantitative studies. Survey Research provides a quantitative description of a population's trends, attitudes, or opinions using a representative sample. It includes cross-sectional and longitudinal studies that collect data using questionnaires or structured interviews with the goal of generalising from a sample to a population (Fowler, 2008). Experimental Research aims to determine whether a particular intervention or procedure effects on an outcome. Experiments include both true experiments in which subjects are assigned to treatment conditions at random and quasi-experiments in which subjects are assigned to treatment conditions at random (Keppel, 1991).

Qualitative research typically emphasises words over numbers in the collection and analysis of data. According to Fellows and Liu (2015), the qualitative approach seeks to gain insight and understanding of people's perceptions of the world as individuals and groups. This type of research employs an inductive approach to link the relationship between theory and research, describing the generation of theories while rejecting positivist practices and norms (Bryman & Bell, 2003). According to Creswell and Creswell (2018), qualitative research is an approach for investigating and comprehending the significance that individuals or groups ascribe to a social or human problem.

The final approach is to use a combination of methods. Mixed methods research employs a research strategy that combines more than one type of research method. They could be a combination of qualitative and quantitative methods, a combination of quantitative methods, or a combination of qualitative methods (Brannen, 2005). Mixed methods are methods that combine or associate qualitative and quantitative forms. The underlying assumption is that combining qualitative and quantitative approaches results in a more comprehensive understanding of the research problem than either approach alone (Creswell, 2014). Fellows and Liu (2015) refer to this type of approach as "triangulated studies," and they point out that it can be used to reduce or eliminate the disadvantages of individual approach by combining two or more research techniques.

It is a method of investigation that involves collecting both quantitative and qualitative data, integrating the two types of data, and employing distinct designs that may include philosophical assumptions and theoretical frameworks (Creswell & Creswell, 2018). Creswell (2014) defines three primary mixed methods designs. Convergent parallel mixed methods, in which the researcher combines qualitative and quantitative data (which are typically collected concurrently) to conduct a thorough analysis of the research problem. Explanatory sequential mixed methods, in which the researcher conducts quantitative research, analyse the results, and then uses qualitative research to elaborate on the findings. Exploratory sequential mixed methods, in which the researcher conducts qualitative research first and then uses the data to construct a quantitative phase. For instance, the qualitative phase is used to identify appropriate instruments or questions for the subsequent quantitative study.

A three-phase exploratory sequential mixed methods design, according to Creswell and Creswell (2018), is one in which the researcher first explores with qualitative data and analysis, then builds a feature to be tested (e.g., a new survey instrument, experimental procedures, a website, or new variables), and tests this feature in a quantitative third phase. The second feature is based on the initial database's results with the explanatory sequential approach. The purpose of this design is to conduct exploratory research with a sample first, so that a subsequent quantitative phase can be tailored to the study subject's needs (Creswell & Creswell, 2018). Figure 3.3 illustrated the three-core mix methods design.

3.3.4 Study's Research Approach

Based on ongoing explanations and the current study's research objectives, the sequential method approach is appropriate for the current study. Numerous factors influenced the decision to use an exploratory sequential mixed methods design. In Figure 3.3, Creswell and Creswell (2018) described three designs from which researcher can choose. Exploratory sequential design is a strategy similar to the method that has been used in this study among the three designs. The exploratory sequential approach entails a three-phase mixed method design.

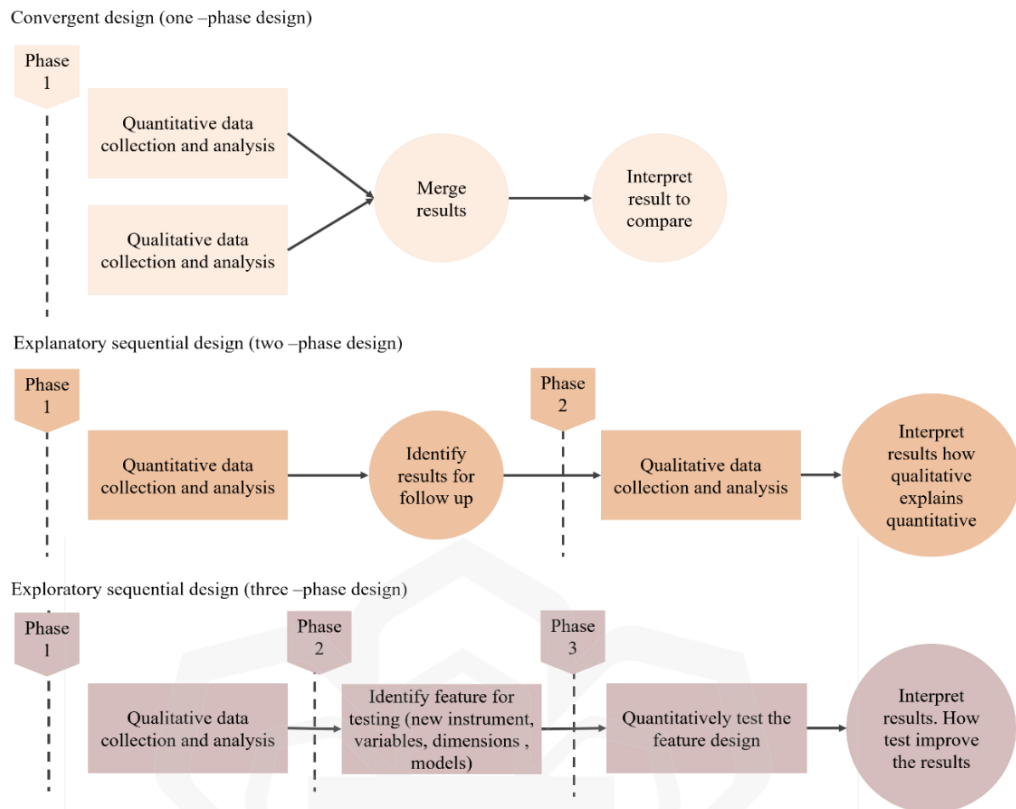


Figure 3.3 Three Core Mixed Methods Designs

Source: Creswell and Creswell (2018)

Creswell and Creswell (2018) supported the application of exploratory sequential approach when researcher begins with a qualitative research phase and exploring the perspectives of participants. The data is then analysed, and the information is used to create a model, which is then used in the third quantitative phase. The qualitative phase can be used to develop an instrument that best suits the studied sample, to find appropriate instruments for the quantitative follow-up phase, develop an experiment intervention, create an application or a website, or to specify variables that need to undertake a quantitative follow-up study (Creswell & Creswell 2018).

According to Creswell and Plano Clark's (2007) assertion, exploratory sequential design is frequently discussed as the preferred procedure when a researcher needs to develop an instrument due to the inadequacy or unavailability of existing instruments. As mentioned in Chapter Two, few studies have identified and classified the dimensions and sub-dimensions of Social Commerce Service Quality. Due to the fact that the combination of both subjects, social commerce and e-service quality, generates a

diverse set of models and dimensions, it is essential to define a particular criterion that is compatible with Malaysian modest fashion industry.

In accordance with Creswell and Creswell (2018), this research begins by analysing qualitative data and conducting interviews in order to identify the dimensions and sub-dimensions of Social Commerce Service Quality. Then, a hierarchical model of Social Commerce Service Quality has been constructed. The phase has prioritised those dimensions using quantitative analysis through AHP which followed by the assessment of brand performance.

3.4 DATA COLLECTION

This section describes the data collection procedure that has been used for this study. Data collection method, as Sekaran and Bougie (2016) point out, is an essential component of research design. Data collection is a systematic process of gathering and analysing specific information in order to provide answers to pertinent questions and evaluate the results. Data collection allows businesses or management to obtain high-quality information, which is required for making informed decisions.

As stated in the previous section, the sequential exploratory design has been used in the data collection process for this study. The following sub-section will provide details about the four phases of data collection that has been used in this study. According to Creswell and Creswell (2018), an exploratory sequential mixed methods design study begins with qualitative data, then builds a criteria or factors to be tested and tests it in a quantitative third phase as well as shows the workability of the model in the fourth phase. In this approach, data has been collected at three points where the initial qualitative data collection and the final phase of quantitative data collection. The time horizon for this study is cross-sectional, as data has been collected only once.

3.4.1 First Phase of Data Collection

Dimensions and sub-dimensions of Social Commerce Service Quality has been identified through interviews with selected respondents. This stage is classified as a qualitative phase due to the phase's objective of collecting data on the criteria,

dimensions, and sub-dimensions of e-service quality via social commerce. This information has been gathered through semi-online structured interviews. It is consistent with Cooper and Schindler's (2014) claim that interviews are the primary data collection technique for qualitative methodologies, with most qualitative researchers relying on unstructured and semi-structured interviews. Interviews may be structured, semi-structured, or unstructured. While structured interviews are ideal for quantitative research, semi-structured and unstructured interviews, which include open-ended questions, are frequently used in qualitative research (Bell et al., 2019). Individual or group interviews can be conducted in person, over the phone, or online (Sekaran & Bougie, 2016).

When collection qualitative data, it is popular to use semi-structured interviews. Unlike structured interviews, semi-structured interviews are more flexible, allowing for the interviewee to raise new ideas during the interview (Elliot et al., 2016). As recognising and identifying Social Commerce Service Quality dimensions and sub-dimensions is a novel topic to investigate, semi-structured interviews leave room for respondent's opinion and ideas since the aim is to acquire rich and detailed answers. Apart from that, semi-structured interviews are appropriate for this study because they facilitate comprehension of an issue through the respondents' perspectives and reasoning (King, 2004).

However, due to global pandemic concerns, conducting qualitative methods presents some difficulties and created an unfavourable environment. With the need to continue conducting research despite the COVID-19 challenge, both quantitative and qualitative data collection methodologies and processes must be updated or innovated (Torrentira, 2020). Traditionally, common techniques for qualitative research data collection have included direct observation and face-to-face interviews (individual or groups) (Sy et al., 2020). These two approaches are impractical during the COVID-19 pandemic (Torrentira, 2020). As a result, adaptive versions of qualitative data collection must be used. To adhere to COVID-19's "social distancing" policies, online data collection via the use of an online video conferencing platform is the best method (Dodds & Hess, 2020). Researchers are encouraged to consider novel and untapped data collection techniques in order to continue conducting scholarly research. The enhanced usage and trust of video conferencing has been a significant direct impact of COVID-19 on research methodology (Batat, 2020).

Dodds and Hess (2020) have also mentioned the advantages of conducting qualitative data collection interviews online. Respondents feel more at ease, non-intrusive, and the absence of a researcher in their space made them feel less intrusive, more likely to share more, and felt safer to say things that were perceived to be risky. Furthermore, they were more than likely to confess and state their feelings (Dodds & Hess, 2020). Online interviews are simple to conduct, quickly to set up, and create an engaging environment. Moreover, it is much more cost effective and simple to organise.

As such, this research has utilised video conferencing tools to conduct semi-structured interviews. Amid the COVID-19 pandemic, video conferencing may be sufficient to collect data in real time, live, and face-to-face yet remote settings (Torrentira, 2020). Video conferencing software enables two or more people in different locations to communicate in real time using audio and video imaging (Gough & Rosenfeld, 2006; Torrentira, 2020). Other remote and video-conferencing technologies that can replace the actual face-to-face interview at the moment include Skype, Microsoft Teams or Zoom, Google Hangout Meet, or a webinar. With numerous options accessible, this study used video conferencing platforms to conduct semi-structured interviews with all participants via Google Meet and WhatsApp Video Call, depending on the respondents' preferences. Through such applications, it is easier for respondent to interact directly face to face with the interviewer. The interview conducted between 30-40 minutes in total. The following are the main questions that has been asked towards the respective person during the semi-structured interview session:

- a) Which dimensions and sub-dimensions that need to be incorporated in the development of the hierarchical model of Social Commerce Service Quality in the Malaysian modest fashion industry?

3.4.2 Second and Third Phase of Data Collection

Various Social Commerce Service Quality dimensions and sub-dimensions identified during the first phase of data collection has been examined. The AHP has been used to rank these identified dimensions and sub-dimensions by a panel of social commerce seller's experts as well as customers. To obtain this information, the study has conducted a questionnaire survey during the second phase of data collection. Survey is

the most frequently used data collection tool in quantitative analysis. A survey is a method in which study participants respond personally to the researcher's structured questionnaire (Torrentira, 2020). The responses have been collected, encoded, and analysed in order to generate statistical data in the form of graphs or tables.

Firstly, the study has developed a questionnaire comprising the dimensions and sub-dimensions of Social Commerce Service Quality identified during the first phase of data collection. According to Sekaran and Bougie (2016), a questionnaire is a pre-written set of questions upon which respondents respond, typically within a relatively narrow range of alternatives. According to Saunders et al. (2009), a questionnaire is a pre-written series of questions to which researchers and respondents record their responses. They also added that surveys are an efficient data collection mechanism when the investigator knows exactly what is needed and how to measure interest variables. The questionnaire has been used to rank the dimensions and sub-dimensions of Social Commerce Service Quality. The survey has been distributed through online. Apart from a recovery season from COVID-19 at the time the survey being distributed, an online survey as a data collection technique becomes inevitable (Torrentira, 2020). While personal distribution is desirable for increasing response rates, online distribution is a very feasible adaptation given current restrictions (Sy et al., 2020).

Torrentira (2020) listed several online tools for quantitative data collection. One of the most effective and appropriate platforms for this research is Google forms, which is a free and widely used online platform. Online questionnaires can also be conducted for free using Google forms in conjunction with email, messenger, Facebook, WhatsApp, and other social media accounts. Thus, respondents will gain access to an online survey via a link included in posts from various type of social media site such as Facebook page or an intended message sent via email, messenger, or WhatsApp specifically configured for the research (Barnes, 2020). Same goes to third phase of data collection where, customers of selected social commerce brands have been the respondent in evaluating the social commerce brand's performance.

3.5 SAMPLING

This section will elaborate on the selection of respondents for the present study in order to obtain reliable information so as to ensure that research questions are answered accordingly.

Sekaran and Bougie (2016) define sampling as the process of selecting a sufficient number of the appropriate elements from a population. Thus, examination of the sample and comprehension of its properties or characteristics enables generalisation of those properties or characteristics to population elements. The major steps in sampling are define the population, determine the sampling frame, determine the sampling design, determine the appropriate sample size and execute the sampling process.

3.5.1 Population

According to Sekaran and Bougie (2016), the term "population" refers to the entire group of people, events, or objects of interest that the researcher wishes to investigate and draw conclusions about the targeted topics. This is coherent with Cooper and Schindler's (2008) definition of population as "the total collection of elements about which researcher wish to make some inferences." The study's target population consists of Malaysian modest fashion social commerce's customers.

3.5.2 Sampling design

According to Sekaran and Bougie (2016), sampling designs fall into two broad categories: probability sampling and nonprobability sampling. Probability sampling is used to determine which elements in the population have a known, nonzero chance or probability of being chosen as sample subjects. Meanwhile, the elements in nonprobability sampling have no known or predetermined chance of being chosen as subjects (Sekaran & Bougie, 2016). Probability sampling designs are used when sample representativeness is critical for generalizability. Nonprobability sampling is commonly used when time or other factors, rather than generalizability, become critical. Each of

these two primary designs employs a distinct sampling strategy. Different types of probability and nonprobability sampling designs are chosen depending on the degree of generalizability desired, the demands on time and other resources, and the purpose of the study (Sekaran & Bougie, 2016).

Because of the unknown population numbers, the nonprobability sampling design appears to be the most appropriate for this study's target population. The results of the sample study cannot be confidently generalised to the entire population. However, as previously stated, researchers may be more concerned with obtaining preliminary information in a timely and cost-effective manner than with generalizability (Sekaran & Bougie, 2016). Nonprobability sampling designs fall into two broad categories: convenience sampling and purposive sampling. Convenience sampling refers to the collection of information from people who can provide it conveniently. Convenience sampling is most frequently used during the exploratory phase of a research project and is perhaps the quickest and most efficient method of obtaining some basic information.

Rather than obtaining information from those who are most readily available or convenient, it may become necessary at times to obtain information from specific target groups. The sampling in this case is limited to specific types of people who can provide the desired information, either because they are the only ones who have it or because they meet some criteria set by the researcher (Sekaran & Bougie, 2016). Purposive sampling is a term that refers to this type of sampling design. Purposive sampling is classified into two types, according to Sekaran and Bougie (2016) which is judgement sampling and quota sampling. Judgment sampling entails selecting subjects who are advantageously situated or in the best position to provide the required information. Quota sampling can be thought of as a subset of proportionate stratified sampling, in which a predetermined proportion of people from various groups are sampled for convenience.

Since the study is aimed at Malaysian modest fashion industry, a real customer who actively shops modest fashion brand through social commerce application are required. Therefore, this study appears to adhere to a specific sampling design which is judgment purposive sampling. Purposive sampling is ideally suited to qualitative research because it enables the researcher to elicit information from specific target groups that are either privy to the desired information or meet certain criteria established

by the researcher (Sekaran & Bougie, 2016). Additionally, purposive sampling is used to elicit information from individuals with extensive experience in the subject under investigation (Creswell, 2009; Cooper & Schindler, 2008). The primary benefits of this technique include obtaining the opinions of experts who have the necessary information as well as their ability to answer specific types of research questions (Sekaran & Bougie, 2016). To address all research, as defined in Chapter 1, this study had employed purposive sampling techniques. The purpose of using this sampling is to add trustworthiness to the findings rather than generalizability.

According to previous research on Table 3.2, the majority of AHP studies used a purposive sampling technique to determine their respondent's criteria. As a result, they selected respondents using specific criteria that aligned with the research's objectives. The majority of respondents appear to be experts, decision makers, and academicians. According to Febransyah and Goni (2020), AHP requires highly qualified experts to perform pairwise comparison processes. Ahsan and Rahman (2016) used purposive sampling to identify retailers or cases that are "exceptionally information-rich" in relation to the research questions.

The selection of the respondent is reasonable since these experiences enabled the participants to view and understand situations, determine, and develop dimensions and sub-dimensions to improve the Social Commerce Service Quality in the modest fashion industry. It is imperative that individuals participating in this study possess a minimum of six months of recent experience in buying Malaysian modest fashion brands products or services. Both relative and absolute measurement data collection focused on the same dimensions. A new dimension has been introduced in evaluating the performance of brands, which distinguishes it from absolute measurement. The aim of this study is to assess three types of brands. In order to evaluate the performance of the three brands, it is necessary to obtain input from a respondent who has purchased all three brands.

3.5.3 Sampling size

The number of respondents in AHP studies is usually small in comparison to other types of research. The Table 3.2 states that there are small numbers of respondents in both

qualitative interview sessions and AHP quantitative surveys. As previously mentioned, this study has been conducted in three phases to collect data. This study aims to identify and prioritise dimensions and sub-dimensions of Social Commerce Service Quality as well as to measure brands performance. The first phase involves conducting a qualitative interview session to identify these dimensions and sub-dimensions. The second and third phases involve a quantitative AHP survey to prioritise and operationalised the identified dimensions and sub-dimensions from the first phase analysis.

Based on the literature, there was no agreed percentage for a sample representative of the population. As the present research applied mixed method, hence the sample was selected for both the qualitative and quantitative phases of the study. In qualitative research, there is no single answer to the question of sample size. The researcher will continue the process until necessary information from sufficient number of interviewees will reach to a saturation point (Saunders et al., 2018). Saturation is widely accepted as a methodological guideline in qualitative research. It is usually understood by based on the data that has been collected or analysed, the researcher need to decide whether to continue or discontinue data collection (Saunders et al., 2018). Meanwhile, in the quantitative approach, sample size is an important issue. There are numerous formulas for calculating the requisite sample size based upon the nature of collected data. This study applied the AHP approach to collect the required information.

According to Kumar et al. (2018), a small sample size is acceptable in the first phase in identifying the AHP criteria. One of the most significant advantages of the AHP approach, according to Pour et al. (2020), is that its analysis does not always require a statistically significant sample size and complex survey design. According to Saaty (2008), AHP does not require advanced technical knowledge and can be used by almost anyone. Herath (2004) argued that AHP would require an analytical sampling technique rather than a statistical sampling technique. The AHP method elicits expert opinion rather than data collection, and a small sample size is acceptable (Ghazaleh & Zabadi, 2020). Moreover, using a large sample size in the AHP may result in a high degree of inconsistency (Wong et al., 2008). Thus, having a small number in range of 5 until 15 of precise respondents who fit the study's objectives is sufficient.

Table 3.2 Past Research Sampling Size and Technique

Author and Research Scope	Sample Size	Sampling Technique and Respondent Criteria
Jakhar et al. (2020)	Qual: NM Quan: 20 experts	Purposive sampling Quan: Five academicians having an experience of at least 10 years in teaching subjects like retailing, visual merchandising and fashion studies, seven experts are related to web site designing. Four are industry practitioners. Two are consultants. Two are marketing professionals
Lari et al. (2020)	AHP : 7 experts	Purposive sampling Qual : Two theme park marketing heads. Two academic experts. Three frequent visitors of theme parks, who had visited more than six times in the previous three months
Pour et al. (2020)	Qual: 7 experts Quan Survey : 119 customer FAHP: 12 expert	Purposive Sampling Qual : Seven experts and academics. Four chief executive officers of social commerce-based start-ups with at least three years of experience in social commerce service. Three academics, two of them were expert in social commerce and one in customer experience. Quan : Survey: 119 social commerce customers having experience in shopping from SCS more than three times. Posted via social media platforms such as Telegram, Facebook and LinkedIn. FAHP: 12 experts
Prastiti et al. (2020)	NM	Purposive Sampling Quan: experts in the field of e-commerce security
Ishak and Wanli (2020)	Quan Survey : 4 experts	Purposive Sampling Quan: Researchers and practitioners in the field of e-commerce service quality,
Ghazaleh and Zabadi (2020)	Quan : 6 experts	Purposive Sampling Quan: Six experienced investor relationship managers, experienced information technology and customer service professionals. Have 10 years of CRM and technology experiences
Baki (2020)	Quan : 13 experts	Purposive Sampling Quan: Academics experts in tourism, management information systems and industrial engineering.
Febransyah and Goni (2020)	Quan AHP: 7 experts	Purposive Sampling

		Quan: Seven major companies and their representatives were senior managers who mostly had authority in supply chain operations.
Adebayo et al. (2020)	Quan AHP: 27 rep	Purposive Sampling Quan : Decision-makers
Kargaran, Pour and Moeini (2017)	Qual : 6 experts Quan : 6 experts	Purposive Sampling Quan and Qual: 6 expert of specialists, scholars, and practitioners in CKM and social media. Four of six experts have more practical experiences related to social media marketing and customer relations and two of them are academic professors. Have more than 7 years complete familiarity with social media features in marketing and customer relation context.
Hasan and Rahman (2017)	Quan : 10 experts	Purposive Sampling Quan : Expert must work in the field of HEIs and have working experience not less than 10 years. Have prior knowledge about value co-creation or any form of value co-creation through online platforms
Pathania and Rasoolb (2017)	Quan : 76 respondents	Purposive Sampling Quan: Post graduate students engaged in shopping online through variety of e-commerce websites. Data was collected with reference to Flipkart, Snapdeal and Amazon
Saricam and Nazan (2017)	Quan : 75 respondents	Purposive Sampling Quan : Consumers of private shopping
Kahraman , Onar and Oztaysi (2017)	Quan : 3 Experts	Purposive Sampling Quan: A team of three experts assigned the compromised importance assessments for the main criteria. Experts having the sufficient experience on e-marketplaces were selected from Business Administration Department of the university.

In term of respondent selections and numbers, according to the Table 3.2, most research had selected practitioners where it is the most suitable individual having adequate experience and knowledge towards an explored topic especially in business context without classifying them differently (Jakhar et al., 2020; Pour et al., 2020). For example, Pour et al. (2020) conduct a research in identifying and prioritised Social Commerce Service Quality measurement, thus, they invite four practitioners of social commerce-based start-ups with at least three years of experience in social commerce

service. Same goes to Prasiti et al. (2020) who invite experts in the field of e-commerce and Ishak and Wanli (2020) who invite practitioners in the field of e-commerce service quality. It seems that, past researcher selects respondents who had a direct interact on explored topic.

The rationale behind selecting the respondents is justifiable as their prior experiences have equipped them with the ability to perceive and comprehend various scenarios, establish and enhance standards and sub-standards for enhancing the quality of social commerce services in the field of modest fashion. As been mentioned before, it is crucial that the participants involved in this study have a minimum of six months of recent experience in purchasing products or services from Malaysian modest fashion brands. The selection of a specific respondent who has had a current experience and positive perception of shopping through social commerce is crucial for obtaining valuable insights and perspectives.

Meanwhile for absolute measurement data collection, a novel parameter has been incorporated in the assessment of brand performance, thereby setting it apart from relative measurement. The objective of the absolute measurement is to evaluate three distinct categories of brands. In order to operationalize the Social Commerce Service Quality hierarchical model, brand performance assessment has been conducted. To assess the efficacy of the three brands, it is imperative to solicit feedback from a participant who has purchased from all three brands. With that, a comparison on their performance towards Social Commerce Service Quality application can be conducted. Thus, purposive sampling has been used in this study, with references to Pour et al. (2020) and Kargaran, Pour, and Moeini (2017) for sampling techniques, methods, and size. Respondents must meet some of the listed criteria.

In this regard, a sample of 61 participants who self-identified as Malaysian modest fashion consumers and have recently utilised social commerce applications for shopping purposes within a 6-month timeframe were selected for the purpose of conducting a relative assessment of AHP. Such timeframe reflects the respondent's abilities in recalling their experience which would yield more attentive response. In the context of measuring absolute measurement of AHP, it is noteworthy that a sample size of 33 participants was considered, all of whom had prior experience in buying the three chosen Malaysian modest fashion brands within a 6-month timeframe through social commerce applications. Identifying customers who have purchased all three brands is

imperative for evaluating performance and conducting comparative analysis across the three brands. To keep respondents motivated, they were given shopping vouchers after completing the survey, as there were many questions to answer.

3.6 TYPES OF ANALYSIS

As discussed in the research paradigm section, this study will employ a mixed method, or more precisely, a sequential exploring mixed method design, which requires two distinct types of data analysis in order to answer the research questions. The following sections will discuss on qualitative parts and followed by quantitative types of data analysis.

3.6.1 Qualitative

In comparison to quantitative data analysis, there are relatively few well-established and widely accepted rules and guidelines for qualitative data analysis, according to Sekaran and Bougie (2016). According to them, qualitative data analysis consists of three stages: data reduction, data display and conclusion drawing. These steps essentially serve as a road map for this study's qualitative data analysis process. Following the identification of these general stages, it should be noted that qualitative data analysis is a continuous and iterative process rather than a step-by-step, linear process (Sekaran & Bougie, 2016).

Thematic analysis has been used to allow themes that represent patterned responses or meaning within the related data set to be captured. In particular, Braun and Clarke's (2006) six stage thematic analysis were applied to analyse the interview data set, familiarising oneself with the data; generating initial codes; searching for themes; reviewing themes; defining and naming themes; and producing the report. Additionally, Figure 3.5 illustrates more detailed on procedure for qualitative data analysis as described by Creswell and Creswell (2018), which will serve as a guide for this research's qualitative analysis.

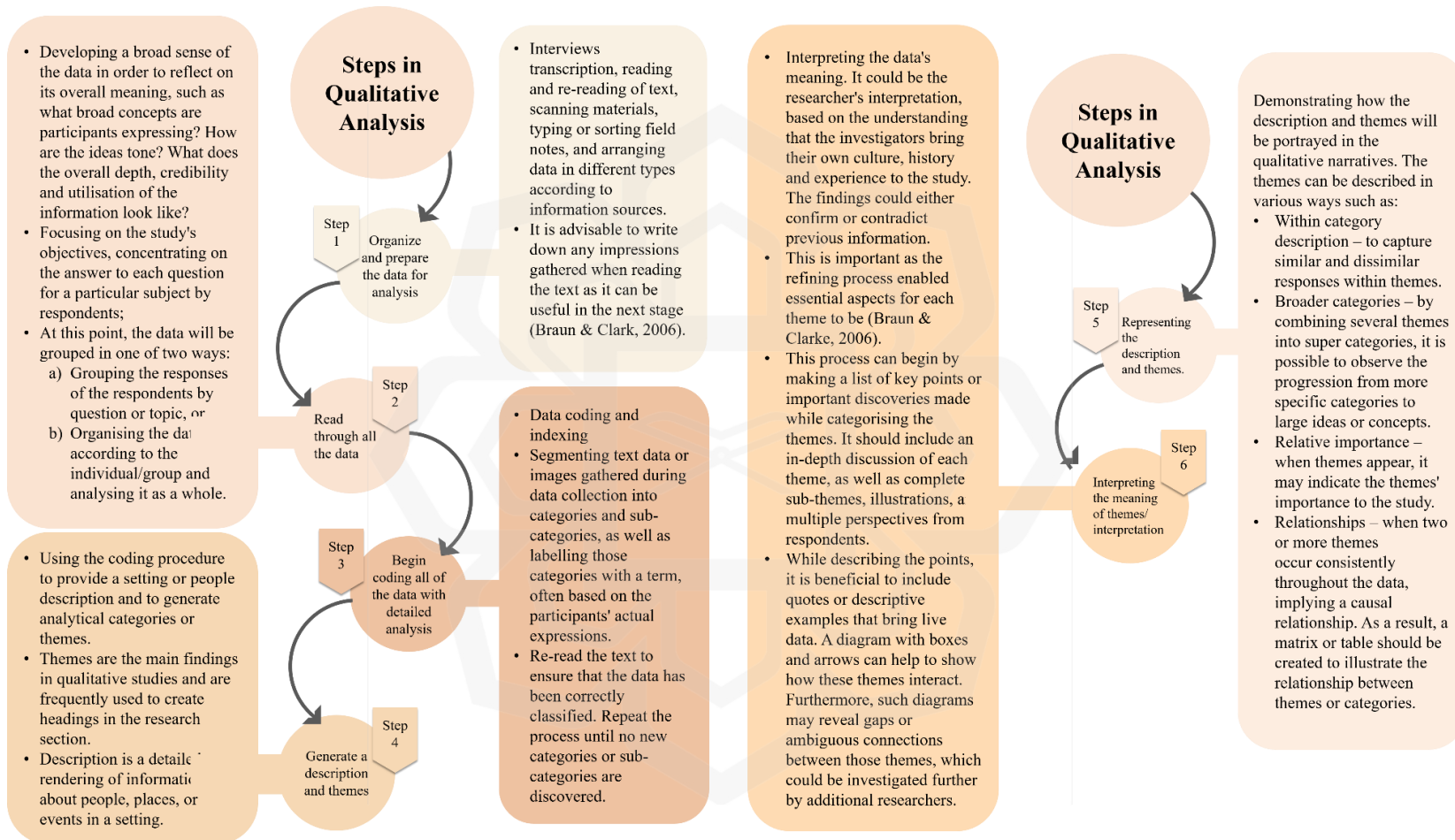


Figure 3.4 Qualitative Analysis Process Source:
Creswell and Creswell (2018)

3.6.2 Quantitative

To address research question 2, the relative measurement of AHP has been applied. Based on Lari et al. (2020), relative measurement of AHP approach involves six steps. The first step is to identify the problem, then develop a hierarchical structure for it, construct a pairwise comparison matrix, synthesise, check consistency and develop an overall priority ranking (Figure 3.6). Saaty (2008) emphasised that AHP specifically focuses on generating priorities that involves the following detailed steps:

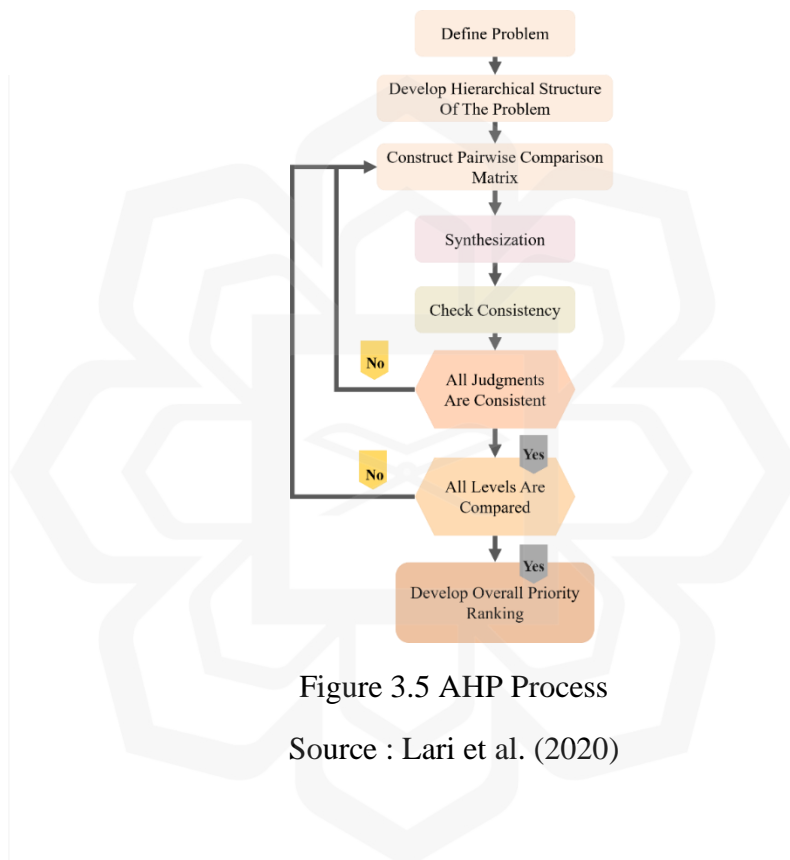


Figure 3.5 AHP Process

Source : Lari et al. (2020)

- a) Define the goal of the problem.
- b) Begin the decision hierarchy at the top with the problem's objective, then move down through the intermediate levels (criteria upon which subsequent elements are based) to the lowest level (usually involves a set of alternatives). Figure 3.7 depicts an example of a hierarchical structure.

Level 1 : At the top of the hierarchy, the first level is to develop the objective or overall goal of the decision problem (Ariff et al., 2008). The decision for this study is made with the goal of improving the Social Commerce Service Quality in the modest fashion industry.

Level 2 : The second level represents the primary criteria, which are the dimensions of e-service quality in the context of social commerce. As previously stated, these dimensions has been identified during the first stage of data collection. At this level, researchers must conduct a thorough review of the related literature in the domains of e-service quality, e-commerce quality, and Social Commerce Service Quality in order to develop the initial framework (Pour et al., 2020). The interview method has been used to enrich and classify the measures in related dimensions. The extracted dimensions has been incorporated into the second level.

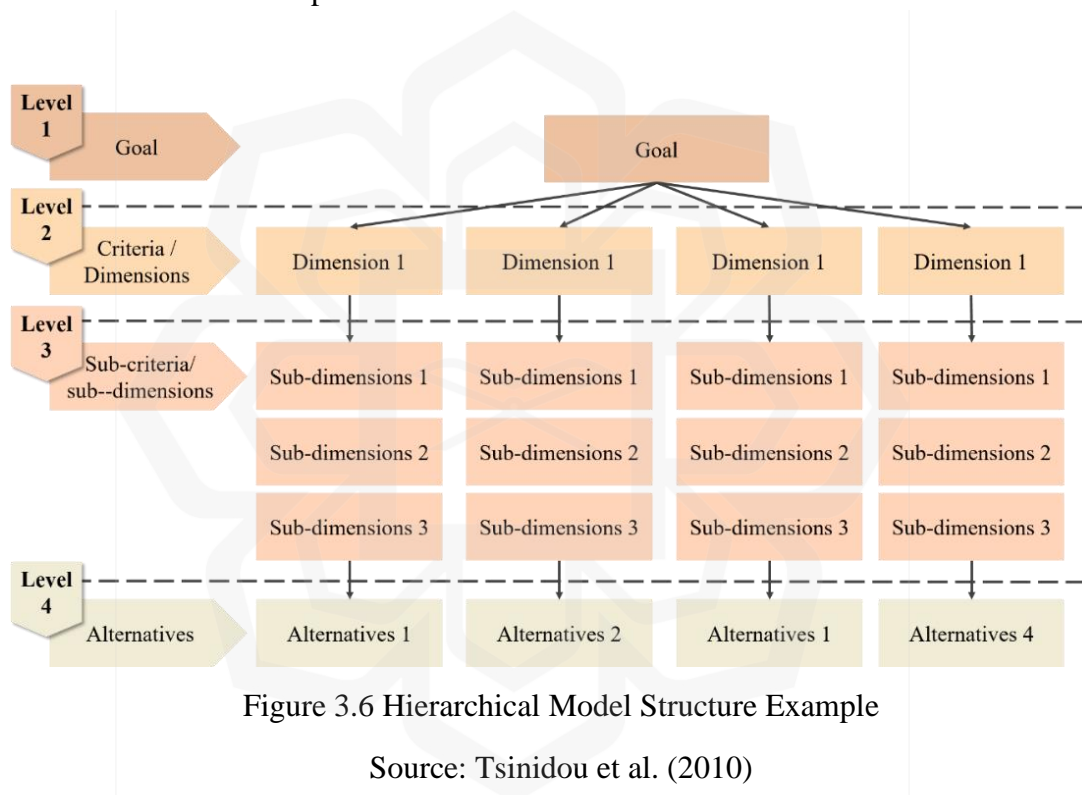


Figure 3.6 Hierarchical Model Structure Example

Source: Tsinidou et al. (2010)

Level 3 : The level then proceeds to define the sub-dimension. The third level represents the sub-dimensions, which are the second level's identified "sub-dimensions of Social Commerce Service Quality dimension."

Level 4 : Alternatives are included on level four. No alternative will be formed in the study because the study's objectives are to define and rank the e-service quality dimensions and sub-dimensions in the Malaysian modest fashion industry's social commerce context.

- c) Construct pairwise comparison matrices. Each upper-level element is used to directly compare the elements on the lower level. As Ariff et al. (2008) explain, a pairwise comparison matrix ($n \times n$) will be constructed for the lower levels in relation to one in the level immediately above, as illustrated below:

$$A = \begin{array}{c|cccc} & F_1 & F_2 & \dots & F_n \\ \hline F_1 & a_{11} & a_{12} & \dots & a_{1n} \\ F_2 & a_{21} & a_{22} & \dots & a_{2n} \\ \vdots & \vdots & \vdots & \ddots & \vdots \\ F_n & a_{n1} & a_{n2} & \dots & a_{nn} \end{array}$$

Pairwise comparisons generate a matrix of relative priorities for each hierarchy level. The number of matrices is proportional to the element count at each level. The order of the matrix at each level is determined by the number of elements it links to at the lower level. There are $C(n, 2)$ or $n(n - 1)/2$ judgments to be made in a set of $n \times n$ matrices (Mustaffa et al., 2005). In pairwise comparison matrices, the scale of numbers must be indicated by a number between 1 and 9 (refer to Figure 3.8) to indicate the extent to which one element is dominant over another in relation to the criterion/dimensions to which they are compared.

- d) The process then proceeds to establish the element's overall or global priority and to establish the dimension's and sub-dimension's priorities. Ariff et al. (2008) classified this step into several stages:

Definition	Intensity of importance	Explanations
Equal importance	1	Two activities contribute equally to the objectives
Weak or slight	2	Often, compromise decision interpolated numerically as there is no good word to characterize it
Weak importance of one over another	3	Experience and judgement slightly favour one activity over another
Moderate plus	4	Often, compromise decision interpolated numerically as there is no good word to characterize it
Essentials or strong importance	5	Experience and judgement strongly favour one activity over another
Strong plus	6	Often, compromise decision interpolated numerically as there is no good word to characterize it
Very strong or demonstrated importance	7	An activity is very strongly favoured over another. Its dominance is demonstrated in practice
Very, very strong	8	Often, compromise decision interpolated numerically as there is no good word to characterize it
Absolute importance	9	The evidence favouring one activity over another is of the highest possible order of affirmation
If activity <i>i</i> has one of the above non-zero numbers assigned to it when compared with activity <i>j</i> , then <i>j</i> has the reciprocal value when compared with <i>i</i>	Reciprocals of above	A reasonable assumption
If the activities are very close	1.1 – 1.9	May be difficult to assign the best value but when compared with other contrasting activities the size of the small numbers would not be too noticeable, yet they can still indicate the relative importance of the activities.

Figure 3.7 Pairwise Comparison Scale

Source: Saaty (2008), Febransyah and Goni (2020)

- Prioritisation vectors are calculated at this stage by dividing the elements of each column by their sum. Then, add each element in the resulting row and divide the total by the row's element count (*n*). The mathematical formula for computing the priority vector is shown below:

$$w_i = \frac{1}{\lambda_{\max}} \sum_{j=1}^n a_{ij} w_j, \quad i = 1, 2, \dots, n$$

- Verify consistency: Inconsistency is possible because pairwise comparisons are based on personal or subjective judgments. Consistency verification is required to ensure the consistency of judgments made for pairwise comparisons. This is accomplished by calculating the consistency ratio (CR) :
 1. To begin, multiply the judgments' right matrix with the priority vector to generate a new vector. Then, divide each element of the new vector by its corresponding element of the priority vector, and finally, take the average of these values to obtain max. According to Islam et al. (2019), measuring consistency involves multiplying the first column by the weight of the first factor. Next multiply the second column by the weight of the second factor

and so on. After this multiplication exercise, add the elements across the rows which will results a weighted sum vector.

2. Using the following formula, calculate the consistency index (CI) , $CI: (\max - n) / (n - 1)$ CI and determine the consistency ratio (CR) by dividing the consistency index by the random index (RI), as $CR = CI/RI$. First element should be divided by the weight of the first factor and so on. This division exercise gives the consistency vector (Islam et al., 2019).

Additionally, following the collection of replies from all respondents, individual judgments will be average to produce a single representative judgement for the whole set of respondents. In other words, a single matrix of pairwise comparison is required to be constructed in representing the judgements of all respondents for the dimensions and sub-dimensions that will be used to measure the performance of the selected sellers. The geometric mean approach has been utilised to aggregate the response of group assessments made up of all individual respondent's responses (Islam, 2010). According to Islam (2007), the geometric mean is the best suited to calculate the weights of the dimensions and sub-dimensions for all respondents at one time, rather than determining separate matrices each time. In this regard, geometric means has been used to aggregate pairwise matrices of dimensions and sub-dimensions from all respondents. Saaty (1980) proposed as a rule of thumb that if the value of a CR is 0.10 (or 10%) or less than 0.1, the judgments are acceptable. Which is, if the CR exceeds 0.1, the judgement matrix is inconsistent, and thus judgments should be reviewed, and consistency improved. To perform the synthesis and calculate the consistency ratio for this study, the software 'SuperDecision 2.8' has been used.

Meanwhile, the second part of data collection adapt the application of the absolute measurement method which aims to evaluate performance of selected Malaysian modest fashion brand. In this process, the intensities compared in a pairwise fashion. Weight of each dimension multiply by the intensities and the average score is determined by dividing total weight by the respondent's number. Saaty (1987) points out that absolute measurement evaluates alternatives through the scales provided for each dimension.

In the early stages of absolute measurement, the researcher creates a degree of hierarchy as a relative measure. Second, relative measurement weights of criteria were calculated. Next, dimensions divided into several intensities. Intensities indicate the proximity of each alternative to the ideal (Saaty, 2003). The rating categories are pairwise compared to established priorities for the alternatives. The intensities are done based on five components to reflect the brand performance. Intensities are not equally important hence the weight of each intensity is determined. The study used a rating scale like Excellent, Good, Average, Satisfactory and Poor to rate the brands. Respondents were asked to rate on each dimension and sub-dimensions on the basis of their judgment. In this way the performance of the brands can be derived.

3.7 CHAPTER SUMMARY

The Table 3.3 summaries the type of research that had been applied, data collection process, types of sampling technique utilised, number of respondents and data analysis carried out by the present study in accordance with the research objectives that have been articulated in Chapter 1.

Table 3.3 Chapter's Summary

Objectives	Detail
1. To identify the necessary dimensions and sub-dimension to develop a Social Commerce Service Quality hierarchical model for Malaysian modest fashion industry.	<ul style="list-style-type: none"> • Extensive literature review carried through the whole process in achieving the first three objectives. • Qualitative approach • Data collection: semi structured interview conducted via an online platform. • Sampling technique: Purposive sampling • Number of respondents: Data saturation size including direct and indirect distributors and customers • Data analysis: Thematic analysis.
2. To prioritise the dimensions and sub-dimensions in the course of developing the Social Commerce Service Quality hierarchical model for	<ul style="list-style-type: none"> • Quantitative approach • Data collection: Nine intensity pairwise comparison scale questionnaire survey conducted via an online platform. • Sampling technique: Purposive sampling

Malaysian modest fashion industry.

- Number of respondents: Total of 61 genuine social commerce Malaysian modest fashion customers.
- Data analysis: AHP Relative measurement.

3. To operationalize the Social Commerce Service Quality model and evaluate the performance level of some selected Malaysian modest fashion brand.

- Quantitative approach
- Data collection: Five intensity scale questionnaire survey conducted via an online platform.
- Sampling technique: Purposive sampling
- Number of respondents: 33 customers on each three particular brands
- Data analysis: AHP Absolute measurement



CHAPTER FOUR

FINDINGS OF QUALITATIVE ANALYSIS

4.1 INTRODUCTION

This chapter is the first of two chapters that presents the findings for this study. The present chapter describes the results obtained from the qualitative stage via semi structured interview. It is conducted via an online platform with social commerce sellers which include both direct and indirect distributors as well as customers. The purpose of the qualitative stage is to identify which dimensions and sub-dimensions that need to be incorporated in the development of Social Commerce Service Quality hierarchical model in the Malaysian modest fashion industry.

This chapter is organised into two sections. The first section presents a demographic profile of participants involved in the qualitative stage of the study while the second provides a detailed elaboration on the Social Commerce Service Quality's dimensions and sub-dimensions.

4.2 DEMOGRAPHIC PROFILE OF THE RESPONDENTS

In the qualitative phase, findings were collected from specific categories of individuals who can provide the needed information since they met certain criteria established by the researcher. Since the study is aimed at Malaysian modest fashion industry, the qualitative findings were gathered from customers as well as social commerce sellers which represented by direct and indirect distributors. This study targeted respondents with enough experience and knowledge of social commerce, particularly in the context of service quality, without categorising them differently (Jakhar et al., 2020; Pour et al., 2020).

According to Kumar et al. (2018), a small sample size is appropriate in the initial step of determining the AHP criteria; therefore, a total of nine participants with understanding of the discussed issues were chosen. Detail elaboration on respondents'

profile such as position and year of experience with their given code names are provided in Table 4.1.

Table 0.1 Detailed profile of the respondents in the qualitative stage

Type of respondents	Code	Respondent's Detail	Industry	Gender	Race	Involvement times in social commerce
Direct Distributors	R1	Social Commerce Executives	Apparel	Female	Malay	5 years
	R2	Sales Executive	Scarf	Female	Malay	4 years
	R3	Social Commerce Executives	Apparel and scarf	Female	Malay	5 years
Indirect Distributors	R4	Intermediaries / Dropshipping	Apparel and scarf	Female	Malay	3 years
	R5	Intermediaries / Dropshipping	Apparel and scarf	Female	Malay	3 years
	R6	Intermediaries / Personal Shoppers	Apparel and scarf	Female	Malay	4 years
Customers	R7	Customer	Apparel and scarf	Female	Malay	5 years
	R8	Customer	Apparel and scarf	Female	Malay	5 years
	R9	Customer	Apparel and scarf	Female	Malay	5 years

Since this study focuses on the modest fashion industry, where Muslim women comprise the majority of the target market, it is not surprising that the majority of respondents are female and Malay. In addition, respondents were selected based on their involvement in the modest apparel and scarf industries. About half of the respondents had more than three years of experience in the Malaysian modest fashion industry on the social commerce environment, and the other half had more than five years of experience.

In particular, the relevant individual who works on social commerce presented both direct and indirect distributors. Both types of distributors have essentially the same job scope, which entails in ensuring their respective Social Commerce Service Quality is being offered in an excellent manner. Even though there were classified differently, accordance to this research, they had identical operations in terms of making the

purchasing experience on social commerce platforms more convenient for customers. As social commerce about the interaction between sellers and buyers (Tseng, 2023), both parties carried out similar opinions on serving the best for both of them. As they were casually interacting almost every time, mutual understanding with each other is important (Zhou et al., 2023). Both would like to serve each other efficiently.

Table 4.1 also demonstrates that the relevant personnel are those who are highly involved with customers in social commerce environments. In addition, they play a significant role in ensuring that customers receive product information and promotion through the usage of different social commerce platforms. Having their opinion on how they capture customer's attention and sealing the purchasing deal is vital. It is critical to get their opinion on how they attract customers' attention and close the purchase deal. Both sellers are already aware of social commerce's consumer buying behaviour. It is vital to highlight the fact that social commerce allows for continuous engagement and connection between buyers and sellers, making direct selling more accessible. As a result, both types of respondents were critical to this research because they demonstrated the same act and desire in making a good purchase through social commerce.

4.3 DIMENSIONS AND SUB DIMENSIONS OF SOCIAL COMMERCE SERVICE QUALITY HIERARCHICAL MODEL FOR MALAYSIAN MODEST FASHION INDUSTRY

The first Research Question (RQ) concerns on finding necessary dimensions and sub-dimension that need to be incorporated in the Social Commerce Service Quality hierarchical model for Malaysian modest fashion industry. The participant responses were transcribed then analysed via thematic analysis. Thematic analysis is utilised, as it allowed themes that are related to the problem to be captured and as they represented some levels of patterned responses or meaning within the data set (Braun and Clarke, 2012). The qualitative data analysis software named NVivo was employed to facilitate the analysis process. In particular, the current study applied Braun and Clarke's (2006) six phases of thematic analysis in determining dimensions and sub-dimension of Social

Commerce Service Quality accordance to Malaysian modest fashion industry. Details of the six phases are as follows:

- Phase 1: Researcher familiarizing with the data. Familiarization of the data for this study is achieved through repetitive reading all participant's transcriptions.
- Phase 2: Generating initial coding. Initial coding is systematically carried out through NVivo application with the 100 frequency and six minimum length which resulted in generating 100 codes from the entire data set.
- Phase 3: Searching for themes.
Codes were arranged and sorted into potential themes. Then, all related coded data was classified within the identified themes so that overarching themes could be formed. At this phase, the 100 codes that were initially identified in phase two were classified again through the use of NVivo into 21 potential themes (refer to Table 4.2 for the 21 initial themes).
- Phase 4: Reviewing themes.
Themes that were identified in phase three were reviewed and revised. This phase required a process of reviewing and refining a set of potential themes in which some of the potential themes are combined, while others are expanded or discarded. The purpose is to obtain meaningful themes and sub-themes which accurately describes the data set. For this study, all the 21 potential themes that were identified in Phase 3 were rigorously reviewed and revised. The process of combining, expanding and discarding, has reduced the 21 potential themes to eight relevant identified themes as shown in Table 4.2. The identified themes and sub-themes of the present study, namely, the dimension and sub dimension are also depicted in Table 4.3. Thematic mapping that illustrates the structure of the final identified themes and its corresponding sub-themes for the present study was also constructed in this phase.
- Phase 5: Defining and naming themes.
At this stage, the eight identified themes were defined and named as presented in Table 4.4. The process of defining and naming the themes is guided by the themes (dimensions) and sub-themes (sub-dimension) that were identified in Phase 4 and matched with dimensions that exist in past literature.
- Phase 6: Producing the reports.

This phase entails the final analysis and write-up report for the eight identified themes. In the following section, the dimensions and its corresponding sub dimensions is described together with verbatim tape scripts of the participants. The approach revealed eight themes that are presented in Table 4.4.

Table 0.2 The initial and final identified themes

Initial theme	The final identified eight themes
Communicate Transformation Message Information Purchase Responsive Personal Customers Access Organized Pictures Process Design Direct Quality Engage Social Seller Friendly Provide Inquiries	Personalization Social Interaction Quality Communication Quality Information Quality Functional Quality Privacy and Security Responsiveness Design Quality

Table 0.3 Themes and Sub-themes

The final theme (dimensions)	Sub themes (sub-dimensions)	Match with Literature Review	Found in Interviews
Social Interaction Quality		/	
	Human Presence	/	
	Continues Interaction	/	
	Individualization	/	
Functional Quality	Competence	/	
		/	
	Multiple Purchasing Process	/	/
	Wide Features and Application	/	/
	Accomplish Goals or Resolve Issues	/	
	Time Saving	/	
Design Quality	User-Friendly	/	
		/	
	Aesthetic Design	/	
	Interaction and Engagement	/	/
Information Quality	Ease of use and learning	/	
		/	
	Information Quality	/	
	Understandable	/	
	Accurate	/	
	Useful	/	
Responsiveness	Up-to-date	/	
	Varies format	/	
		/	
	Quick Response to Inquiries	/	
	Quick Response to Problem	/	
Privacy and Security	Positive Experience	/	
	Readily Prepared		/
		/	
Personalization	Trustworthy Platform	/	/
	Information and Privacy Protection	/	
			/
Communication Quality	Wide Shopping Option		/
	Wide Personalization Option		/
	Personalize Interaction		/
			/
Communication Quality	Communication Style		/
	Interpersonal Communication		/
	Two-way Communication Application		/
	Human Agent Communication		/

Table 0.4 List and definition of themes for the dimensions

Themes	Definition
Social Interaction Quality	The ability showing competency due to the ability in having continuously interact that create social presence and demonstrate human comprehension, and the individualized attention inside the customer's accumulation information process.
Functional Quality	The capacity to make full use of the social commerce platform and its many features and applications in order to provide a buying experience that is straightforward, user-friendly, and time saving.
Design Quality	The ability in developing aesthetically pleasing and engaging informational activities that boost engagement and involvement, as well as the ability in creating a social commerce system and shopping features that are simple to use and learn.
Information Quality	The ability in keeping relevance information up-to-date, understandable, helpful and precise information through various formats such as edited and unedited images or videos.
Responsiveness	The commitment to always being ready and responsive to customer's inquiries, product and service orders, greetings, and complaints with little waiting time through individualized customer attention which automatically boost a customer's positive experience.
Privacy and Security	The ability providing trustworthy platform and to keep a promise to protect users against the risk of fraud and financial loss, privacy intrusion while also portraying trustworthy and compassionate interactions.
Personalization	The capability to provide customisation on how customers would like to interact and with whom they would like to be connected, thereby catering to specific customer demands or implied interests to create and manage customer's own unique purchase pathway.
Communication Quality	The ability in providing a two-way interpersonal communication with human agent sellers through wide application system using communication style that are based on customer preference.

There were two new themes rise through this research's qualitative findings. There are *Communication Quality* that refer to communication system and style. Even its related closer with *Social Interaction Quality*, the classification need to be differed due to cultural scenario that extracted from the interviewees regards to social commerce environment of Malaysian modest fashion industry. Another new theme rise is

Personalization which had been altered specially on social commerce in Malaysian modest fashion setting which different compared with previous literature on both social commerce as well as e-service quality dimensions. Then, the findings also provide significance insight of *Social Interaction Quality*, which is often regarded as a key factor in the adoption of social commerce in the modest fashion industry.

Additionally, another two frequently occurring aspects of social commerce are *Functional Quality* and *Design Quality*, both of which are in line with social media and networking applications as the primary functionality that attracts users. *Responsiveness* were mentioned several times each, which demonstrates a seller's ability to provide a prompt service that can enhance customer's shopping experience in social commerce context. The importance of information presented in a social commerce setting is then demonstrated by the occurrence of *Information Quality*. *Privacy and Security*, on the other hand, garnered few accordance compared other dimension, in the respondent's assessments of the social commerce services quality in the Malaysian modest fashion industry.

The subsequent section will discuss the eight identical themes together with their subthemes that were also obtained from the interviews. A thematic mapping that exhibits the link between each theme and its corresponding subthemes will also be provided.

4.3.1 Social Interaction Quality

It has been noted by respondents that the *Social Interaction Quality* is one of the key factors in the delivery of Social Commerce Service Quality. The theme caught the attention of all respondent types, including direct, and indirect sellers, as well as customers.

This outcome substantiates the importance of social connection in the nature of social commerce, where people maintain interaction with one another in an online setting, notably in the fashion business. It also underpins the functionality of social media as one of the primary social commerce platforms used to engage with customers. The following is the perspective of a social commerce executive from a modest fashion retailer on interaction.

“We found that using social media platforms and mobile applications for social networking were quite beneficial to our company. The availability of such apps makes it simple for us to interact with our customers.” (R1)

The ease with which social commerce applications facilitate interaction was also highlighted by other respondents. Consistent use of several features, such as frequent live sessions and pictures as well as videos uploads, was seen as a strong indicator of a lively social interactions. Several respondents highlighted the importance of such measures in maintaining interaction and gaining the trust of existing customers. Following are the views:

“We do have a timetable to upload the videos and pictures, and the customer knew when we will be having our live sessions. That’s when we could have a direct interaction with our customers. Usually, they will directly ask us, and we tried to answer all of them.” (R1)

“If we want to reach an audience on both Facebook and Instagram at the same time, we’ll sometimes hold live sessions to interact with them on both platforms simultaneously.” (R2)

“I much rather engage in online conversation with the seller. If I could make direct interaction with them, I would feel more at ease.” (R7)

Moreover, the diverse social media elements have numerous commercial benefits. Among these is facilitating simple and cost-effective interactions between sellers and buyers. Businesses were once needed to pay for store rental or expensive advertising fees to grab attention or interact with customer. With social commerce application, businesses have found inexpensive way to interact with customers. For instance, sellers commonly receive private messages from customers via WhatsApp or direct message (DM) in Instagram and Facebook, or via private chat on e-commerce marketplaces like Shopee. These strategies are based on customer preferences. It is recommended that sellers adopt a variety of methods aimed at easing the purchasing experience for their clients.

“As a dropshipper (indirect seller) I use Instagram, WhatsApp and Shopee to sell the product. Most customer directly chat with me through WhatsApp and if they were buying from Shopee, any inquiries happen in the private chat.” (R4)

“I always use Instagram to promote my shopping service, but most communication happen through WhatsApp as it is easy for me to track each customer order and it is easy for me to send pictures or video while I was in the store.” (R6)

“Whenever problem arise, we love our customers to inform us through live chat as they will receive fast response and it is easy for both customers and staff to interact, customers can easily send pictures and videos. There were some may email us but most through live chat application.” (R1)

Direct and indirect sellers appear to use virtually all available means of communication to enhance the quality of their social interactions with customers. Customers regard these actions as signs of competence, making it more likely that their questions and concerns would be answered satisfactorily.

“Currently, it is easy even if I didn’t go through store to shop. With WhatsApp or Instagram and even Facebook, it is easy for us to communicate directly with the seller.” (R8)

“ Even I am in my free time, I can easily contact them, and some might reply it instantly, or some I might need to wait but it’s okay as I can do other things while waiting as long as its settle my inquiries.” (R9)

Responses from the respondents were digested and concluded into four main sub-themes as illustrated in Figure 4.1.

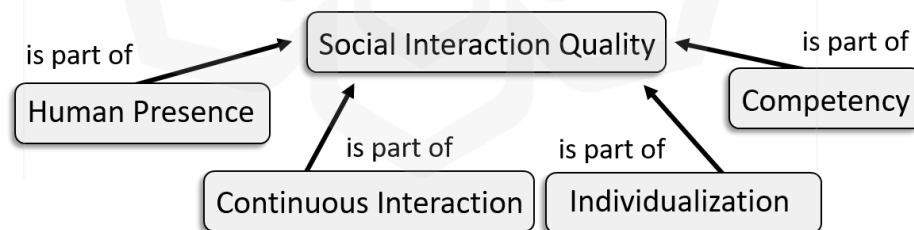


Figure 0.1 Thematic mapping for dimension ‘*Social Interaction Quality*’

4.3.1.1 Human Presence

Some respondents agreed with the statement that the presence of a human being in an online setting inspires greater trust in the product or service being offered. It is a simulation of how businesses function when they have physical locations and actual

humans on hand to interact with customers. Through its many features, social media has helped make up for the dearth of human interaction in the online world. The main idea behind the social commerce interaction process was to make it simple and inexpensive for buyers and sellers to communicate with one another. Such interaction would inspire more trust in the transactions that lead to more purchases. Even when some information has been provided or is already known, customers require human presence to assist them in finalising their decisions, as evidenced by the internal seller's statement:

“True, customers like having staff entertain their message or questions. Sometimes the answer they seek had been written in the post, but maybe they wanted a confirmation that’s why they ask again. We were once rely on boutiques, so that our staff can entertain our customer, but now we do our staff to entertain online, we also have dropship to help customer in purchasing our product.” (R3)

“Once there were staff who answering the customer’s inquiries and orders, they like it and trust us more. It’s like they were shopping at boutique where they want someone to help them.”(R2)

Common view by the respondents were, once the inquiries being settled smoothly by interacting with a human, it enhances trust element as well as increased the confidence in making purchasing decisions. The majority of customers can order it directly from the company’s website, which is more reliant on computer interaction, and yet customer prefer to make a purchase through internal staff or indirect distributor, which is more reliant on human interaction which can be seen below:

“Even customer can purchase directly through website, but they still choose dropship (external seller) to purchase for them. Sometimes they might love to deal with people instead in in need to log in to website. As they always ask, survey and talk with us first, then they pay.” (R5)

“Because the company wants to have more one-on-one interactions with their clients, they commissioned us to interact directly with the customers. The vast majority of the customers that I deal with, they would rather speak with a live person than sign up for an account on the website. They require our assistance in shopping for them.” (R4)

There were those customers who insisted on having immediate, online one-on-one conversations with sellers before committing to a purchase. Customers who were interviewed reported feeling more comfortable making a purchase after having a

positive connection with the presence of a human. It highlights the importance of human-to-human interaction in influencing the flow experience and, by extension, the purchase decision. It has been reported that the customers who R7 and R9 assert:

“For instance, if I want to buy anything, I usually have a question or two before committing to the transaction. For instance, I'd like to know if the scarf has a cooling cloth texture or if it's ironless, but I can't tell because I can't see it. Many reputable vendors have provided me with thorough explanations. Some even went as far as providing me with high-quality images and video of the finished product. We'll have more faith in the purchase if the vendor responds to my questions. That's one reason why we often stick to the same vendors time and time again.” (R7)

“Before making any purchases, I always check with the sellers. To be honest, it's a sign that I should keep working with the seller. If the seller responds quickly to my questions before I make a purchase, I feel more comfortable with trusting her in the event of a problem, rather than with a seller who ignores my inquiries and forces me to deal with an inconvenient situation if the goods I receive is flawed. That's something I definitely don't want to happen.” (R9)

Thus, according to the views above, customers perceive that social commerce sellers who are available to answer questions before, during, and after a purchase may have been a response to their yearning for personal connection. It appears that having a high level of *Social Interaction Quality* is vital, as this correlates with an increase in customer's trust in interactions with actual people.

4.3.1.2 Continues Interaction

Interviewees were also in agreement that the quality of social interaction in a social commerce setting ensures ongoing communication. With the help of social commerce application, it is possible to maintain continuous interaction and communication with customers. The sellers must present themselves as enthusiastic buyers in order to succeed in this market. This point of view is expressed in the following passage from seller:

“We feel it is crucial to actively inform and engage our customers. Customers need to see that we are active and giving them product updates, therefore we have a schedule for posting videos, photos, and social media stories. They can reach us easily through several application. As our reference on social commerce tools are basically from customer preference” (R1)

“If we want to reach an audience on both Facebook and Instagram at the same time, we’ll sometimes hold live sessions to interact with them on both platforms simultaneously.” (R2)

“We actually use all the application that will keep us to always interact with the customer. For example, every time we had a new launch, conducting a live stream is crucial, not only that we use our post and Instagram stories to alert the customers about the live sessions.” (R3)

“As a dropshipper (indirect distributor) I use Instagram, WhatsApp and Shopee to sell the product. Most customer directly chat with me through WhatsApp and if they were buying from Shopee, any inquiries happen in the private chat.” (R4)

“I’ve continuously update on my reels, or stories so that my customers and even my family and friends can keep receiving the pictures or videos on the apparel. As I believed if I kept posting, its interact those who see it, and we have a little chat and they eventually will make a purchase. (R5)

Through the integration of several online applications, channels, real-time video material, and a text-based chat system, social commerce enabled the capability for ongoing interaction. By utilising live streaming, live chat, social community, reviews, and testimonials, as well as other interaction activities available on social commerce platform, modern advancements in information technology have enabled online sellers to reinvent how they present their products, thereby initiating interaction in a far more positive manner. It appears that most brands will host the live session, with indirect sellers joining the conversation to attract interested buyers.

“Sometimes, in the live sessions, the broadcaster missed the inquiries written by the customers, and we tried helping them by answering it. At the same time they can DM (direct message) us or directly WhatsApp if they would like to order and making a purchase.” (R4)

Such interactions serve as social cues that stimulate users, leading them to stay on social networking sites longer. It seems that with continued conversation, customers were convinced to complete the purchase. This is one of the main reasons why businesses and retailers started planning how to use social commerce platforms to get customers to interact with them. It assists customers in making a purchasing decision since customers have a variety of options for how they would like to acquire the product

through numerous applications. Now, customers can communicate with the sellers in whatever method suits them best. Customers insist that:

“It is so tempting, as, if I open Facebook, I have seen this brand update about their new apparel, then I open Instagram stories I received another pictures and videos about it. I am starting to get the impression that I ought to buy it.” (R9)

“It is really simple to buy a thing in this day and age; for example, if I saw the product on Instagram stories, I could just swipe up to get a direct connection to the company's website; alternatively, I might try having a conversation about the product over WhatsApp and then buy it from there.” (R8)

“The more photographs and videos I see of the clothing, the more convinced I am to buy it, but I rarely do so until I've seen the live session on social media. When it comes to live sessions, I can see how the clothing is being worn, see the true colours, and enjoy how simple it is to ask any questions I have and receive prompt responses.” (R7)

This interaction enables customers to become more familiar with the product by hearing the broadcaster explain how it feels, looks, or smells. Thus, the interaction given by live streaming promotes online shopping's genuineness, image processing, and user interaction.

4.3.1.3 Individualization

It is clear from talking to the salespeople that buyers still require some one-on-one assistance prior to making a purchase decision. It appears that both direct and indirect distributor collaborate on a case-by-case basis to best serve their consumers. In order to expand target market, it is true that certain major Malaysian modest fashion brands employ indirect or external salespeople. It is mainly for enhancing individualized interaction. When a seller is able to communicate on an individual basis thanks to the usage of social media applications, it is much simpler for them to engage in conversation and concentrate on each of their customers. This particular perspective can be observed in the following views provided by both the direct seller and indirect seller:

“Our staff who deal with online customers, their job is to serve each of them. It's their only job to focus on each of our customers. And that's why we own ourselves dropship program (indirect or external sellers) so that customers can be divided and handles by more people, not only our own staff but also our dropshipper”. (R3)

“From what I can see, customer’s value receiving personalised attention and amusement. Sometimes they want advice on what kind of fabric, size, or colour would be best for them, therefore the words you use to engage them must be chosen wisely.” (R5)

“Due to the nature of my service, which entails making purchases on behalf of another individual, one-on-one communication is essential. It is necessary that I pay attention to the needs of each of my customers. In addition to providing videos and photographs of the apparel, I even had video calls with some of my customers while I were going through the process of purchasing the product in order to confirm the design and colours that they wanted.” (R6)

Meanwhile, from a customer’s perspective, individualization helps them to continuously deal with the seller to help them making a purchase. Apart from that, such individualized interaction act as a first move to build a longer relationship and continuously regain trust which essential factor in establishing continues purchasing intention.

“I’ve decided to do business only with people who get back to me in a timely manner. They paid attention to my questions and provided answers in a manner that was appropriate and detailed when I questioned them.” (R9)

“When selecting a personal shopper, I lean toward those who I have known for some time. It is less difficult when you are familiar with the people you are dealing with, and I appreciate the way I am treated. It easy for me, as sometimes when personal shoppers inform me about going to the store, we sometimes had video call, so that it is easy for me to buy whatever I want.” (R8)

4.3.1.4 Competency

Another common view on interaction is, it enables inquiries and problem to be solve easily due to interaction. The competency of a seller usually being tested due to the easiness of interaction provided by social media in social commerce environment. For example:

“Before making any purchases, I always check with the sellers. To be honest, it's a sign that I should keep working with the seller. If the seller responds quickly to my questions before I make a purchase, I feel more comfortable with trusting her in the event of a problem, rather than with a seller who ignores my inquiries and forces me to deal with an

inconvenient situation if the goods I receive is flawed. That's something I definitely don't want to happen.” (R9)

“Whenever a customer experiences an issue with our product, they typically reach out to us via live chat as soon as possible. This is convenient for both the customer and our team since we can respond to their concerns quickly. Therefore, we must quickly react and find a solution. It is the most effective method of demonstrating that we value our customers.” (R3)

“Whenever problem arise, we love our customers to inform us through live chat as they will receive fast response and it’s easy for both customers and staff to interact, customers can easily send pictures and videos. There were some may email us but most through live chat application.” (R1)

Customers are now eligible in communicate with sellers through their preferred channels, and because of the widespread adoption and usage of social media, it is easier for businesses and customers to communicate effectively. To show their appreciation, customers may choose to repurchase products or services from the same seller from whom they received helpful and immediate responses. In discussions pertaining to this matter, customers have mentioned that:

“When I have questions or concerns about a product, shipment, or any service, I always use the live chat feature. It's the most convenient method for me to get in touch with the sellers, and the vendors seem to prefer it as well. The same holds true for the Shopee platform. Before I file a formal complaint with Shopee, I will attempt to resolve the issue with the seller through direct communication.”(R9)

“When a problem arises, I usually try to solve it by contacting through live chat with the sellers directly. One well-known company even offered live chat in addition to email support. One of the reasons I like a certain well-known company is that they offer both live chat and e-mail support which they did a particularly good job in promptly respond to my inquiries. Their proficiency is unquestionable...Apart from that, live chat makes it simple for me to communicate with my dropshipper or personal shopper, and I always appreciate receiving an immediate response.” (R8)

4.3.2 Functional Quality

Functional Quality is another topic that caught the attention of respondents in relation to the social commerce environment of Malaysian modest fashion industry. This theme

was recorded 10 times. The recurrence of *Functional Quality* can be considered as higher, and this may be attributed to the respondent’s perceptions on the functionality of social commerce application itself.

The ability of social commerce to work as an online application that facilitates e-commerce transactions through the usage of social media is an agreement among respondents. This capability essentially attracts users and is gaining popularity among sellers and buyers. In addition, social commerce is renowned for its ease of use, which is one of the key factors contributing to its success. The responses on *Functional Quality* can be described as its capacity to optimise shopping experience through purchasing process and having a wide range of features and applications. Furthermore, the *Functional Quality* of a social commerce is known for making it easy for users to reach their goals and serving as a way to solve problems. Then, social commerce facilitates customer convenience through time-saving and user-friendly features. Additionally, it facilitates engagement and communication between the parties. Figure 4.2 depicts a thematic map of *Functional Quality*.

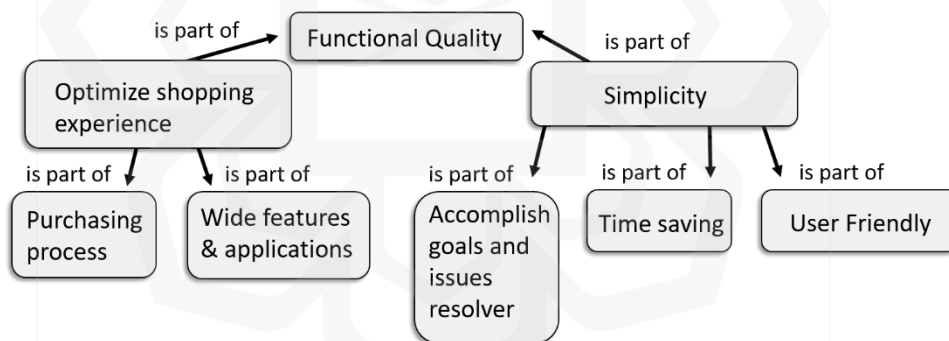


Figure 0.2 Thematic mapping for the dimension ‘*Functional Quality*’

4.3.2.1 *Optimize Shopping Experience*

Most of the respondents who perceived *Functional Quality* as one of Social Commerce Service Quality criteria agreed it require the ability in optimizing shopping experience. For example, R2 and R1 share their view on utilizing function of social commerce application to optimize customer’s shopping experience with wide choice of features and application. They claim that, such varies is mainly due to the customer’s preference

differs from one the other. With that, sellers attempt to utilize most features provided by social commerce in maximizing their target market.

“We tried use varies function so that we could catch most of our customers. For example, both Facebook and Instagram involve, reels and stories even pictures and videos post. Every new arrival, we use all features as some customers love seeing stories and may skip any post that we made on that day. Some wait for our Live sessions. Sometimes we do our live sessions concurrently through two channels to attract both social media’s market segments.” (R2)

“We usually use varies format that available on the social media. So, that’s why we provide all information in varies format. Each product we include short video tutorial on how to style it, we had a close-up picture on the materials, colour differences. On our Live sessions, we also need to explain again, for example, if it’s ironless, or the opacity of the scarfs so that customers understand and get the idea of what they are going and actually buying.” (R1)

Customers are more likely to buy from companies that provide a wide range of options since it allows them to meet a greater number of their specific requirements. They continue by providing examples on varies features, such as the availability of review and testimonial sections that may aid buyers in making a purchase decision. In addition, R8 agreed that buyers are more likely to read in-depth internet reviews and consider them as somewhat more reliable and useful than retailer advertisements. Their views were expressed as follows:

“The best thing about shopping online, it has a lot of functions. We can basically search anything about the product and even the sellers online. Let say, I discovered an ad while I was browsing my social media, it is an apparel that caught my eye, so first things I check their account, if there a lot of interaction between the account and the customer, it lift up my confidence, then if I click on the link that direct me to their Shopee account, I can check on the review section which automatically tell me that this seller is not a scam. Then if there is anything that I would like to ask, I directly chat the seller. And yes I prefer buying it through Shopee to avoid in getting scam.” (R8)

“Surely, for me, the function of social media is to know more on people, brand, and place to visit, food and many more. Let say sometimes, I would like to see other people wearing the apparel that being advertised, will search a hashtag people wearing it. And nowadays people are giving reviews on sort of stuff they buy. Some get paid for it. You can actually search everything from there.” (R9)

“Sometimes, the brand will post pictures or been tagged in Instagram by customers who wear their product. In which good step in attract people to buy the apparel. Sometimes I use the testimonial pictures to show which size, may fit the customers.” (R4)

Certainly, sellers must be aware of the application types that are most favoured by customers. However, it is not enough for sellers to simply provide a good product. They must also ensure that their customers have a positive buying experience. Due to the advanced social commerce functionalities that facilitate social connections and e-commerce transactions, as mentioned by R7, users can use the application to personalise their buying selections. In addition, in order for businesses to compete with one another, customers are given many options to shop according to their needs and benefits.

“Let say if I want to collect point and free shipping options, I search the product at Shopee first. But sometimes my favourite brand they are not available in such platform because they have their own WhatsApp order a good website. A brand that I like, they have both, a good website and WhatsApp order from each store. Let say, the new arrival item has been sold out on online, I can just simply WhatsApp on the store and ask if the item are still available and ask them to deliver direct to my house. I still can enjoy free shipping if I purchase more and get a points reward. I love they do such service. It eases me with many options according to my needs.” (R7)

Similar to R7, R5 believes that customers like to be connected and have a personalised purchasing process by communicating and interacting directly through social networking applications (WhatsApp and Telegram) as compared to shopping and ordering via a website. It appears that this action was made by the customer due to their preference. They shop on a platform they are familiar with since they use it repeatedly. Consequently, more people prefer to make purchases via social media or social networking apps as opposed to websites.

“Currently, my target is more on social media as the platform is where people socialize but at same time, it is a place where the selling and buying occur. Even it is not directly a purchase platform, it led users to purchase. Let say I’ll post new arrival outfit from brand x, people will always start texting to know more about the clothes, even the brand has their own website. They can direct message me or we could start ordering through social Whatsapp. They knew it was going to be easy if they

purchase it through me. They just do not want to purchase through website.” (R5)

“Buying on social media or ordering on WhatsApp is easy because we use it every day and I know how its functions. I could ask directly and get instant help from the seller through such application.” (R8)

4.3.2.2 Simplicity

Another common view among the interviewees is social commerce, which is made possible by social media, makes shopping easier for customers due to its simplicity. The concept of simplicity involves functions that been provided by the seller using a platform that is both user friendly and capable of saving time. These views are expressed as below:

“Social media is being design to ease people.” (R2)

“The application is easy to use” (R5)

“There is a lot of peoples have Instagram account. Besides being easy to use, the application is simple.” (R7)

“Nowadays even older generation find several social media eases to be handle and learn in which I couldn’t find other reasons for not utilize it and achieved a bigger market segment.” (R4)

“Even for me, let say my customers are in need of seeing the material besides videos and pictures posted by the brand, it’s easy, we just video call while I’m in the store.” (R6)

Social commerce platforms are effective when they are seen as user-friendly, well-structured platforms that demand minimal information input and comprehension from the buyer, hence minimising the amount of time and money associated with the transaction. Customers may eventually quit the online shopping procedure on a specific platform if it is not user-friendly and efficient. The views continue as below:

“Nowadays, you can purchase apparel easily, most sellers provide order through WhatsApp (text messaging). Which for me the easiest way to purchase without log in to website and now we can even purchase through cash on delivery through WhatsApp order. It’s easy and the safest way to buy online.” (R8)

“We design our purchasing process as simple as we can. Even we include several option in buying our items, the step need to be simple and easy to be understood by customers as we know that and yes everyone will abandon a difficult buying process, thus, customers can order direct to us through WhatsApp.” (R3)

“Instagram stories, reels, live sessions are easy way to attract and interact with our customers... Live session also help a lot as it help us to show how the dress in a real time to our customer...They need to see people wearing different size so that it’s easy for them.” (R2)

Meanwhile, some of the respondents explicated that the customers prefer shopping through social media as they are accustomed with the system where their daily life evolve with the application. It happens when they felt that the application is easy to use. Even there were upgrade in the system that provide new features, people still can learn and catch-up the trend quickly. R2 and R7 has put their view as:

“Instagram always upgrade their system with various features that help business a big time. Instagram stories, reels, live sessions are easy way to attract and interact with our customers. We need to plan accordingly how many reels and live session need to be organized in a week.” (R2)

“There is a lot of peoples have Instagram account. Besides being easy to use, the application is simple. That’s why, I guess everyday most who had Instagram account they will check on it. If I had a free time, I will scroll my Instagram. ” (R7)

Apart from that, majority of respondents agreed that people seek information through useful platform such as social media in order to accomplish specific goals or resolve particular issues. Such needs increases their necessity to interact and intention to use specific social platforms. Customer’s interactions established as a result of the effectiveness of social commerce functions are regarded as valuable when the systems are useful and dependable in supporting commercial activities. The capability of a technology or system to assist an individual in achieving their objective is considered the primary reason for the system’s perceived usefulness. Such views can be seen as below:

“Usually before purchasing something online or even if I went to the store, I need to check it out online. I have several social media and the brands I like, they also have several social media that I always use. it’s the easiest and fastest way in check in the item and even let say I went to the store and the one that I like sold out, I just can WhatsApp other store

to check if the item is available anywhere. Usually they give a quick response.” (R9)

“Watching live session basically makes me want to buy them as if, it’s right in front of me. Plus, it’s easy to interact with the sellers, as I just write whatever I want in the comment and if the sellers read it, they will entertain my inquiries right away.” (R8)

“Currently, it is easy even if I didn’t go through store to shop. With WhatsApp or Instagram and even Facebook, it is easy for us to communicate directly with the vendors.” (R7)

“ Even I am in my free time, I can easily contact them, and some might reply it instantly, or some I might need to wait but it’s okay as I can do other things while waiting as long as it settles my inquiries.” (R9)

Most respondents agree that through social commerce application, various functions have been provided for users to accomplish specific goals or resolve particular issues easily. Allowing customers to efficiently navigate the platform’s various functions and features encourages customers to use it to accomplish their goals through data collection, collaboration, or communication. According to R1 and R5, customers are increasingly turning to social media to find information about brands they are interested in. These views are expressed below:

“Usually before purchasing something online or even if I went to the store, I need to check it out online. I have several social media and the brands I like, they also have several social media that I always use.” (R9)

“True, customers like having staff entertain their message or questions. Sometimes the answer they seek had been written in the post, but maybe they wanted a confirmation that’s why they ask again.” (R5)

“Once there were staff who answered the customer’s inquiries and orders, they like it and trust us more. It’s like they were shopping at boutique where they want someone to help them.” (R1)

Certainly, it commences the main functions of social media where reviews, comments, feedback, and ratings, are easily accessible. Such functions facilitate customers to gather information and suggestions as well as to review the recommendations and comments of other users to accomplish specific goals and before making a purchase.

“Usually before purchasing something online or even if I went to the store, I need to check it out online. I have several social media and the

brands I like, they also have several social media that I always use. I also will check on the feedback, reviews and search for other people who wear the attire. If it's in Shoppe platform, it's easier as the platform provide a reviews section where customer could upload pictures as well as videos on the product that they receive, for me it is a crucial information before I make the purchase. ” (R9)

“The best thing about shopping online, we can basically search anything about the product and even the sellers online. Let say, I discovered an ad while I was browsing my social media, it is an apparel that caught my eye, so first things I check their account, if there a lot of interaction between the account and the customer, it lift up my confidence, then if I click on the link that direct me to their Shoppe account, I can check on the review section which automatically tell me that this seller is not a scam. Then if there is anything that I would like to ask, I directly chat the seller. And yes I prefer buying it through Shopee to avoid in getting scam.” (R8)

4.3.3 Design Quality

The respondents (N=11) identified *Design Quality* as one of the Social Commerce Service Quality dimensions. This theme is another essential element experienced by the interviewees. *Design Quality* refers to the degree to which a social commerce platform provides a simple and effective usage method while yet retaining an appealing online appearance to customers. These are some short statements that pertain to the *Design Quality* for Social Commerce Service Quality.

“Social media is being design to ease people.”(R2)

“The application is easy to use.” (R5)

“There is a lot of peoples have Instagram account. Besides being easy to use, the application is simple.” (R7)

The interviewees came to the realisation that in order for the dissemination of information to be effective, the delivery medium needed to be designed in an appropriate manner, which led to the emergence of *Design Quality*. Since there are various social platforms and mediums that can be used, sellers are presented with a number of different options. Respondents cite several different sub-themes that relate to *Design Quality*, including user-friendliness and ease of learning, response time,

accessibility, and beautiful, attractive design. Figure 4.3 depicts a thematic mapping of the *Design Quality*.

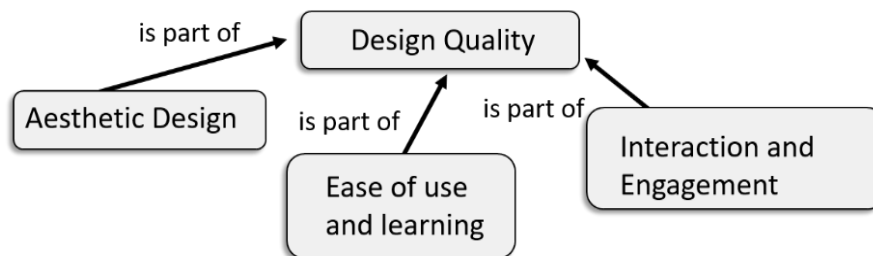


Figure 0.3 Thematic mapping for the dimension ‘*Design Quality*’

4.3.3.1 *Aesthetic Design*

As another aspect of *Design Quality*, aesthetics has received a lot of attention from respondents. Respondents offered a variety of descriptions for what constitutes an aesthetically pleasing layout. To begin, majority in the interviews agreed that, for optimal effectiveness in social commerce posts, product photos and videos should be presented in visually appealing manner.

“The pictures and videos need to be beautiful presented in our social media. It is the main way to attract customers.” (R2)

“We invest quite a lot on pictures, videos, teasers. High quality pictures and videos are crucial. It is the best way for us to showcase our product in the best manner. It instil confidence and trust among our customer. ” (R1)

“Overseas to shoot the product in getting a good photos and videos.” (R5)

“I love seeing a brand provides us with beautiful pictures and videos”. (R7)

“Love seeing the pictures and good quality teasers.” (R8)

“I am a fan of this one brand, their whole IG post looks so aesthetic”. (R9)

One common theme among respondents is that aesthetic value is an important marketing idea in social media since it has the capacity to cultivate customer desire. Due to the integration of social media into people’s daily lives, such engaging images

could attract purchasers. By displaying a product's attractiveness in photos and even in live sessions, it will unquestionably entice consumers to buy it. Additionally, such facilities facilitate customer interaction with product images, thereby increasing brand's creativeness, differentiation, vividness, immediacy, and presence. This view are expressed below:

"I love seeing a brand provides us with beautiful pictures and videos every time there is new arrival. It gives me a goose bum seeing it. It tells me I need to grab one of those blouses. Then, they kept posting it like several post in a day. After that, more people also share their stories and got repost by the brand which make me want to buy it even more." (R7)

"I fall in love with the product at the first sight. Love seeing the pictures and a good quality teaser. I kept looking at their account which usually letting me buy one of those pieces. Most well-known brand will always present us with an excellent concept." (R8)

"I basically can differentiate the concept given by several brand." (R6)

"I am a fan of this one brand, their whole IG post looks so aesthetic, the colours concept, the vibe even their new boutique also has the same vibes." (R9)

Regarding the creation of these images and videos, a number of them highlight the need of placing professional photography at the core of customer behaviour. They knew that peoples love seeing beautiful pictures and videos. Eventually, a product's image enhances its trustworthiness, reduces uncertainty, and contributes to greater customer pleasure. Because of the importance of the aesthetic value supplied by social media interfaces, most fashion brands have invested a lot of money into producing professional photos and videos of their items.

"We invest quite a lot on pictures, videos, teasers." (R1)

"Some brand spending a lot, especially the notable brand. From the hiring of professional models to the selection of photography themes and locations as well as creation of additional props, everything is carefully strategized and planned prior to the launch of their new product. (R8)

"Some of them would travel overseas to shoot the product in getting a good photos and videos. They even paid several influencers to wear the apparel." (R5)

4.3.3.2 Ease of use and learning

A common view among respondents about *Design Quality* was centred on social commerce's application that is easy to use and learn. It is the responsibility of the seller to provide customers with a design that simplifies the process of making a purchase. Whether it is an e-commerce or social commerce platform, having a well precise layout is essential since it serves as a key indicator of customer satisfaction. According to the respondents, social media and social networking has been known for its ease. There is no justifiable reason to avoid utilising social media in order to reach a larger customer base given that the majority of individuals find various social media platforms simple to understand and use. In addition, customers use a variety of social networking sites, therefore it is crucial for brands to interact with them on a regular basis using a carefully chosen application. Applications are chosen depending on what customers find most convenient in making deals. The extract is stated below:

“Most of our customers had several social media, in which it is important for us to be actively engaged with them through selected application. Those selected application are based on customer's preference, whatever ease them to interact with us.” (R3)

“Nowadays even older generation find several social media ease to be handle and learn in which I couldn't find other reasons for not utilize it and achieved a bigger market segment.” (R4)

“Even for me, let say my customers are in need of seeing the material besides videos and pictures posted by the brand, it's easy, we just video call while I'm in the store.” (R6)

In the meantime, a few of the respondents elaborated that customer prefer to shop through social media since they are already familiar with the system. Most participants admitted that using social media was a regular part of their daily life. Since they are already familiar with it, they believed that it would be easier to use it not only for social activities but also for commercial purposes. The familiarity developed as a result of the system's perceived simplicity. Customers, according to R3, will give up on a complicated purchasing procedure, thus the system must be designed to be simple and easy to understand. To that end, companies should select features and application in line with the one their target audience is already familiar with.

“We design our purchasing process as simple as we can. Even we includes several option in buying our items, the step need to be simple and easy to be understood by customers as we know that and yes everyone will abandon a difficult buying process, thus, customers can order direct to us through WhatsApp.” (R3)

“Nowadays, you can purchase apparel easily, most sellers provides order through WhatsApp (text messaging). Which for me the easiest way to purchase without log in to website and surprisingly we can purchase through cash on delivery through WhatsApp order. It’s easy and the safest way to buy online.” (R8)

4.3.3.3 Interaction and Engagement

Respondents are also in agreement that businesses should foster interaction through the design of their social commerce platforms. In order to attract and retain customers, it is essential for businesses to provide an environment that encourages interaction and engagement.

“Every week we schedule social media activity where, once a week live is a need so that we could have interaction goings with our customers. Same goes to our Instagram stories where every time we produce a new item, we will use the features where customers can send us the inquiries about the item and we will answers it. It just to make sure that we got their attention”. (R2)

R1 recommends that brand pages engage in activities that strengthen customer relationships by offering content and interactive activities that encourage idea generation and discussion. They add a component of interaction into the design of the post captions in order to encourage customer discussion and participation. Meanwhile, R2 suggest a simple post by encouraging their customer to mentions their brand or what they prefer ‘tag them’ once the customer wear their product.

“Sometimes we often create a post with intrigue statement but in positive way so that we can interact more with our customer. We had once make a vote on what colour that our customer prefer for our next collections just to know that they are still with us and at the same time to know their interest.” (R1)

“We always urge customer to tag us on Instagram stories or pictures and videos post if they are wearing our product. Once we received the tag, we always repost back their tag.” (R2)

Brand engagement can be boosted by creating posts in which the captions are structured to always end with a request for feedback or an invitation to express agreement or disagreement with the product being promoted. As a customer, R7 provided a straightforward example of a company gaining traction by simply encouraging its audience to share a post.

“I’ve also experience where, a brand that I like present a giveaway post. I need to tag three of my Instagram friends on the comment section to win the giveaway. (R7)

Furthermore, a webpage or social media page account need a design that make visitors feel like they are part of the page community. Such feels happen only when there is interaction and engagement between customers and the brands. In accordance to belonging sentiment, fascinating subject of discussion was the fact that certain Malaysian modest fashion brands have created their own nicknames for their fan base in order to foster a sense of community and promote interaction and engagement among their loyal customers. Fandom names that R6 has revealed include:

“Nowadays, brand start s to name their fans. I’ll give you some example, ‘Calaqueen which Calaqisya brand fans base or dUCkies, The Duck Group fan base. It basically strengthen the relationships among themselves. They interact with one another on the online post comment and sometimes, when the brand repost their pictures, others members will began to give a good comment and even complement each other.” (R6)

Apart from that, the design post should spark customer’s interest in supporting the brand page’s activities, and encourage them to connect and interact with new people. Such action is in line with what R8 and R9 have seen:

“Usually what I do is, I always tag the brand whenever I wear them. And they repost my post or stories. I don’t know, but it’s quite fun.” (R9)

“I do remember that this one brand got a lot of attentions as they love conducting online activities like online colouring, painting, during the lockdown. For me it’s quite a clever ways to connect their customers with others. As they will pick a winner and for those who tag them in the post, they will put at their stories so that other customers can see it too.” (R8)

4.3.4 Information Quality

With nine occurrences during the interviews, *Information Quality* comes in improving the social commerce setting for Malaysia's modest fashion. In addition, since people who shop online are unable to physically examine and try out the goods before buying it, they demand specific information that is easily accessible before making a purchase decision. Such statement has been agreed by all types of respondents, including direct and indirect sellers as well customers. The following responses emphasised these qualities:

“Accurate information is important”. (R1)

“A clear information displayed help customers in making a purchase’.
(R2)

“Such creative information which is clear are truly important for a brand.
(R5)

“A precise information’s are needed, as if mislead or unclear message it could disrupt the purchase process”. (R4)

The importance of accurate information cannot be overstated. To avoid any confusion, it is crucial that businesses deliver information in a precise and clear manner. Any inconsistencies in the provided information or communication may cause a disruption in the buying process. Moreover, based on the statement above, an informational display that is easy to understand is helpful to customers in the process of making a purchase. Information that is both creative and understandable is utmost importance for a brand. The data collected on *Information Quality* generated four distinct themes. According to the respondents, the quality of information is determined by the seller’s ability to provide clear, accurate, and useful information. Aside from that, such criteria as up to date with varying formats of information’s are essential indicators of *Information Quality*. Figure 4.4 shows the identification of four sub-themes:

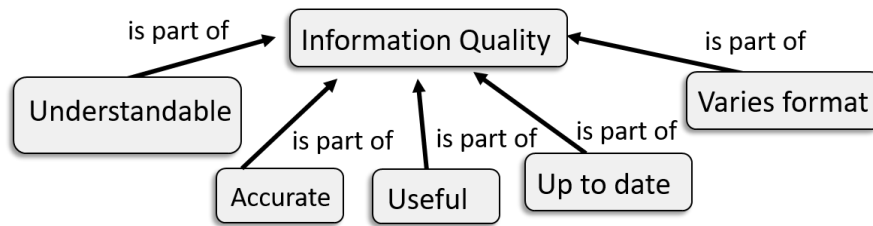


Figure 0.4 Thematic mapping for the dimension ‘*Information Quality*’

4.3.4.1 *Understandable and Accurate*

Since customer’s actions are largely determined by the information they have access to, it is essential for companies to ensure that the information regarding their goods and services is both accurate and easy to understand. In addition, considering that customers who shop online do not have the option to personally examine and try out the goods, they demand comprehensive and easily accessible information in order to make a purchase. The remark made by respondents who are direct sellers claims that providing information that is accurate and understandable is essential since it assists customers in making decisions regarding their purchases.

"If the information is provided in a way that is clear and easy to understand, it assists buyers in deciding whether or not they want to make a purchase. In most cases, we emphasise simplicity while maintaining accuracy. We are aware that individuals have a preference for reading important messages that are short while at the same time being easily understandable." (R2)

“It is essential to have accurate information displayed on the advertising post for each product. On each post, we include direct information, notably in the form of pictures and videos. A concise sentence performs exceptionally effectively and has the potential to effortlessly attract the attention of people. In the section on writing posts, we are going to compose a lengthy statement. It is essential that the facts be accurate and that the writing not be misleading. If it is written incorrectly, the results could be disastrous." (R1)

“Creating such information is the brand job and it is crucial for us to receive it. The brand need to be creative so that the information are easily understandable and accurate so that it’s easy for us to do our job as well. Especially for sizing chart.” (R5)

“A precise information’s are needed, as if mislead or unclear message it could disrupt the purchase process”. (R4)

If the information is presented in a method that is straightforward and simple to comprehend, it helps customers determine whether or not to make a purchase in light of the statement that was given. It is recommended that sellers emphasise simplicity while yet preserving accuracy in the majority of situations. Seller needs to be aware that people have a propensity for reading vital messages that are brief while at the same time being simply understandable. They proceed by discussing different writing styles presented in a variety of formats. A sentence that is clear and easy to understand is one that performs incredibly well and has the capacity to effortlessly capture the attention of others. Information presented in a straightforward manner, primarily in the form of photographs and videos. Longer statements can be made in the "Writing Posts" area. It is with the utmost importance that the details be accurate, and that the writing is not deceptive in most any way. The consequences could be extremely severe if it is written in an inappropriate manner.

Meanwhile, according to interviewees who are customers, the only ways for them to rely on before making a final decision to acquire the goods are information that is understandable and truthful. Apart from that, they emphasise the importance of information presentation. It is necessary to base it on the preferences of the customers. Sellers need to know which styles or format that are preferable by the customers, so that it is easy for them to understand the information well.

“Information that been displayed need to be accurate as through online, I can’t try and touch the material, so I need to know it precisely. Let say sizing chart, if it’s wrongly written, I will accidently purchase the wrong size and if it’s arrived, I’ll be unsatisfied.” (R7)

“I prefer they mentioned a measurement that I usually use in which in centimetre and it need to be accurate.” (R8)

“Any information need to be understandable like, is there any return system if let say I am unsatisfied with the sizing, or to whom I need to refer is I had a trouble with the attire.” (R9)

4.3.4.2 Useful

The importance and usefulness of the information provided to customers was a topic that came up repeatedly in the discussions that illustrate *Information Quality*. Sellers

can employ live sessions to demonstrate the new product. To aid customers in finding the ideal fit, they have provided a range of sizes with images of the outfits in use. In addition, the whole colour palettes are shown on the screens so that buyers can see each option clearly and get their questions answered quickly. With that, the need to physically interact with anything has been drastically diminished. The citation can be found in the following:

“Live session can be longer as it a session where brands can showcase their product in detail manners. At the same time, customer will take the chance to ask their inquiries as they know the sellers will answers right away.” (R6)

“A clear information displayed help customers in making a purchase’.
(R2)

“It is essential for brand to showcase all the colours that are available for that version. Besides wearing it, the whole colours must be displayed even though they didn’t wear it. So that it easy for customers to access and see the real colour through live sessions.” (R3)

“Usually, they will have staff wearing the apparel while conducting the live sessions. Apart from that, even in the Instagram post or website they will mentions the model height and which size that they are wearing. Thus it is easy for me to choose which size and design that suit me the best. And for me this is important as I could not wear so they need to inform us all the information.” (R9)

“Usually, in live session, they will display the apparel in varies size. Even I had my inquiries for someone who in L size, I just wrote the inquiries at the chat box and they will call the staff who were that apparel in the same size. So it is easy for me to choose which best for me.” (R7)

4.3.4.3 Up-to-date

Having information that is both complete and up to date is also important for improving *Information Quality*. Based on the responses, some agreed that providing customers with up-to-date information and making sure they are well educated before making a purchase are both extremely vital. Such measures are particularly important in the fashion business, since the fabric’s material, design, and even sizes are often changing.

“Let say we produce two different apparel design with different fabric materials, we need to give our customer update about it. We might informed them through videos, pictures and even explained them through our live sessions, so that customers informed about it.”(R3)

“We did not sell only satin shawl, but we also sell other type of fabric, customers need to know that as we are afraid that there will be misunderstanding and basically what they are received supposed to be right, but if they didn’t alert with the difference or changes, they would be unsatisfied.” (R2).

R2 pointed out that communicating accurate and timely information might help minimise the occurrence of misunderstandings. If customers are not made aware of the adjustments, they will have the impression that they have been deceived. They will feel dissatisfied when they receive a product that does not meet the standards of what they consider to be satisfactory. Therefore, it was vital for sellers to be aware of the changes, and it is imperative that customers be informed regarding this matter.

“Every time fabrics or sizing change by the brand, we need to be alert and inform our customers as we are afraid that our customers thought we scammed them by delivering a fake product.” (R5)

“Let say, one brand that I know, they produce an apparel but years after, they redo and make a second version with the same design but different material, 1.0 and 2.0. For me, they do a very good job in informing the difference as I would not be surprise if I purchase the newest version but had different material just like the last time I purchased it.” (R7)

4.3.4.4 Varies Format

Information delivered through varies format has been mentions several times. Through the use social commerce application, information qualities have been delivered in the best manners. All respondents, without a doubt, came to the conclusion that it is essential to make use of a variety of applications that have been developed by social commerce platforms in order to guarantee that information is successfully delivered to customers. Both R1 and R2 believed that providing crucial information to their customers in a variety of formats should be considered one of the essential components to effectively transmit the *Information Quality* that they served to those customers. Their voices can be heard as below:

“So, that’s why we provide all information in varies format. Each product we include short video tutorial on how to style it, we had a close up picture on the materials, colour differences. On our Live sessions, we also need to explain again, for example, if it’s ironless, or the opacity of the scarfs so that customers understand and get the idea of what they are going and actually buying.” (R1)

“The way we introduce our new product is through pictures and videos that we post in each of our social media. Live session also help a lot as it help us to show how the dress in a real time to our customer. The staff already know that they need to wear in several sizes as most customer will questions about size. They need to see people wearing different size so that it’s easy for them. And sometimes they already know our staff name. Then we use our videos, pictures especially in live session to showcase all colours available. That one if the staff didn’t wear it also okay as long as it is hanging as a wardrobe while the live session.” (R2)

Both R1 and R2 make reference that there were several social media applications that their target audience often uses. Hence, using a variety of applications that online customers are already accustomed with are crucial due to sellers focus on to decrease the prevalence of the "need to touch" among them. Sellers are advice to focus on feedback sections. The value of the feedback section is enhanced by the graphic reviews that customers upload there in the form of photos and videos. Customer’s trust is strengthened as a result of this type of information. In a positive approach, this will foster, buyer-seller confidence, which is essential in today’s internet marketplace. As a customer, R9 shared the following experience:

“I have seen a clear pictures of the material, and also videos of model wearing it. And if in social media or even Shoppe (social commerce marketplace), posting a real videos and pictures are important for me. As sometimes, product been sent different from the pictures they post especially if they are been sent by seller from China. Most local seller provide us with real pictures and videos which make me more confidence in buying their product. Videos and pictures from the review been left by sellers are the most crucial factors that need to be seen before I purchase.” (R9)

The opinions from R9 parallels the view explicated by R8:

“Information on review section posted by buyers is important. I focus on more review post videos more than a picture. I usually look for such information before buying the apparel” (R8)

4.3.5 Responsiveness

The theme of *Responsiveness* appeared 10 times during the respondent's interview sessions. Similar to how *Responsiveness* is described, the respondent's explanation of it offers a straightforward interpretation of the word itself. While referring to a service, seller's promptness and ability to answer accurately, swiftly, or with minimum waiting time when interacting with customers in an online environment, the term *Responsiveness* is commonly used. Three distinct subthemes emerged from the comments; namely, the capacity to be well-prepared and provide prompt responses to enquiries and concerns. Another subtheme that can be seen as an impact of *Responsiveness* is the ability to sustain a positive experience as a result of the seller's attentiveness. Figure 4.5 depicts the theme mapping for *Responsiveness*.

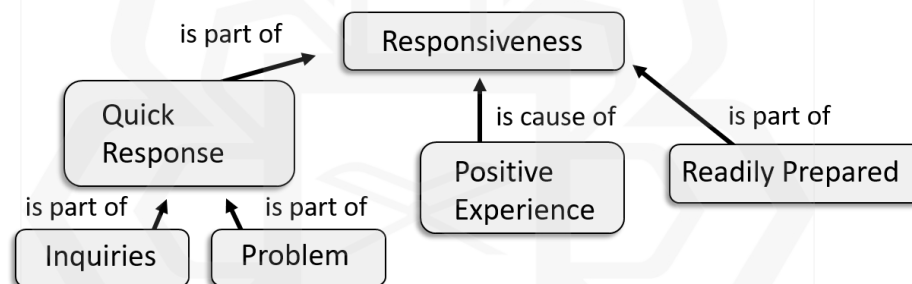


Figure 0.5 Thematic mapping for the dimension 'Responsiveness'

4.3.5.1 Quick Response

A widespread belief among interviewees is that in order to improve *Responsiveness*, sellers must be able to respond quickly. The respondent described two situations in which sellers must focus in order to keep customers satisfied. Primarily, they must respond promptly to customer inquiries. The situation occurred frequently through personal communication channels, where customers could usually contact the seller personally. With such interaction, customers expect sellers to react instantly, which will affect the customer's flow experience and desire to engage in social commerce. Customers who have to wait too long for a response from a seller are more likely to

develop doubts about making a purchase and ultimately look for another seller. Their voices can be heard as below:

"I hate it when retailers ignore my queries, and I don't give priority to retailers that take an overly lengthy time to respond to my texts. Let's say it's one to two hours late, that's fine, but if it happens often, I just give up and find another seller."(R8)

"I hate it when sellers don't respond to my text messages or take a long time to do so. Sometimes my questions are simple, but they still take a long time to answer. In my opinion, this demonstrates that they are not committed to providing satisfactory service to the customer. I just seek for another seller."(R7)

"Sometimes, Shoppe has several sellers selling the same item. First I need to ask them my inquiries. I chose to deal with those who answers me promptly. Same goes to personal shopper, it is important for to choose personal shopper who promptly response to my inquiries." (R9)

The degree to which customer inquiries is taken seriously and the time it takes sellers to respond to customer requests are crucial. Customers are more likely to be satisfied with their purchases and return for future purchases if they receive prompt service by the seller in online environment.

"I chose to deal with those who answers me promptly." (R9)

According to R2, as a company, they have recruited staff members whose sole responsibility is to interact with customers that contact them directly through social commerce applications. The employees are instructed to respond rapidly to customer questions. In their view, if they respond swiftly to a customer's inquiry, the customer will be more satisfied and likely to continue the conversation, which could lead to a purchase. Such action also can be seen in R5 where, being notified by customer's inquiries are crucial. Such view can be seen below:

"We do have a staff who only deal with customers that contact us directly from WhatsApp. We train them to be quick in replying the inquiries from the customers as we believe that customers will be satisfied and would chat longer if we had response it quickly. As we had all information readily prepared so there is no excuse in not having response quickly. Usually the conversation keep running and will turn into purchase." (R2)

"The key is that customers can instantly text me via Shopee chat sections or WhatsApp. It is critical since I am fully aware that most customers appreciate it when I respond immediately. Sometimes they want to buy

as soon as possible after no questions are asked, or they are simply pleased with my responsiveness. I always double-check that my notification is turned on so that I may attend to my customer as soon as possible." (R5)

Second, in addition to queries, prompt response to a problem is essential. It is imperative that the seller offer prompt service in order to solve the issue that customer is having. As social commerce enables customers to interact with sellers more conveniently through social media, customers expect sellers to entertain them promptly especially when they faced a problem. Through a quick response in solving the problem, it reduce customer's uncertainty and anxiety.

"I hate when sellers ignore my inquiries, and I don't prefer seller who takes longer time in replying to my text. Let say if it is 1 till 2 hours late it is acceptable but if it happens frequently I just abandon then find another seller. As for me, I believe when any problem arises, it difficult for me to ask such sellers for help. I want to avoid them and avoid such issues to happen." (R8)

"When a customer experiences an issue with our product, they often want instant help. We need to respond quickly since unhappy consumers are more likely to tell others about their experience than satisfied ones. If we treat it carelessly, it could seriously damage our reputation." (R3)

4.3.5.2 Positive Experience

Customer's experience is enhanced when sellers respond quickly. Once it being response quickly, it definitely will enhance customer's positive experience. Such response had been agreed by the sellers. The views as below:

"Basically with fast response it gave customer satisfaction with their purchase." (R3)

"We believe that customers will be satisfied and would chat longer if we had response it quickly. Usually the conversation keep running and will turn into purchase." (R2)

"As there were a lot of dropshippers out there, I need to be quick as I know such action will make customers loves to deal and make purchase from me." (R4)

R7 and R9 also respond as customers by noting that a timely response unquestionably creates a pleasant buying experience. The following are examples of such experiences being shared:

“For me replying instantly to my questions is important. It makes me want to finish up my shopping faster. As I will kept thinking about something that didn’t buy. Thus, seller need to keep replying all my doubt so that I am satisfied with my purchase.” (R9)

“In order for me to feel confident in my purchase, I will typically have a question or two prepared in advance. I will most definitely choose a seller that gets back to me immediately. I enjoy the experience of doing my shopping online. As soon as I receive a reply, I will make a final decision on whether or not to proceed with the purchase. It only requires me to take a seat, put my feet up, look it up on my phone, have a conversation with the seller, and then quickly make the purchase.” (R7)

4.3.5.3 Readily Prepared

The interviewees reveal, gaining *Responsiveness*, sellers need to be readily prepared. It is the ability to facilitate effective engagement by making information readily available. Such action helps seller giving immediate assistance to foster stronger customer engagement.

“We do have a staff who only deal with customers that contact us directly ... We train them to be quick in replying the inquiries... As we had all information readily prepared so there is no excuse in not having response quickly.” (R2)

To improve social commerce’s *Responsiveness*, R5 suggest that, seller should always prepared reviews and testimonials from satisfied customers and strategize several copywriting so that it is easy for them to provide immediate responses.

“I have my own customer’s testimonial so that it is easy for customer to refer on. I’ve create my own copywriting. Usually customers will greet and ask the similar things thus I have everything in prepare so that it is easy for both of to communicate promptly.” (R5)

Additionally, it is suggested that social commerce sellers compile a list of frequently asked questions (FAQs) from potential buyers, then develop a set of copywriting responses to those FAQs. Interviewees continues by suggesting:

“I usually list all the inquiries as there will always be a similar questions. Then I prepare the answers, as well as videos and pictures.

All I have to do is share readily pictures, video and copy paste the copywriting. The most matters is I need to reply as fast as I could.” (R5)

“We do have our own copywriting to answers the question that been asked by the customers. With that, we can response it quickly.” (R4)

“Usually customer will asked the same things. Even we had provide a FAQ sections which they can easily read, there will always a customer’s who asked the same question. So we need to prepare our won copywriting based on frequently asked question by the customer. With that it is easy for our staff to copy and paste the answers. It will be quick and simple.” (R1)

4.3.6 Privacy and Security

The *Privacy and Security* topic was brought up with two discrete sub-themes emerged from the respondents which involves the capacity to provide trustworthy platform, a risk-free exchange process, and anti-fraud safeguards. The second subtheme focuses on safeguarding the confidentiality of customer’s personal data. Figure 4.6 present thematic mapping for *Privacy and Security*.

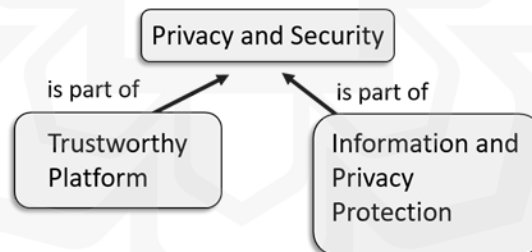


Figure 0.6 Thematic mapping for the dimension ‘*Privacy and Security*’

4.3.6.1 Trustworthy Platform

The ability of sellers to provide a trustworthy platform towards their customer is essential. It is more on how sellers chose which system to provide to the customer rather than creating the system by themselves. According to the interviewees, trustworthy platform means as an application that is easy and they are familiar with. Usually, such system are well known and had been verified its safety.

“Usually, we will provide more options on banking system. For now, it’s easy, as the system we used has been provided by the finance system. Customers just need to choose which bank that they prefer to continue with the purchase. Apart from that, nowadays the banking system are secured. Thus there is no crucial issues arise as we ourselves also depends on the system that link to our official banking account.” (R1)

The opinions from R1 parallels the view explicated by R5:

“For me, I always use my M2U (Online banking Maybank System), to check out on any website platform. Let say I purchase it through WhatsApp order, mostly, the seller will give the instructions. Basically, all I need to do is screen short the copy of transaction and give it to her. It’s simple. Don’t need to log in to the website. I just need to make a transaction through the apps on my phone.” (R5)

As been mentioned by R5, sellers need to be clear on how they present the transaction instruction in which it need to be easy for the customer to handle. Customers, and even sellers, will always choose a system that they are familiar with, therefore in most cases it will depend on the preference of the customer. Furthermore, based on R1 comment, customers have been given more flexibility over transaction methods, which helped them feel more secure. Such options reduce the insecurity and enhance confidence to shop online.

Another common view in describing *Privacy and Security* is based on the quality of interaction in which it could act as protective mechanisms to avoid fraud. Fundamentally, social commerce’s most advantageous feature is its capacity for high-volume interactions, where security risk is lessening. When there are multiple interactions happen, sellers could deliver their sincerity and build trust towards their customer. Meanwhile, the opportunity in receiving such interaction helps customer to avoid fraud. R8 brought up a notable point, highlighting the fact that customers can learn more about a product and its vendor before making a purchase when using a social commerce platform. This view is expressed below:

“The best thing about shopping online, we can basically search anything about the product and even the sellers online. Let say, I discovered an ad while I was browsing my social media, it is an apparel that caught my eye, so first things I check their account, if there a lot of interaction between the account and the customer, it lift up my confidence, then if I click on the link that direct me to their Shoppe account, I can check on the review section which automatically tell me that this seller is not a scam. Then if there is anything that I would like to ask, I directly chat the

seller. And yes, I prefer buying it through Shopee to avoid in getting scam.” (R8)

Apart from that, when online customers are been able to connect with a firm’s workers or physical facilities, trust has been developed as claimed by R8.

“I check their account, if there a lot of interaction between the account and the customer, it lift up my confidence. I can check on the review section which automatically tell me that this seller is not a scam... Then if there is anything that I would like to ask, I directly chat the seller.” (R8)

In addition, customers may have a negative experience, as highlighted by R9, if the platforms are difficult to use and control. In order to avoid privacy threats, customers also expect to exert control over the personal information they share with the community. Apart from that, social commerce privacy/security safeguards are sufficient to reassure customers that they are not being ignored.

“For me, yes I agreed that, I once fear in making transaction online, but nowadays, I am able to contact directly with the sellers, and get to know them better. Plus we basically can choose any transaction system that we prefer. For example, when I purchase from Calaqisya’s website, at the end of purchasing, I can choose any banking that I prefer and they promised the transaction is saved. And I have used it several time, there is no issues on it. Another example is when I purchase apparel from Shopee This is one of the system that I like, when we paid for the item, the seller didn’t get the payment unless it’s been delivered I click on the parcel received. And if before that, I need to make sure the item that I reviewed is free from defect, if there some problem, I can just return it to nearest Shopee express post and I will received my money back. Basically I found that is relief and I didn’t have any worried shopping online. I guess so far most of well-known brand had return process also. I do know that Calaqisya had one. All I have to do is email them and they will ask to return at the nearest store and give me a new one. (R9)

4.3.6.2 Information and Privacy Protection

A small number of respondents raise issues on the protection of customer’s information and privacy which categorize as a sub-theme under social commerce’s *Security and Privacy* measures. As been highlighted by R5 and R6, the information given by the customers are involves their personal detail which they need to protect. They agree that

being an honest seller is crucial where disclosing personal information obtained about customers with others especially companies are forbidden.

“No, I had never thought of sharing or selling customer information to others. It is absolutely wrong to do that. It is dishonest. I didn’t do anything with the information. As for me once we share, customer will feel cheated. Once that happens, I can confirm it’s hard to get back on business.” (R5)

“Sharing customer info without their consent is a crime. I know that I had their name, phone number, address, I will not share or sell those things. For me it’s wrong. But if the feedback given by customers in terms of pictures or videos, I will share after I get the permission to share. For me testimonials or reviews are important for me to increase customer’s trust in me. Even if it is important, I need to take permission if they didn’t allow me to share I will not share.” (R6)

Additionally, R5 and R6 remind sellers to ask customer’s permission if they would like to use customer’s information as a selling point. Frequently, sellers will communicate with their customers through social media platforms. Eventually, the majority of customers will disclose their names, addresses, contact numbers and even share pictures, videos and text messages where it is the seller’s responsibility to ensure it has been kept private. If they would like to use it as a selling point for example as a review, feedback or testimonial, approval from the customers is crucial. Customers will only shop if they believe it is safe to reveal confidential information, otherwise, they will not.

“Same as sharing pictures or videos that act as reviews. I need to get the permission first to use it or to share with other customers. I will not share if they would not allow me.” (R5)

“But if the feedback given by customers in terms of pictures or videos, I will share after I get the permission to share. For me testimonials or reviews are important for me to increase customer’s trust in me. Even if it is important, I need to take permission if they didn’t allow me to share I will not share.” (R6)

4.3.7 Personalization

A new theme that gained respondents' attention with regard to Social Commerce Service Quality is the ability in providing a *Personalization* service towards Malaysian modest fashion customer. It is seller's ability to deal with customers in a personal manner and adapt its offering to meet the specific needs of customers. Most notable point by the interviewees were, *Personalization* is a service where customers choose a certain set of self-contained areas to explore based on their own preferences. This lets them create and manage their own unique purchasing paths. *Personalization* has been involved with two sub-themes. Firstly, there is views concern on the ability of a customer in having wider options. It involves two different situation which is first, it allows customers to choose how to interact and communicate with sellers. Second, it gives a variety of buying alternatives and communication channels that can be selected with simplicity and modified according to the customer's preferences.

The second view is *Personalization* allow users to personalize their social interaction. Both customers and sellers have the ability in choosing their own ways to interact in real time where meeting a human service representative for customers perceived as more informative and trustworthy. These two sub-themes can be seen in Figure 4.7.

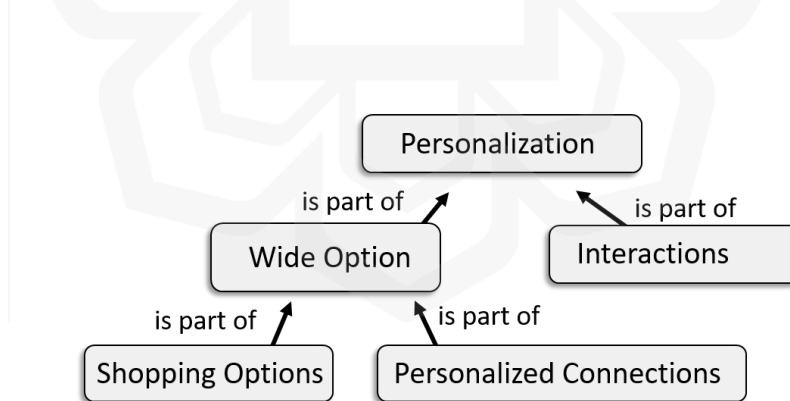


Figure 0.7 Thematic mapping for the dimension '*Personalization*'

For as long as it has been discussed in literature, *Personalization* has generally taken place in the context of offline rather than online environments. *Personalization* can be found in a variety of literature has been discussed in literature review section. *Personalization*, according to Tran et al. (2021), focuses on customer advertisement

through the use of artificial intelligent systems. Meanwhile, Zhou (2020) research includes perceived *Personalization* that focuses more on the flow experience within a community platform, which is a different perspective than this finding. *Personalization* on e-service quality such as Lin et al. (209) and Jeon & Jeong (2009), on the other hand, focuses more on website settings that overlook the social interaction aspect.

Personalization on this research finding has primarily been affected by Malaysian shopping methods via social media and other social commerce applications where customers has been offered with wide range of applications that they choose from. Aside from that, with the availability of indirect distribution such as personal shoppers, customers may personalise their shopping experience even further by instructing them to purchase at whenever and whatever store they like. Dropshippers, another type of indirect distributor, can assist them in ordering items that customers can simply order through them at their leisure. Because of the cultural background of Malaysian modest fashion sector, such scenario makes personalization distinct from other literature. More information is provided in the following subtopic.

4.3.7.1 Wide Options

In essence, the shopping and communication options are the two related prevailing criteria in wide options provided by social commerce that enable users personalize their path while shopping. According to R7, the commercial and social activities that permit social contacts and e-commerce transactions enable customers to personalize their purchasing experiences. The fact that they spend so much time engaging in social activities on various social media platforms is ultimately what drives them to make purchases. With the current availability of social media's convenience functions, users have numerous options to shop according to their needs and benefits.

“I always attracted on what people wear on my Instagram account which main reason I went shopping online. Some influencer mentions brand of the apparel that they wearing and some provide direct link where to get it. I'll purchase at whenever it ease me the most. Let say if I want to collect point and free shipping options, I search the product at Shopee first. But sometimes my favourite brand they are not available in such platform because they have their own WhatsApp order a good website. A brand that I like, they have both, a good website and WhatsApp order

from each store. Let say, the new arrival item has been sold out on online, I can just simply WhatsApp on the store and ask if the item is still available and ask them to deliver direct to my house. I still can enjoy free shipping if I purchase more and get a points reward. I love they do such service. It eases me with many options according to my needs.” (R7)

With regards to shopping options other than website, R5 comments as indirect seller where they had been given an opportunity in serving other options that were basically need by customers. Similar to R7 view, rather than shopping and ordering via a website, customers choose to be connected and have their purchasing process customised by communicating and interacting directly through social networking apps (WhatsApp and Telegram).

“Currently, my target is more on social media as the platform is where people socialize but at same time, it is a place where the selling and buying occur. Even it is not directly a purchase platform, it led users to purchase. Let say I’ll post new arrival outfit from brand x, people will always start texting to know more about the clothes, even the brand has their own website. They can direct message me or we could start ordering through social Whatsapp. They knew it was going to be easy if they purchase it through me. They just do not want to purchase through website.” (R5)

The communication system is one of the numerous social commerce options that enable *Personalization* for both sellers and customers. Social commerce, a business established on internet-based social media with a simple and free communication system, enables people to actively participate in the purchasing and selling of products in online communities and markets. In addition, *Personalization* in social commerce is mostly based on businesses approach to developed personal communications that are suited to customer’s stated or implied preferences. Their opinions are as follows:

“A brand that I like, they have both, a reliable website and Whatsapp order from each store. Let say, the new arrival item has been sold out on online, I can just simply WhatsApp on the store and ask if the item is still available and ask them to deliver direct to my house. I still can enjoy free shipping if I purchase more and get a points reward. I love they do such service. It eases me with many options according to my needs.” (R7)

“They can direct message me or we could start ordering through social Whatsapp. They knew it was going to be easy if they purchase it through me. They just do not want to purchase through website.” (R5)

“For me, I love to communicate directly with the sellers through live chat instead of emailing my inquiries or problem.” (R9)

“My customers can purchase through either Shopee or directly communicate and order through my WhatsApp number. It’s up to them as I am available on both platforms.” (R4)

Based on the views, businesses need to offer a wide range of interaction and transaction channels based on the preferences of their customers. For instance, customers may interact with the brand via their preferred social media platform (Facebook, Instagram) and make purchases via social media, social network applications (WhatsApp), an e-commerce marketplace (Shopee), or the brand’s official website. *Personalization* that focuses on tailoring customer’s need could possibly enhance satisfaction and loyalty.

4.3.7.2 Interactions

Other points in enabling *Personalization* in Social Commerce Service Quality was the ability of sellers in providing customers their choice of interaction. R6 emphasises the significance of live chat as a means to personalise the buying experience for customers. Users can have a more customised experience thanks to the availability of live chat technology, which allows them to communicate with a human service representative in real time.

“For me, as a personal shopper, customers can interact through multiple options. Some even make a video call once I have reached at the store so that it is easy for them to choose the item in real time. I even make a live session once I reached the store so that more customers can see and purchase in a real time”. (R6)

A seller might add a personal touch to their sales by making a special trip to a customer’s preferred store and purchase on any requested items. Not only that, but they also essentially personalised the information requested by the customer by providing

images, videos, or conducting a video call if requested. They can utilize *Personalization* in their own strategy as long as interaction between sellers and customers is available. The service can be easily personalised via Instagram, Facebook, WhatsApp, Telegram, and even Shopee, an e-commerce marketplace platform that has live chat features.

“I do love sellers utilise Instagram functions where customers can ask sellers in their story, some even make a live sessions during the peak hours in their store so that people can have a grasp on the stocks. They even mentions any personal shopper that available on that time so that people who could not come on that day.” (R9)

4.3.8 Communication Quality

The *Communication Quality* has been raised in response to interviewee’s perspectives on how social commerce works, particularly in the Malaysian modest fashion industry. It is a new concept that has emerged in response to the constant communication that occurs between customers and sellers in the Malaysian modest fashion market. To compete with other sellers, serving in an exceptional communication is critical. Furthermore, it appears that Malaysian modest fashion shoppers prefer to have two-way communication with the sellers during their online shopping process. Customers can obtain the necessary relevant information through social media and networking communication, allowing them to obtain their desired information with less effort. The opinions are as follows:

“I love meeting with polite seller as I will ask many things. I know there might be information had already available but I’m too lazy to search and I want a direct answers. Instantly .When selecting a personal shopper, I lean toward those who I have known for some time. Plus it is easy to communicate.” (R8)

“When I have questions or concerns about a product, shipment, or any service, I always use the live chat feature. It's the most convenient method for me to get in touch with the sellers, and the vendors seem to prefer it as well.” (R9)

In addition to that, having a high-quality communication system is an essential component in preserving a favourable relationship with the consumer.

“We believe that customers will be satisfied and would communicate longer if we had response, it quickly. Usually, the conversation keep running and will turn into purchase.” (R2)

“If I can ask them right away, and they reply to me instantly, I would be joy as I didn’t want to spend my time searching things which is for me a little bit burden, thus I will always ask and getting answers right away. I’m so lazy to search information and read things longer.”(R7)

Communication Quality can be referring as the ability in providing a two-way interpersonal communication with human agent sellers through wide application system using communication style that are based on customer preference. In contrast to earlier research, communication may be connected to *Social Interaction Quality*. The distinction between the two aspects is that *Communication Quality* focuses on a deeper connection between sellers and buyers. Its primary emphasis is on being able to provide direct, personalized care that is tailored to the specific needs of each individual. Such communication involves direct communication system that enable both parties to have a direct response simultaneously. *Communication Quality* comprises four sub-dimensions: interpersonal communication, human agent communication, communication style, and two-way communication system. Figure 4.8 depicts these four sub-themes.

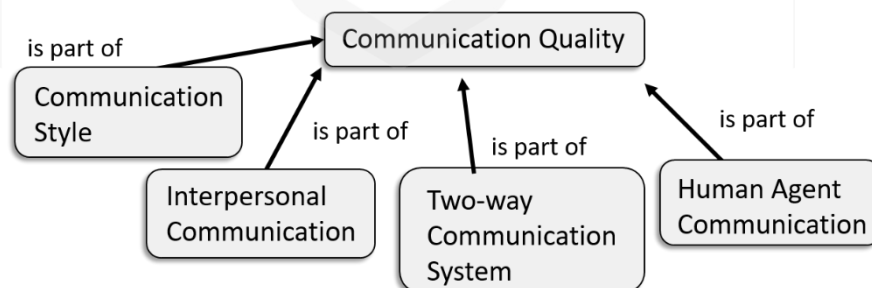


Figure 0.8 Thematic mapping for the dimension ‘*Communication Quality*’

4.3.8.1 Communication Style

The communication style is essential since Malaysian customers for modest clothing would be interacting more directly with sellers. The format, ritual, or mannerism employed by the buyer or seller in the contact is referred to as communication style, and different agents employed varied communication styles due varying adaptability among customers. Seller's communication styles must not only give customers with necessary consultancy and guidance, but also interact in a warm and friendly manner. Even though there are a few responses on communication style, this sub-theme should not be overlooked as it appears simply a few times. Customers, according to interviewers, prefer to ask questions repeatedly, even if the information is given in a social media post or on a website. It is recommended that sellers maintain a steady composure and a warm approach in their conversations with customers.

“Usually customer will asked the same things. Even we had provided a FAQ sections which they can easily read, there will always a customer's who asked the same question. It's okay, we need to greet them in friendly manner. We had our own greetings. So, we need to prepare our own copywriting based on frequently asked question by the customer.” (R1)

“With a friendly greeting, customer love to start the conversations.” (R2)

“I love meeting with polite seller as I will ask many things.” (R8)

Additionally, sellers have been advised on the importance of responding quickly to their customers' inquiries. In order to improve the purchasing experience of customers, the respondents should adhere to a communication style that emphasizes promptness of response.

“We always remind our staff to be quick to interact and reply to the customer, regardless whatever their questions. As be quick in whatever customer ask s crucial to show how serious you are in serving them.” (R3)

“I love when seller reply to my message. I hate it when sellers don't respond to my text messages or take a long time to do so. Sometimes my questions are simple, but they still take a long time to answer.” (R7)

Customers are more likely to be satisfied with a seller who communicates with them in a timely manner. Customers expect prompt service since they can readily communicate with the sellers. They are able to quickly switch over to other sellers who are more capable of entertaining them.

“To be honest, it's a sign that I should keep working and interact with the seller. If the seller responds quickly to my questions before I make a purchase, I feel more comfortable with trusting her in the event of a problem, rather than with a seller who ignores my inquiries and forces me to deal with an inconvenient situation if the goods I receive is flawed.” (R9)

“In my opinion, this demonstrates that they are not committed to providing satisfactory service to the customer. I just seek for another seller. In order for me to feel confident in my purchase, I will typically have a question or two prepared in advance. I will most definitely choose a seller that gets back to me immediately.” (R7)

4.3.8.2 Interpersonal Communication

Interpersonal communication is on the rise as a result of advanced social commerce features that makes two-way conversation simple. Two or more persons may utilize the medium channel to send and receive messages, eliciting information from both parties and attempting to align interests and possibilities. Such service is critical in social commerce, where customers expect customized attention via interpersonal interactions.

“As they always ask, survey and talk with us first, then they pay. From what I can see, customers value receiving attention and amusement. Sometimes they want advice on what kind of fabric, size, or colour would be best for them, therefore the words you use to engage them must be chosen wisely.” (R5)

“Because the company wants to have more one-on-one interactions with their clients, they commissioned us to interact directly with the customers...The vast majority of the customers that I deal with, they would rather speak with a live person than sign up for an account on the website...They require our assistance in shopping for them.” (R4)

“Due to the nature of my service, which entails making purchases on behalf of another individual, one-on-one communication is essential.” (R6)

As R3 points out, such communication is the same as offline retail communication, where employees can provide each client unique attention through interpersonal conversation.

“We were once rely on boutiques, so that our staff can entertain our customer, but now we do our staff to entertain online, we also have dropship to help customer in purchasing our product.” (R3)

Apart from that, the importance of interpersonal communication in developing long-term business relationships can be seen in some response. The views as seen below:

“When selecting a personal shopper, I lean toward those who I have known for some time. It is less difficult when you are familiar with the people you are dealing with, and I appreciate the way I am treated. It easy for me, as sometimes when personal shoppers inform me about going to the store, we sometimes had video call, so that it is easy for me to buy whatever I want.” (R8)

In conventional communication settings, mass communication has been a dominant medium that is deficient in numerous ways which business are been advised to focus on interpersonal communication. Interpersonal communication enables two or more parties to react simultaneously and instantaneously, which promotes the responsiveness of the communicating parties. This contrasts with the mass communication paradigm, which sees audiences as passive receivers with limited opportunity to respond (Newhagen et al., 1995). According to the responses from the interviews, having interpersonal communication helps seller better track customer enquiries. Interpersonal communication can be conveniently conducted via the usage of a live chat system that eases both parties through varying formats based on the necessity of the conversation itself.

According to R1 and R2, interpersonal communication allows sellers to respond to customer enquiries and address specific problems promptly and easily. Customers can reach sellers at any time and expect them to respond quickly due to the ability of two-way communication.

“Through live chat as they will receive fast response and it’s easy for both customers and staff to interact, customers can easily send pictures and videos And furthermore, we knew that, if let say they have any problem, it is better to communicate right away before they told others about it. So we basically always been prepare in response them right away” (R1)

“When a customer experiences an issue with our product, they often want instant help. We need to respond quickly since unhappy consumers are more likely to tell others about their experience than satisfied ones.” (R3)

Via interpersonal communication, people negotiate meanings and identity and establish relationships (Baxter and Braithwaite, 2008). People form relationships and negotiate meanings and identities through interpersonal communication (Baxter and Braithwaite, 2008). It is feasible to coordinate efforts and enable individuals to create trust, shared ideas, and understanding through mutual communication. R9, as a customer, discusses the experience regarding interpersonal communication, which necessitates the seller's responsiveness to increase customer trust and experience in a social commerce setting.

“Before making any purchases, I always check with the sellers. To be honest, it is a sign that I should keep working and interact with the seller. If the seller responds quickly to my questions before I make a purchase, I feel more comfortable with trusting her in the event of a problem, rather than with a seller who ignores my inquiries and forces me to deal with an inconvenient situation if the goods I receive is flawed. That's something I definitely don't want to happen. I have decided to do business only with people who get back to me in a timely manner. They paid attention to my questions and provided answers in a manner that was appropriate and detailed when I questioned them” (R9)

4.3.8.3 Communication Application

Another widespread perception expressed by interviewees is the ease with which customers can contact directly with sellers through the use of a communication application. According to the responses of the respondents, the communication application refers to a platform on which sellers and customers can be simply and directly connected. The following are the opinions:

“Most customers will deal direct through WhatsApp of course as its easy for them to have a direct communication with our staff.” (R1)

“Deal with customers that contact us directly from WhatsApp.” (R2)

“Nowadays, you can purchase apparel easily, most sellers provides order through WhatsApp (text messaging). Which for me the easiest way to purchase without log in to website and surprisingly we can purchase through cash on delivery through WhatsApp order. It’s easy and the safest way to buy online.” (R9)

A two-way communication system is required in order for sellers to be able to communicate with their customers more directly through the communication application. A live chat system is where most communication applications place their emphasis when it comes to responding to a query or comment. As usual, this application that enables sellers and buyers to have quick and direct responses. Furthermore, the emergence of indirect distributors is mostly owing to customers who prefer sellers to entertain or assist them in making online purchases through live chat system. As a result, live chat systems are critical for customers to have direct communication so that they can easily place an order, purchase, and even dealing with post-purchase process.

“We believe that customers will be satisfied and would communicate longer if we had response it quickly. Usually the conversation keep running and will turn into purchase.” (R2)

“We can be reached either email or WhatsApp apps. Most customers will deal direct through WhatsApp of course as its easy for them to have a direct communication with our staff.” (R1)

“When I have questions or concerns about a product, shipment, or any service, I always use the live chat feature. It's the most convenient method for me to get in touch with the sellers, and the vendors seem to prefer it as well.” (R9)

“At the same time they can DM (direct message) us or directly WhatsApp if they would like to order and making a purchase.” (R4)

“Can instantly text me via Shopee chat sections or WhatsApp. It is critical since I am fully aware that most customers appreciate it when I respond immediately.” (R5)

“In addition to providing videos and photographs of the apparel, I even had video calls with some of my customers while I were going through

the process of purchasing the product in order to confirm the design and colours that they wanted.”(R6)

“Whenever a customer experiences an issue with our product, they typically reach out to us via live chat as soon as possible. This is convenient for both the customer and our team since we can respond to their concerns quickly. Therefore, we must quickly react and find a solution. It is the most effective method of demonstrating that we value our customers.” (R3)

As stated in most dimensions, the application was chosen based on customer references that are simple and familiar with the system. If a communication application is not supplied, the convenience of communication between both parties is compromised. It is recommended that the seller provide numerous communication applications. The perspective can be seen as below:

“I like a certain well-known company is that they offer both live chat and e-mail support which they did a particularly good job in promptly respond to my inquiries. Their proficiency is unquestionable...Apart from that, live chat makes it simple for me to communicate with my dropshipper or personal shopper, and I always appreciate receiving an immediate response.” (R8)

“A brand that I like, they have both, a good website and WhatsApp order from each store.” (R7)

“Most of our customers had several social media, in which it is important for us to be actively engaged with them through selected application. Those selected application are based on customer’s preference, whatever ease them to interact with us.” (R3)

“My customers can purchase through either Shopee or directly communicate and order through my WhatsApp number. It’s up to them as I am available on both platforms. It’s up to them as I had both.” (R4)

4.3.8.4 Human Agent Communication

Human-agent communication has been mentioned numerous times. This could be related to the nature of social commerce in Malaysia's modest fashion business, in which customers prefer to connect with human agents. In today's social commerce environment, there are two types of communication agents, which has led to the

inclusion of this sub-theme in the discussion of communication quality. In addition to human agents, there were bot agents, also known as Automated Conversational Agent (ACA), who assisted online customers via the live chat system.

According to Chen, Le and Tran (2021), however, previous research indicates that when talking with an ACA, users and customers behave differently than when interacting with a human agent, such as utilising shorter phrases (Hill et al., 2015), losing interest (Fryer et al., 2017), and purchasing less (Luo et al., 2019). A study by Edwards et al. (2014) examined the quality of Twitter conversation between human agents and bot agents and concluded that Twitterbots had the same source credibility, communication competence, and engagement as human agents, but were less appealing to human agents.

According to the interview responses, the majority of interviewees stated that they prefer human agent communication rather than auto reply system or an ACA . It is also one of the primary reasons why many brands use indirect distributors to entertain their customers. The following is an example:

“Because the company wants to have more one-on-one interactions with their clients, they commissioned us to interact directly with the customers... The vast majority of the customers that I deal with, they would rather speak with a live person than sign up for an account on the website.” (R4)

“Sometimes, people like to deal with the staff. Once there were staff who answering the customer’s inquiries and orders, they like it and trust us more. It’s like they were shopping at boutique where they want someone to help them.” (R1)

“We do have a staff who only deal with customers that contact us directly from WhatsApp...Customers like having staff entertain their message or question.” (R2)

According to the response, human agent communication improves the buying experience and, more significantly, makes the purchasing process easier. Despite the availability of bot chat and websites, some customers may choose a human agent to assist them in concluding their purchasing process because it appears to be simpler and quicker. Furthermore, human agent communication has the potential to improve long-term relationships between the brand, sellers, and customers.

“They knew it was going to be easy if they purchase it through me. They just does not want to purchase through website. True, customers like having staff entertain their message or questions. Even customer can purchase directly through website, but they still choose dropship (external seller) to purchase for them. Sometimes they might love to deal with people instead in in need to log in to website.” (R5)

“When selecting a personal shopper, I lean toward those who I have known for some time. It is less difficult when you are familiar with the people you are dealing with, and I appreciate the way I am treated. It easy for me, as sometimes when personal shoppers inform me about going to the store, we sometimes had video call, so that it is easy for me to buy whatever I want.” (R6)

4.3.9 Summary of the Dimensions and Sub Dimensions

The eight identified Social Commerce Service Quality dimensions that suits Malaysian modest fashion industry, and their corresponding sub-dimensions are summarized in Figure 4.9 below.

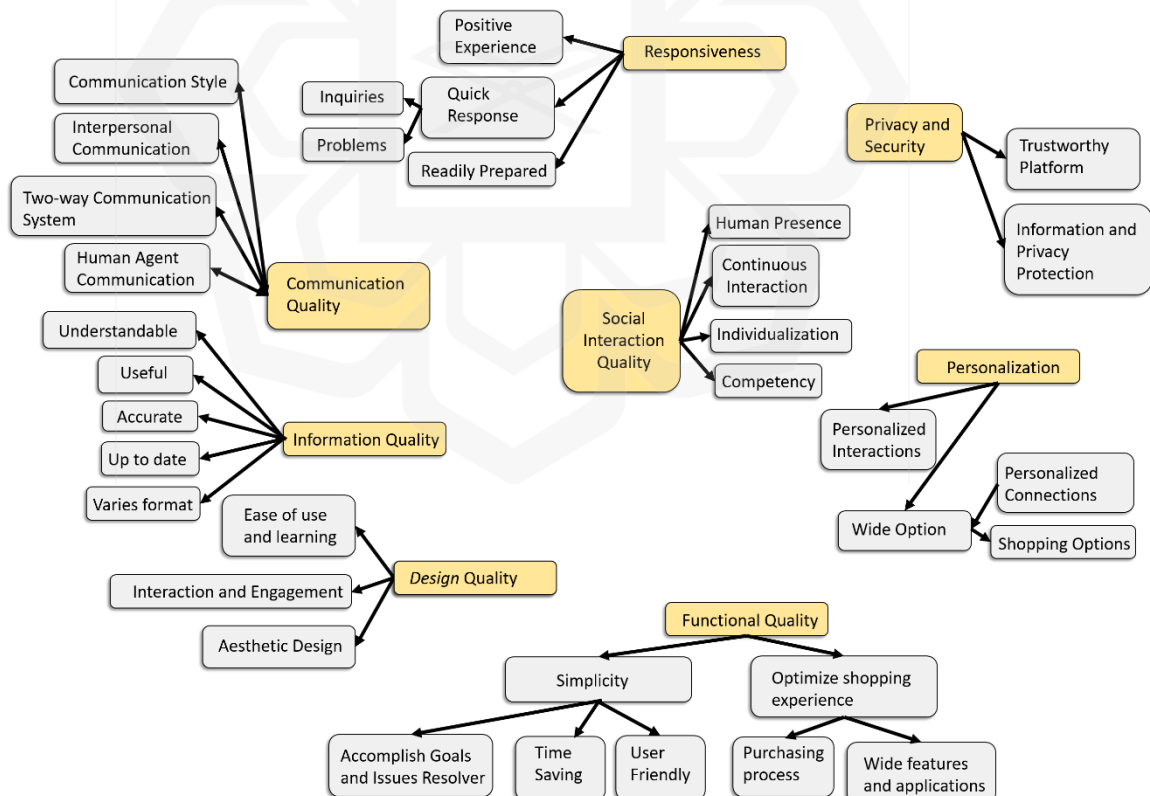


Figure 0.9 Thematic mapping for the identified dimensions

As depicted in Figure 4.10, it was determined, after a thorough examination of the interview data, several sub dimensions could be linked due to their overlapping responsibilities. For instance, with an excellent social commerce application function that contributes to the *Functional Quality* dimension, users can easily interact and communicate with one another. Through the improvement of *Social Interaction Quality*, it is recommended that businesses to focus on *Communication Quality* and improve their *Responsiveness* requirements with the use of the *Information Quality* element. Customers will now benefit from *Personalisation* services that will allow them to construct their own purchasing procedure while eliminating *Privacy and Security* concerns by selecting a method that they are familiar with.

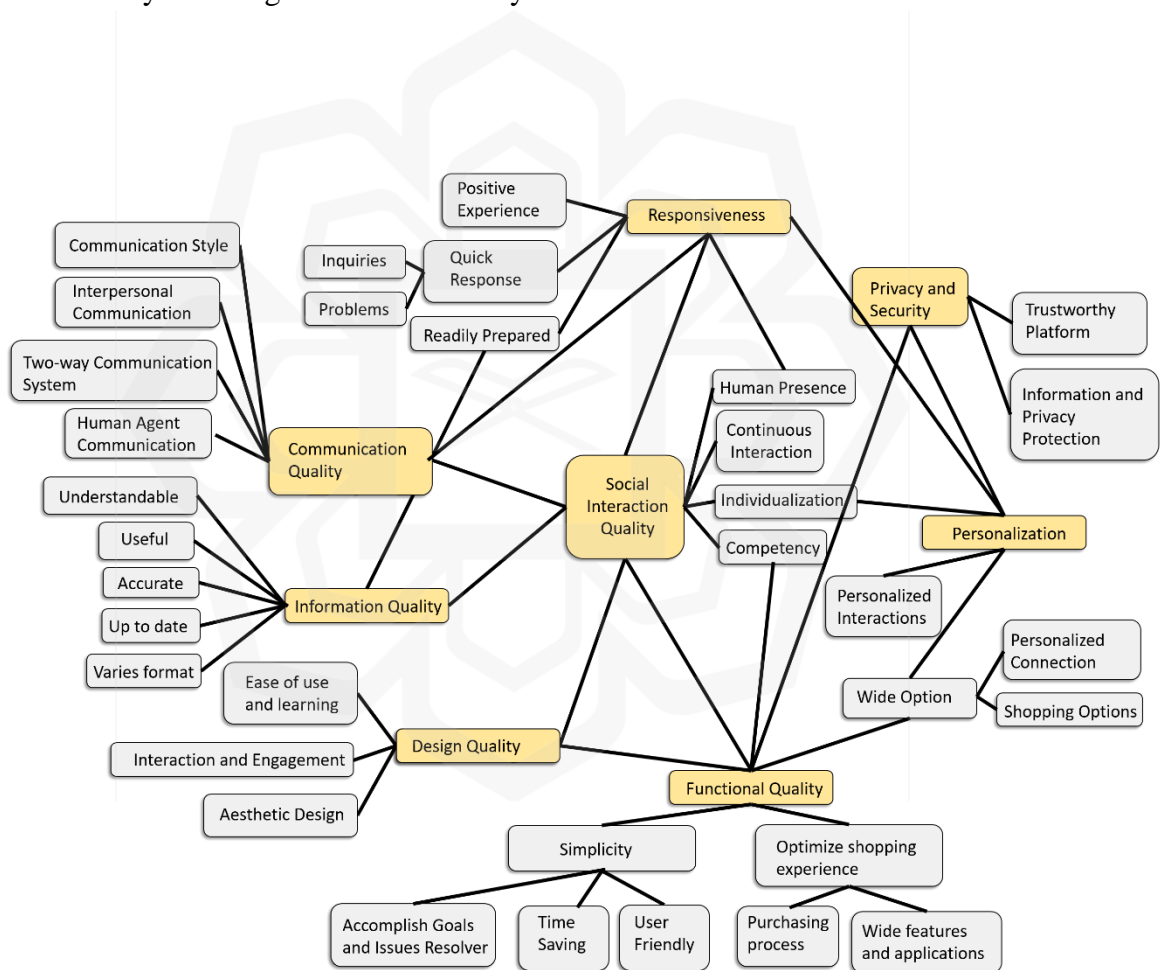


Figure 0.10 Thematic mapping for the identified dimension – after synthesising

A further significant discovery was brought to light by the thematic mapping presented in Figure 4.10. It begins with the implementation of social commerce

applications that enable businesses to enhance the purchasing experience of their customers through functionality. With its user-friendly features and design, the platform aims to make it easier for both buyers and sellers to execute transactions and interact more regularly through various formats. Furthermore, such features allow for human presence to be more actively present in the online world, allowing sellers to serve customers on a more individualised basis by being both responsive to customer enquiries and being competent in finding solutions to any issues that may arise.

Responsiveness also plays a crucial part in maximising the shopping experience of customers within a social commerce environment. In addition, in having a function that notifies them of customer enquiries, sellers must be well-prepared with information that is both understandable and accurate, as well as formatted in accordance with the customer's preferences. Customers are now being provided with a variety of options in personalizing their buying and communication experiences in an effort to win their trust and lessen their anxiety about making purchases online. With that in mind, most sellers prefer to use functions that their customers are already familiar with. Since it is ultimately up to the individual customer to decide on a secure platform with which they are already comfortable, *Privacy and Security* concerns should be diminished.

The Malaysian modest fashion Social Commerce Service Quality hierarchy model is depicted in Figure 4.11. The hierarchical model has three levels, the first of which is level one, where the study goal is implemented. The primary goal of the research is to create a Social Commerce Service Quality model that is compatible with Malaysia's modest fashion sector. Exploring relevant dimensions conforming to Malaysian modest fashion's social commerce setting on the second level is vital in achieving the goal due to the varying dimensions available in previous literature involving social commerce and e-service quality topic. After conducting literature reviews and qualitative findings, level three, which comprises sub dimensions, appears in completing Social Commerce Service Quality. Because the model incorporates essential criteria, prioritising is required to determine which dimensions and sub dimensions to focus on initially. The model must be further prioritised in the quantitative phase of this research, then after several brands' performance can be measured using the model. The table 4.5 shows the list of sub-dimension's details of each dimension.

Table 0.5 Sub-dimensions List and Definition

Dimensions	Sub-dimension	Detail
Social Interaction Quality	Human Presence	The capability in increasing customer trust and confidence due to the ability in providing human assistance to shop through social commerce platform. The inquiries being settled by interacting with a human, enhance trust element as well as increased the confidence in making purchasing decisions.
	Continues Interaction	The ability in providing continues interaction through the use multiple online applications, channels, real-time video content and text-based chat system.
	Individualization	The ability in establishing individualized attention, personal, warm, and sociable interactions with customers.
	Competency	The ability to enable inquiries and problem to be solve rapid and easily due to interaction.
Functional Quality	Multiple Purchasing Process	The ability to provide varies ways to purchase accordance to customer's preference and ease.
	Wide Features and Applications	The ability to optimize shopping experience for customers with wide choice of features and applications through the use varies social media and networking features and application.
	Accomplish Goals and Resolve Issues	The ability to provide function that enable customers to accomplish specific goals or resolve particular inquiries and problem.
	Time Saving	The ability to simplify customers with time saving functions applications in searching, browsing and purchasing process.
	User-Friendly Functions	The ability to simplify customers with user-friendly functions applications.
Design Quality	Aesthetic Design	The ability to provide customers with beautiful and professional social commerce posts, pictures, videos and even brand images to cultivate customer desire that led to purchase.
	Ease of use and learning	The ability to provide customer a system and application which is easy to use and learn.
	Interaction and Engagement	The ability to provide an environment that encourages interaction and engagement. Engage in activities that strengthen customer relationships by offering content and interactive activities that encourage idea generation and discussion.
Information Quality	Understandable	The ability to deliver easy to understand information. Considering that customer who shop online do not have the option to personally examine and try out the goods, they demand comprehensive and easily accessible information in order to make a purchase.

Dimensions	Sub-dimension	Detail
	Useful	The ability in deliver useful information to help customer making a purchase decision. Seller need to make sure customers are well educated about the service or product before making a purchase.
	Up-to-date	The ability to have information that is both complete and up to date. Communicating accurate and timely information might help minimize the occurrence of misunderstandings. If customers are not made aware of the adjustments, they will have the impression that they have been deceived. They will feel dissatisfied when they receive a product that does not meet the standards of what they consider to be satisfactory.
	Varies format	The ability to provide varies format of information in order to guarantee the information is successfully delivered to customers. By using a variety of applications that online customers are already accustomed with, sellers are able to decrease the prevalence of the "need to touch" among the customer.
	Accurate	The ability to deliver accurate and precise information.
Responsiveness	Quick Response to Inquiries	The ability to perform quick response to customer's question and needs. Customers are more likely to be satisfied with their purchases and return for future purchases if they receive prompt service by the seller in online environment.
	Quick Response to Problem	The ability to provide immediate service assistance to address customer's problem needs. As social commerce enables customers to interact with sellers more conveniently through social media, customers expect sellers to entertain them promptly especially when there were issues that they face which will reduce customer's uncertainty and anxiety.
	Positive Experience	It is the ability to maintain positive experience due to the seller's attentiveness. Timely response unquestionably creates a pleasant buying experience.
	Readily Prepared	It is the ability to facilitate effective engagement by making information readily available. Such action helps seller giving immediate assistance to foster stronger customer engagement.
Privacy and Security	Trustworthy Platform	The ability to provide trustworthy platform. The applications chosen by seller are easy for customer to handle and familiar with. Customers has been given more flexibility over transaction methods, which helped them feel more secure. Such options reduce the insecurity and enhance confidence to shop online. Usually, such system are well known and had been verified its safety.
	Information and Privacy Protection	The ability to protect customers' information and privacy. Customers will only shop if they believe it is safe to reveal private information, otherwise, they will not. Sellers need to ask customer's permission if they

Dimensions	Sub-dimension	Detail
		would like to use customer's information (pictures or videos) as a selling point.
Personalization	Wide Shopping Options	The ability to provide wide shopping options. With several social media's convenience functions, users have numerous options to shop according to their needs and benefits. It enable users personalize their path while shopping for example, shopping via website or customized themselves by communicating and interacting directly through social networking apps.
	Wide Personalized Connections	The ability to provide wide personalized connections options that are suited to customers' stated or implied preferences. Enables people to actively participate in the purchasing and selling of products in online communities and markets.
	Personalized Interactions	It allows customers to choose how to interact and communicate with sellers according to customer interest. The ability to allow users to interact in real time with a human service representative, which perceived as more informative and trustworthy.
Communication Quality	Communication Style	The ability to provide a writing style that is friendly and provides prompt responses throughout the communication process that can satisfy customers to communicate continuously.
	Interpersonal Communication	The ability to provide a direct focus and communication between two or more people.
	Two-way Communication System	The ability to provide function and application that enable customers and seller to have a direct two way communication.
	Human Agent Communication	The ability to communicate with human agent instead of autoreply system in helping the shopping process.

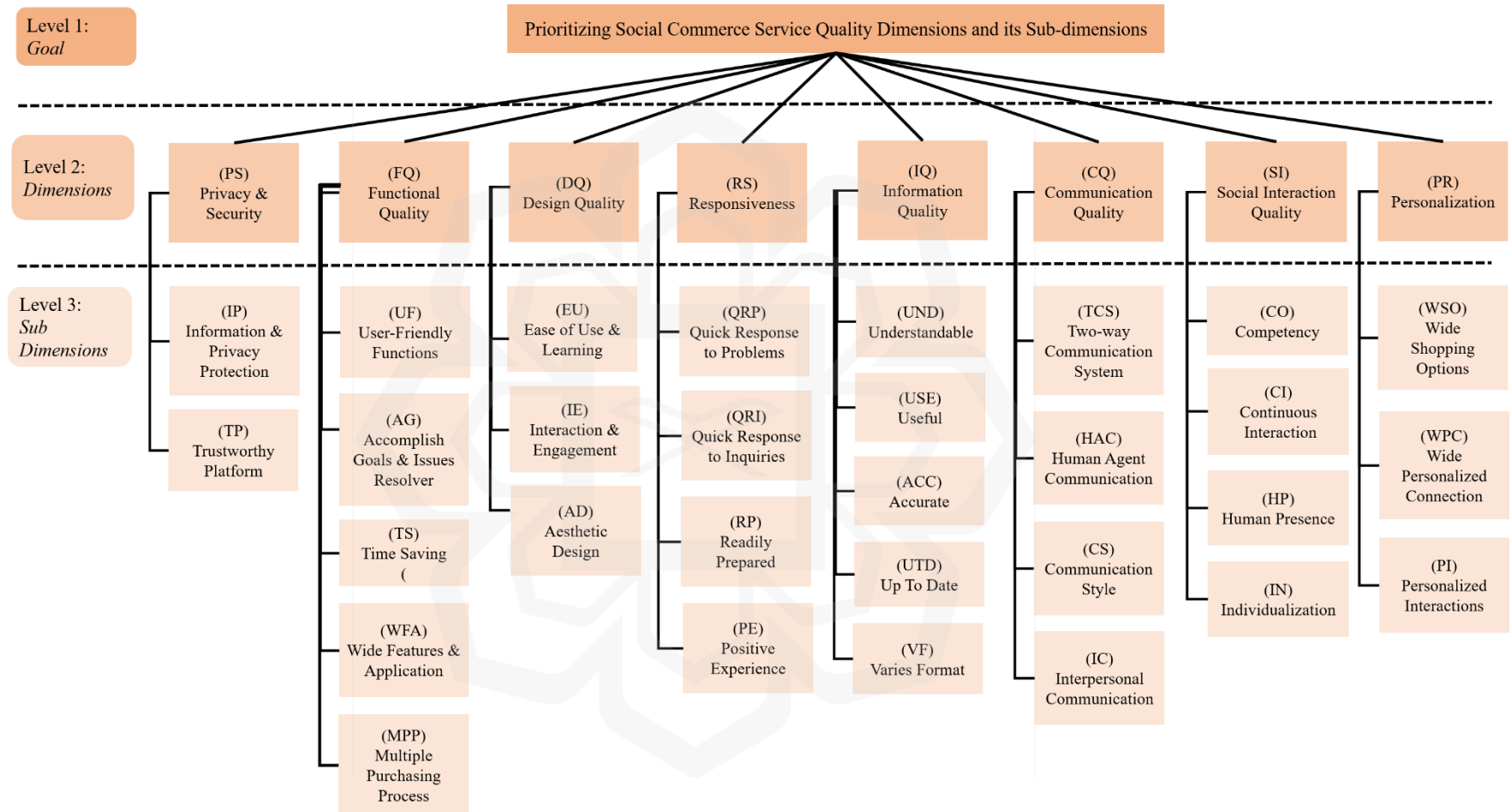


Figure 0.11 Social Commerce Service Quality Model

4.4 CHAPTER SUMMARY

This chapter provides the qualitative findings in answering Research Questions on discovery necessary dimensions and sub-dimension that need to be incorporated in the Social Commerce Service Quality hierarchical model for Malaysian modest fashion industry. It begins with an explanation demographic profile of the 9 respondents for the qualitative study in terms of their different type, gender, race, type of industry involves, length of working and purchasing experience. Specific information about each respondent, together with their code name, was also provided.

Discussions on the eight identified dimensions of Social Commerce Service Quality for Malaysian modest fashion industry highlighted direct and indirect distributor as well as customers are detailed in the subsequent section. The eight identified dimensions are *Communication Quality*, *Personalization*, *Social Interaction Quality*, *Functional Quality*, *Design Quality*, *Responsiveness*, *Information Quality*, and *Privacy and Security*. Thematic mapping that exhibits the link between each dimension with its corresponding sub-dimensions is also illustrated. To further strengthen the findings, elaborate support for each of the identified dimensions is also afforded by the multiple perspectives of the respondents.

CHAPTER FIVE

FINDINGS OF QUANTITATIVE ANALYSIS

5.1 INTRODUCTION

This chapter is the second of two chapters that present the findings for this study. The present chapter describes the results obtained from the quantitative stage via online survey method conducted with the Malaysian modest fashion social commerce customers. The purpose of the quantitative stage is to rank the dimensions and sub-dimensions in providing quality services in social commerce application were previously identified in chapter four. The task of ranking will be executed by applying the AHP as this will answer Research Question Two of this study.

This chapter is organised into two sections. The first section presents a demographic profile of the respondents involved in the quantitative stage while the second provides detailed elaboration on the rankings provided by the respondents in the provision of Social Commerce Service Quality (SCSQ) application.

5.2 DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Findings in the quantitative stage were obtained from the customers who are used to as well as actively shops through social commerce on Malaysian modest fashion brand.

By the end of the survey period, 87 out of 100 questionnaires were managed to be collected. Nevertheless, 26 responses had to be excluded due to incomplete response, resulting in 61 completed questionnaires with valid responses or 70 per cent of response rate were used to create the ranking for this quantitative stage. Detailed information on the respondents' profile is provided in Table 5.1 below.

Table 5.1 Detailed information on respondents' profile

Demographic Profile	Frequency	Percentage
Gender		
• Female	59	97
• Male	2	3
Race		
• Malay	60	98
• Iban	1	2
Age Group		
• 21 to 30 years	25	41
• 31 – 40 years	35	57
• 41 – 50 years	1	2
Educational level		
• Secondary School	1	2
• Diploma	7	11
• Bachelors	44	72
• Masters	5	8
• PhD	4	7
Employment		
• Public	14	23
• Private	39	64
• Student	3	5
• Housewife	5	8
Household Income (Month)		
• Below RM 4000	17	28
• Between RM 4001 – RM 8000	25	42
• Between RM 8001 – RM 10000	10	16
• Above RM 10001	9	15
Social Commerce shopping frequency		
• Recently	16	26
• Twice and more in a month	24	39
• Once a month	15	25
• Once in three months	6	10

As the study refer to modest fashion industry that focus on modest attire and scarf, the sample population exhibited a notable gender disparity, with a majority of 97

per cent (59/61) being female and a minority of 3 per cent (2/61) being male. The purpose of including the male respondents was not to discuss their experience wearing the goods; rather, it was to focus on their purchase of modest fashion brand products via social commerce applications. Furthermore, the disparity in the number of male respondents compared to female respondents usually lower in fashion research (Ezinne et al., 2022). In addition, the difference in fashion consciousness may lead to a higher interest and participation of female consumers in fashion-related research.

With regard to race, the majority respondents constituted of Malays (98 per cent or 60/61) where it is been expected as almost all Malays are Muslim where most of them preferred do fashion modestly. Respondents aged 31 years old and above formed the largest proportion at 57 per cent (35/61) aged between 31-40 years, 2 per cent (1/61) aged between 41-50 years meanwhile the remaining comes from aged between 21-30 years at per cent (41/61). With regard to educational background, Table 5.1 also shows that the majority of the respondents possess bachelor's degree and above. Respondents with bachelor's degree made-up the highest percentage at 72 per cent (70/61) followed by those with Master's degrees 8 per cent (5/61) and PhDs 7 per cent (4/61).

Shopping frequency measured how many times a customer had attended the shopping mall during the last six months (Lucia-Palacios et al., 2020). The frequency of shopping can be influenced by the dimensions of e-shopping, including searching, browsing activities, and the frequency with which e-shopping occurs (Buldeo et al., 2022). Among studies where shopping frequency threshold offered, the majority define an e-shopper as a person who buys online at least once a year (Rotem-Mindali & Weltevreden, 2013). Cao et al. (2012) used a six-point scale from "never" to more than once a month" for online buying. Some used monthly based threshold where it involves, one, two, or more than two times in a month (Kuswanto et al., 2020). Other research represents respondents with shopped online at least once a week as a good frequent purchase (Ciuchita et al., 2022). This research has established a shopping frequency threshold to better comprehend the significance of quality in social commerce applications. More than half of the respondents in the study reported shopping frequently through social commerce, with 39% (24/61) shopping twice or more in a month, 26% (16/61) reporting recent shopping, and 25% (15/61) shopping once a month.

Then it seems that, a household income of more than RM 4000 hold largest proportion in doing shopping through social commerce where between RM 4001 – RM 8000 with 42 per cent (25/61), between RM 8001 – RM 10000 with 16 per cent (10/61) and above RM 10001 with 15 per cent (9/61). Even so, there were 28 per cent whose income below than RM 4000 who spends on such item reflects the strong influence of Malaysian modest fashion brand towards overall income class in Malaysia. Possessing such information allowed the respondents to credibly identify the important between SCSQ's dimensions as well as its sub-dimension when answering the AHP questionnaire survey.

As indicated by Takala et al. (2006), the AHP method requires only a small number of participants that are knowledgeable and well-informed about one specific topics. Large number of respondents is not necessary because this method is mainly used in managing complex problems that only require expert's judgements. Table 3.2 shows sample size of some published work where AHP has been applied as the major research.

5.3 ASSESSING DIMENSIONS AND SUB-DIMENSIONS BY PAIRWISE COMPARISON METRICES (PCMS)

The Research Question 2 required the ranking of the SCSQ's dimensions as well as its sub-dimensions which were identified and discussed in the previous chapter (Chapter Four – Findings: Qualitative Stage). The four stages of AHP as suggested by Saaty (2008) were applied in obtaining the ranking of the dimensions and sub-dimensions. The four stages (Saaty, 2008) are as follows:

- 1) Define the problem and obtain some knowledge pertaining to the problem.
- 2) Structure the decision hierarchy. The hierarchy is a treelike structure that comprises several levels. The first level represents the goal of the decision or in other words, the purpose of applying the AHP in a particular project, followed by dimension, sub-dimension and the alternatives located at the lowest level.

- 3) Construct the hierarchy a set of pair-wise comparison matrices. Each element at a certain level is used to compare with the respective elements in the level immediately above it.
- 4) Use the priorities obtained from the comparisons to weigh the priorities in the level immediately below. Do this for every element. Then, for each element in the level below add its weighted value and obtain its overall or global priority. Continue this process of weighing and adding until the final priorities of the alternatives in the lowest level are obtained.

The application of the above stages is further elaborated in the subsequent section.

5.3.1 Step 1: Problem Identification

The decision problem is to prioritise the dimensions as well as sub-dimensions of SCSQ accordance to the context of Malaysian modest fashion industry which it is expected that the ranking will assist the Malaysian modest fashion sellers and other related bodies in enhancing the provision of Social Commerce Service Quality.

5.3.2 Step 2: Structure the Hierarchy

The second stage required a construction of the AHP hierarchy model. For the present study, the following three levels of hierarchy were constructed, as illustrated in Figure 5.1.

- Level 1 states the focus of the decision problem. The goal of the AHP model for the present study is to enhance the provision of Social Commerce Service Quality in Malaysian modest fashion industry. Specifically, the objective for the AHP calculation is to rank the SCSQ dimensions as well as its sub-dimensions.
- Level 2 of the hierarchy illustrates the main dimensions that are related to the goal. The main dimensions are classified into eight identified dimension which are 1) *Social Interaction Quality*, 2) *Functional Quality*, 3) *Design Quality*, 4) *Information Quality*, 5) *Responsiveness*, 6) *Privacy and Security*,

7) *Personalization*, and 8) *Communication Quality*. The dimensions and their definitions are provided in Table 5.2.

- Level 3 of the hierarchy shows the sub-dimensions for each dimension. For this study, the hierarchy ended at the sub-dimensions as this is the requirement of the RQ3. As such, there are no alternatives in the hierarchy model.



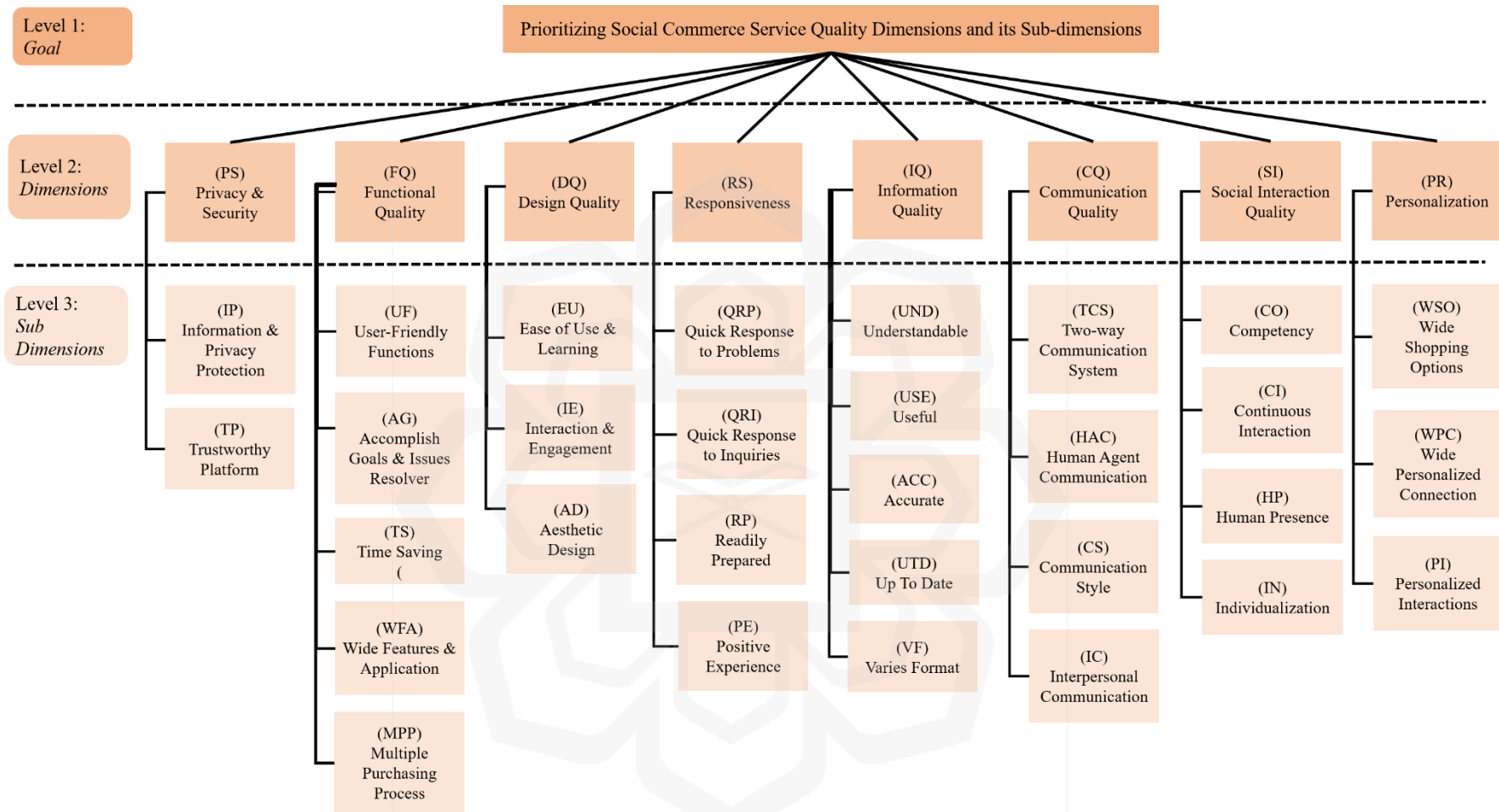


Figure 5.1 AHP Hierarchy Model

Table 5.2 Dimensions and Sub- Dimensions and Their Definitions

Dimensions	Sub-dimensions	Details
Social Interaction Quality	Human Presence	The capability in increasing customer trust and confidence due to the ability in providing human assistance to shop through social commerce platform. The inquiries being settled by interacting with a human, enhance trust element as well as increased the confidence in making purchasing decisions.
	Continues Interaction	The ability in providing continues interaction through the use multiple online applications, channels, real-time video content and text-based chat system.
	Individualization	The ability in establishing individualized attention, personal, warm, and sociable interactions with customers.
	Competency	The ability to enable inquiries and problem to be solve rapid and easily due to interaction.
Functional Quality	Multiple Purchasing Process	The ability to provide varies ways to purchase accordance to customer's preference and ease.
	Wide Features and Applications	The ability to optimize shopping experience for customers with wide choice of features and applications through the use varies social media and networking features and application.
	Accomplish Goals and Resolve Issues	The ability to provide function that enable customers to accomplish specific goals or resolve particular inquiries and problem.
	Time Saving	The ability to simplify customers with time saving functions applications in searching, browsing and purchasing process.
	User-Friendly Functions	The ability to simplify customers with user-friendly functions applications.
Design Quality	Aesthetic Design	The ability to provide customers with beautiful and professional social commerce posts, pictures, videos and even brand images to cultivate customer desire that lead to purchase.
	Ease of use and learning	The ability to provide customer a system and application which is easy to use and learn.
	Interaction and Engagement	The ability to provide an environment that encourages interaction and engagement. Engage in activities that strengthen customer relationships by offering content and interactive activities that encourage idea generation and discussion.
Information Quality	Understandable	The ability to deliver easy to understand information. Considering that customer who shop online do not have the option to personally examine and try out the goods, they demand comprehensive and easily accessible information in order to make a purchase.

Dimensions	Sub-dimensions	Details
	Useful	The ability in deliver useful information to help customer making a purchase decision. Seller need to make sure customers are well educated about the service or product before making a purchase.
	Up-to-date	The ability to have information that is both complete and up to date. Communicating accurate and timely information might help minimize the occurrence of misunderstandings. If customers are not made aware of the adjustments, they will have the impression that they have been deceived. They will feel dissatisfied when they receive a product that does not meet the standards of what they consider to be satisfactory.
	Varies format	The ability to provide varies format of information in order to guarantee the information is successfully delivered to customers. By using a variety of applications that online customers are already accustomed with, sellers are able to decrease the prevalence of the "need to touch" among the customer.
	Accurate	The ability to deliver accurate and precise information.
Responsiveness	Quick Response to Inquiries	The ability to perform quick response to customer's question and needs. Customers are more likely to be satisfied with their purchases and return for future purchases if they receive prompt service by the seller in online environment.
	Quick Response to Problem	The ability to provide immediate service assistance to address customer's problem needs. As social commerce enables customers to interact with sellers more conveniently through social media, customers expect sellers to entertain them promptly especially when there were issues that they face which will reduce customer's uncertainty and anxiety.
	Positive Experience	It is the ability to maintain positive experience due to the seller's attentiveness. Timely response unquestionably creates a pleasant buying experience.
	Readily Prepared	It is the ability to facilitate effective engagement by making information readily available. Such action helps seller giving immediate assistance to foster stronger customer engagement.
Privacy and Security	Trustworthy Platform	The ability to provide trustworthy platform. The applications chosen by seller are easy for customer to handle and familiar with. Customers has been given more flexibility over transaction methods, which helped them feel more secure. Such options reduce the insecurity and enhance confidence to shop online. Usually, such system are well known and had been verified its safety.
	Information and Privacy Protection	The ability to protect customers' information and privacy. Customers will only shop if they believe it is safe to reveal private information, otherwise, they will not. Sellers need to ask customer's permission if they would like to use customer's information (pictures or videos) as a selling point.

Dimensions	Sub-dimensions	Details
Personalization	Wide Shopping Options	The ability to provide wide shopping options. With several social media's convenience functions, users have numerous options to shop according to their needs and benefits. It enable users personalize their path while shopping for example, shopping via website or customized themselves by communicating and interacting directly through social networking apps.
	Wide Personalized Connections	The ability to provide wide personalized connections options that are suited to customers' stated or implied preferences. Enables people to actively participate in the purchasing and selling of products in online communities and markets.
	Personalized Interactions	It allows customers to choose how to interact and communicate with sellers according to customer interest. The ability to allow users to interact in real time with a human service representative, which perceived as more informative and trustworthy.
Communication Quality	Communication Style	The ability to provide a writing style that is friendly and provides prompt responses throughout the communication process that can satisfy customers to communicate continuously.
	Interpersonal Communication	The ability to provide a direct focus and communication between two or more people.
	Two-way Communication System	The ability to provide function and application that enable customers and seller to have a direct two way communication.
	Human Agent Communication	The ability to communicate with human agent instead of autoreply system in helping the shopping process.

5.3.3 Step 3: Construct a Set of Pair-wise Comparison Matrices

The third stage of the AHP process is to establish a set of pair-wise comparison matrices and to obtain pair-wise comparison judgements for the dimensions and sub-dimensions identified in Step 2. At each level, the pair-wise comparison methodology required the respondents to compare the dimensions and sub-dimensions according to the relative of importance with respect to the parent element in the adjacent upper level. For instance (refer to Figure 5.1), the dimensions in Level 2 which are *Social Interaction Quality*, *Functional Quality*, *Design Quality*, *Information Quality*, *Responsiveness*, *Privacy and Security*, *Personalization* and *Communication Quality* were arranged into a matrix (size 8 x 8).

Table 5.3 The fundamental scale of absolute numbers (Saaty, 2008)

Intensity of importance	Definition	Explanation
1	Equal importance	Two activities contribute equally to the objective
2	Weak or slight	
3	Moderate importance	Experience and judgement slightly favour one activity over another
4	Moderate plus	
5	Strong importance	Experience and judgements strongly favour one activity over another
6	Strong plus	
7	Very strong or demonstrated importance	An activity is favoured very strongly over another; its dominance demonstrated in practice
8	Very, very strong	
9	Extreme importance	The evidence favouring one activity over another is of the highest possible order of affirmation

The respondents were then asked to provide judgements on the relative importance for the dimensions with respect to the objective of the AHP hierarchy, which is to prioritise SCSQ's dimensions. The judgements are entered by using the AHP pair-wise comparison scale as shown in Table 5.3. Notably, the judgements provided by the respondents are based on their experience in shopping or purchasing modest fashion brand item through social commerce application. Figure 5.2 demonstrates how the pair-wise comparison judgements are made by a respondent in a pair-wise comparison matrix of level 2.

	SI	FQ	DQ	IQ	RS	PS	PR	CQ
SI	1	1/7	1/7	a=5	1	5	6	1/9
FQ	7	1	7	7	6	1	7	1
DQ	7	1/7	1	7	6	1	7	1/9
IQ	b=1/5	1/7	1/7	1	7	1	5	1/6
RS	1	1/6	1/6	1/7	1	1/7	8	1
PS	1/5	1	1	1	7	1	8	1
PR	1/6	1/7	1/7	1/5	1/8	1/8	1	1/8
CQ	9	1	9	6	1	1	8	1

SI : Social Interaction Quality
FQ : Functional Quality
DQ : Design Quality
IQ : Information Quality
RS : Responsiveness
PS : Privacy and Security
PR : Personalization
CQ : Communication Quality

Figure 5.2 Pair-wise comparison of dimensions with respect to the overall goal

For each pair of dimensions, the respondent is required to respond to two basic questions of ‘Which one is more important, dimension SI (*Social Interaction Quality*) or dimension FQ (*Functional Quality*)?’ and ‘How important is dimension SI (SI- *Social Interaction Quality*) relative to dimension FQ (*Functional Quality*)?’. Rating for the relative importance for the dimensions is done by assigning a weight between 1 to 9, (refer to Table 5.3), whereas the reciprocal of this value is assigned to the other dimension in the pair. For example, as demonstrated in Figure 5.2, if (*Social Interaction Quality*) is strongly important over IQ (*Information Quality*) then $a = 5$. Reciprocity is then automatically assigned when IQ (*Information Quality*) is compared to SI (*Social Interaction Quality*), therefore $b = 1/5$. All the remaining Pairwise Comparison Matrices in the hierarchy are established by following the same procedure. A sample for the completed pair-wise comparison matrices filled up by one respondent for this study is provided in Figure 5.3 considering all the Social Commerce Service Quality dimensions and its sub-dimensions.

Questionnaires comprising all the possible pair-wise comparisons were distributed to Malaysian modest fashion brand customers who regularly and get used to shop through social commerce application. After obtaining responses from all the respondents’ pair-wise comparison matrices, individual judgements for these 61 respondents were aggregated to form a single representative judgement for the entire group of respondents. In other words, a single matrix of pair-wise comparison is required to be constructed in representing the judgements of all respondents for the dimensions and sub-dimensions. In this case, the geometric mean method was used in aggregating the responses of group judgements comprising the responses of all

individual respondents (Ishizaka & Labib, 2011; Islam, 2010; Saaty, 2008). Figure 5.4 exhibits the pair-wise comparison matrices obtained for the group judgements using the geometric mean.

Stage 3 also requires pair-wise comparisons comprising the geometric means (refer to Figure 5.4) to be synthesised and its consistency ratio to be calculated so that the priority value as well as ranking for the Social Commerce Service Quality dimensions and sub-dimensions can be established. To perform this task, a software called Super Decisions 2.10 was used in this present study. It is noted that all pair-wise comparison matrices in Figure 5.4 have a consistency ratio (CR) value of less than 0.1.

The CR is incorporated to measure the degree of consistency among the pair-wise comparisons or judgments (Ho, 2008). If the CR value is greater than 0.1, the judgements can be considered random and revision should be carried out (Saaty, 1990). If the CR is less than or equal to 0.1, then the judgements are considered consistent. The judgements can then be synthesised to determine the priority value and ranking of the criteria and sub-criteria (Ho, 2008). As the value of CR for all pair-wise comparison matrices in Figure 5.4, i.e., the Social Commerce Service Quality dimensions and sub-dimensions is less than or equal to 0.1, hence, it can be said that the pair-wise comparison or judgements given by all respondents in this study are consistent and considered acceptable.

	SI	FQ	DQ	IQ	RS	PS	PR	CQ
SI	1	2	1/5	5	1/7	1/3	1/9	7
FQ		1	4	8	5	1	1/3	4
DQ			1	9	1	1/8	2	9
IQ				1	1/6	1/7	5	1/4
RS					1	6	1	3
PS						1	1/9	8
PR							1	1/7
CQ								1

Social Commerce Service Quality Dimensions

SI : Social Interaction Quality
 FQ : Functional Quality
 DQ : Design Quality
 IQ : Information Quality
 RS : Responsiveness
 PS : Privacy and Security
 PR : Personalization
 CQ : Communication Quality

Social Interaction Quality's Sub-dimensions

	HP	CI	IN	CO
HP	1	5	1	1/3
CI		1	1/7	5
IN			1	6
CO				1

HP: Human Presence
 CI : Continuous Interaction
 IN : Individualization
 CO : Competency

Functional Quality's Sub-dimensions

	MPP	WFA	AG	TS	UF
MPP	1	8	5	1	1/3
WFA		1	1/7	5	1/4
AG			1	1/9	8
TS				1	1/8
UF					1

MPP : Multiple Purchasing Process
 WFA : Wide Features & Applications
 AG : Accomplish Goals & Issues Resolver
 TS : Time Saving UF : User-Friendly Functions

Design Quality's Sub-dimensions

	AD	EU	IE
AD	1	1/9	1/8
EU		1	4
IE			1

AD : Aesthetic Design
 EU : Ease Of Use & Learning
 IE : Interaction & Engagement

Privacy & Security Sub-dimensions

	TP	IP
TP	1	1/6
IP		1

TP : Trustworthy Platform
 IP : Information & Privacy Protection

Information Quality's Sub-dimensions

	UND	USE	UTD	ACC	VF
UND	1	1/6	1/7	5	1/4
USE		1	2	1	3
UTD			1	1/9	9
ACC				1	1/7
VF					1

UND : Understandable ACC : Accurate
 USE : Useful VF : Varies format
 UTD : Up-to-date

Responsiveness's Sub-dimensions

	QRI	QRP	PE	RP
QRI	1	8	6	1/7
QRP		1	1/9	8
PE			1	1/7
RP				1

QRI: Quick Response to Inquiries
 QRP : Quick Response to Problem
 PE : Positive Experience
 RP : Readily Prepared

Personalization's Sub-dimensions

	WSO	WPC	PI
WSO	1	9	1
WPC		1	1/6
PI			1

WSO : Wide Shopping Options
 WPC : Wide Personalized Connections
 PI : Personalized Interactions

Communication Quality's Sub-dimensions

	CS	IC	HAC	TWC
CS	1	7	1/5	5
IC		1	3	1/8
HAC			1	9
TWC				1

CS : Communication Style
 IC : Interpersonal Communication
 HAC : Human Agent Communication
 TWC : Two-way Communication System

Figure 5.3 A sample for a complete set of pair-wise comparison matrices

	SI	FQ	DQ	IQ	RS	PS	PR	CQ
SI	1	0.569	0.443	0.656	0.480	0.451	1.920	0.717
FQ		1	1.268	1.629	0.852	0.492	3.443	1.525
DQ			1	1.508	1.219	0.641	2.207	1.362
IQ				1	0.704	0.660	2.535	1.330
RS					1	0.666	2.515	1.387
PS						1	3.365	1.812
PR							1	0.517
CQ								1

Social Commerce Service Quality Dimensions

SI : Social Interaction Quality
 FQ : Functional Quality
 DQ : Design Quality
 IQ : Information Quality
 RS : Responsiveness
 PS : Privacy and Security
 PR : Personalization
 CQ : Communication Quality

R:0.035

Social Interaction Quality's Sub-dimensions

	HP	CI	IN	CO
HP	1	0.706	1.195	0.381
CI		1	1.893	0.750
IN			1	0.296
CO				1

R:0.005

HP: Human Presence
 CI: Continuous Interaction
 IN: Individualization
 CO: Competency

Functional Quality's Sub-dimensions

	MPP	WFA	AG	TS	UF
MPP	1	1.341	0.609	0.435	0.224
WFA		1	0.682	0.659	0.268
AG			1	1.466	0.629
TS				1	0.538
UF					1

R:0.020

MPP: Multiple Purchasing Process
 WFA: Wide Features & Applications
 AG: Accomplish Goals & Issues Resolver
 TS: Time Saving UF: User-Friendly Functions

Design Quality's Sub-dimensions

	AD	EU	IE
AD	1	0.801	0.560
EU		1	1.237
IE			1

R:0.035

AD: Aesthetic Design
 EU: Ease Of Use & Learning
 IE: Interaction & Engagement

Privacy & Security Sub-dimensions

	TP	IP
TP	1	0.618
IP		1

R:0.000

TP: Trustworthy Platform
 IP: Information & Privacy Protection

Information Quality's Sub-dimensions

	UND	USE	UTD	ACC	VF
UND	1	3.342	2.182	4.288	1.584
USE		1	1.799	4.178	1.131
UTD			1	0.573	2.708
ACC				1	3.629
VF					1

R:0.00496

UND: Understandable
 USE: Useful
 UTD: Up-to-date
 ACC: Accurate
 VF: Varies format

Responsiveness's Sub-dimensions

	QRI	QRP	PE	RP
QRI	1	1.007	2.256	2.226
QRP		1	2.866	3.138
PE			1	0.684
RP				1

R:0.013

QRI: Quick Response to Inquiries
 QRP: Quick Response to Problem
 PE: Positive Experience
 RP: Readily Prepared

Personalization's Sub-dimensions

	WSO	WPC	PI
WSO	1	3.200	1.981
WPC		1	1.504
PI			1

R:0.085

WSO: Wide Shopping Options
 WPC: Wide Personalized Connections
 PI: Personalized Interactions

Communication Quality's Sub-dimensions

	CS	IC	HAC	TWC
CS	1	1.626	0.359	0.552
IC		1	0.615	0.271
HAC			1	0.884
TWC				1

R:0.045

CS: Communication Style
 IC: Interpersonal Communication
 HAC: Human Agent Communication
 TWC: Two-way Communication System

Figure 5.4 Pair-wise comparison matrices comprising the geometric means of group judgements

5.3.4 Step 4: Establishing the Ranking

This section is organised into two parts. The first part will explain the ranking of the Social Commerce Service Quality dimensions and the second part includes its sub-dimensions derived from all respondents by comparing them pairwise.

5.3.4.1 Ranking of the Social Commerce Service Quality Dimensions

Table 5.4 and Figure 5.5 present the ranking and priority value for the Social Commerce Service Quality dimensions by the Malaysian modest fashion customers who frequently shops through social commerce. Data in Table 5.4 and Figure 5.5 provide the ranking and priority value of the Social Commerce Service Quality dimensions evaluated by customers through social commerce application.

It shows that '*Privacy and Security (PS) – The ability providing trustworthy platform and to keep a promise to protect users against the risk of fraud and financial loss, privacy intrusion while also portraying trustworthy and compassionate interactions.*' was ranked top most in importance, followed by *Functional Quality (FQ) – The capacity to make full use of the social commerce platform and its many features and applications in order to provide a buying experience that is straightforward, user-friendly, and time saving.*' The priority values of these dimensions are 0.209 and 0.156 respectively.

Table 5.4 Social Commerce Service Quality dimensions priority value and ranking

Dimensions	Priority value	Ranking
SI - Social Interaction Quality	0.083	7
FQ - Functional Quality	0.156	2
DQ - Design Quality	0.140	3
IQ - Information Quality	0.114	5
RS - Responsiveness	0.137	4
PS - Privacy and Security	0.209	1
PR - Personalization	0.068	8
CQ - Communication Quality	0.092	6
Consistency Ratio (CR)	0.035	

Meanwhile *Design Quality (DQ)* – ‘The ability in developing aesthetically pleasing and engaging informational activities that boost engagement and involvement, as well as the ability in creating a social commerce system and shopping features that are simple to use and learn.’ as the third important dimension had a small difference priority values of 0.140 and 0.137 with the fourth place dimension namely *Responsiveness (RS)* – ‘The commitment to always being ready and responsive to customer’s inquiries, product and service orders, greetings, and complaints with little waiting time through individualised customer attention which automatically boost a customer’s positive experience.’

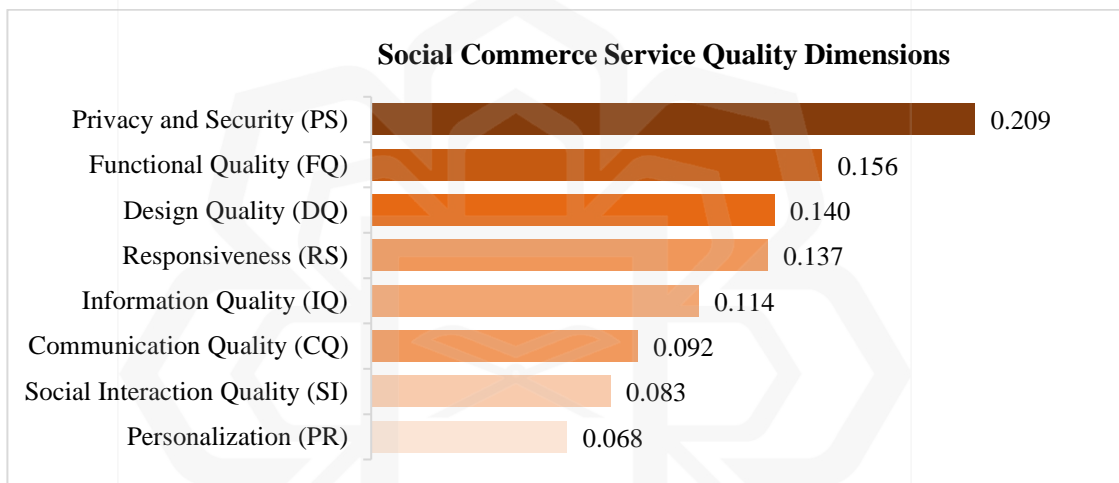


Figure 5.5 Priority values of the Social Commerce Service Quality dimensions

The least important dimension ranked by the respondents are *Personalization (PR)* – ‘The capability to provide customisation on how customers would like to interact and with whom they would like to be connected, thereby catering to specific customer demands or implied interests to create and manage customer’s own unique purchase pathway.’ with priority values of 0.068.

5.3.4.2 Ranking of the Social Commerce Service Quality sub-dimensions

Tables 5.5 to Table 5.12 and Figures 5.6 to Figure 5.13 provide the ranking and priority values of sub-dimensions for that belong to each of Social Commerce Service Quality dimensions, as determined by social commerce customers as the respondents.

5.3.4.2.1 Social Interaction Quality's (SI) sub-dimensions

Table 5.5 and Figure 5.6 list the ranking and priority values for the four sub-dimensions that represent *Social Interaction Quality* in Social Commerce Service Quality model. Those SCSQ sub-dimensions are to address the *Social Interaction Quality (SI)* – ‘The ability showing competency due to the ability in having continuously interaction that create social presence and demonstrate human comprehension, and the individualized attention inside the customer's accumulation information process.’ Notably, *Competency (CO)* – ‘The ability to enable inquiries and problem to be solved rapidly and easily due to interaction.’ rank first as an important sub-dimension that represent *Social Interaction Quality* in SCSQ model with 0.422 priority value.

Then *Continuous Interaction (CI)* – ‘The ability in providing interaction through the use multiple online applications, channels, real-time video content and text-based chat system.’ came as the second important sub-dimensions for *Social Interaction Quality* dimensions with 0.271 priority value. *Human Presence* – ‘The ability in providing human assistance to shop through social commerce platform.’ came at the third important sub-dimension for *Social Interaction Quality* with 0.171 priority value. Meanwhile *Individualization (IN)* – ‘The ability in establishing individualized attention, personal, warm, and sociable interactions with customers’ came at the last place as the least important sub-dimensions for *Social Interaction Quality* with a priority value of 0.136.

Table 5.5 Ranking on SCSQ's ‘*Social Interaction Quality*’ sub-dimensions.

<i>Social Interaction Quality's (SI) Sub-Dimensions</i>	Priority value	Ranking
HP - Human Presence	0.171	3
CI - Continuous Interaction	0.271	2
IN - Individualization	0.136	4
CO - Competency	0.422	1
Consistency Ratio (CR)	0.005	

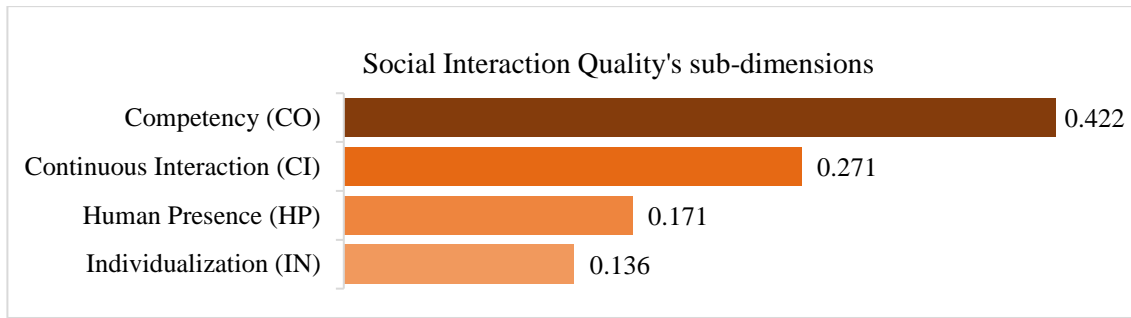


Figure 5.6 Priority value for *Social Interaction Quality's* sub-dimensions

5.3.4.2.2 *Functional Quality's (FQ) sub-dimensions*

As disclosed in Table 5.6 and Figure 5.7, it is recommended modest fashion business need to focus on the three most important *Functional Quality's (FQ)* – ‘*The capacity to make full use of the social commerce platform and its many features and applications in order to provide a buying experience that is straightforward, user-friendly, and time saving.*’ sub-dimensions as ranked by the respondents.

Table 5.6 Ranking on SCSQ's ‘*Functional Quality*’ sub-dimensions

<i>Functional Quality's (FQ) Sub-Dimensions</i>	Priority value	Ranking
MPP - Multiple Purchasing Process	0.108	5
WFF - Wide Features & Applications	0.110	4
AG - Accomplish Goals & Issues Resolver	0.209	2
IN - Time Saving	0.187	3
UF - User-Friendly Functions	0.385	1
Consistency Ratio (CR)	0.020	

It is clear that *User-Friendly Functions (UF)* – ‘*The ability to simplify customers with user-friendly functions applications.*’ is the most important sub-dimension in enhancing *Functional Quality* of SCSQ model with a huge gap compared to remaining sub-dimensions with 0.385 priority value. Then come with *Accomplish Goals & Issues Resolver (AG)* – ‘*The ability to provide function that enable customers to accomplish*

specific goals or resolve particular inquiries and problem.’ and *Time Saving (TS)* – ‘*The ability to simplify customers with time saving functions applications in searching, browsing and purchasing process.*’ as the second and third important *Functional Quality’s* sub-dimensions with 0.209 and 0.187 priority value respectively.

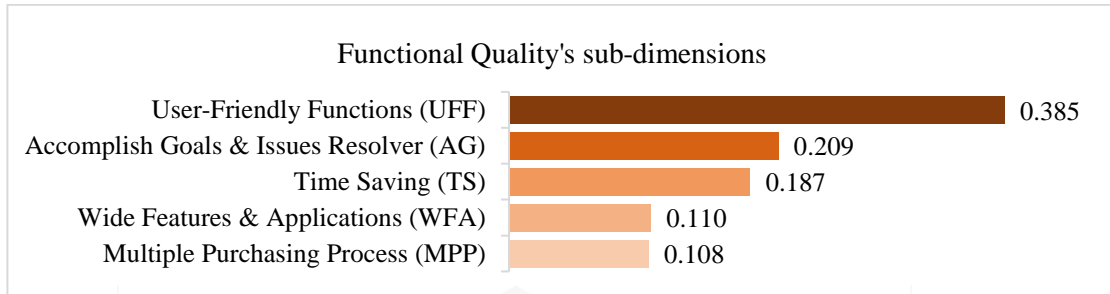


Figure 5.7 Priority value for *Functional Quality's* sub-dimensions

5.3.4.2.3 Design Quality’s (DQ) sub-dimensions

The ranking and corresponding priority values of the SCSQ’s sub-dimensions for *Design Quality (DQ)* – ‘*The ability in developing aesthetically pleasing and engaging informational activities that boost engagement and involvement, as well as the ability in creating a social commerce system and shopping features that are simple to use and learn.*’ are exhibited in Table 5.7 and Figure 5.8.

Table 5.7 Ranking on SCSQ’s ‘*Design Quality*’ sub-dimensions

<i>Design Quality's (FQ) Sub-Dimensions</i>	Priority value	Ranking
AD - Aesthetic Design	0.251	3
EU - Ease Of Use and Learning	0.379	1
IE - Interaction and Engagement	0.370	2
Consistency Ratio (CR)	0.035	

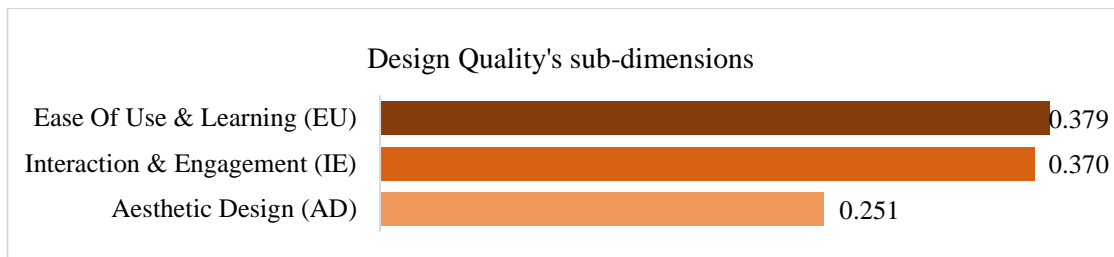


Figure 5.8 Priority value for *Design Quality's* sub-dimensions

It is noted that *Ease of Use and Learning (EU)* – ‘The ability to provide customer a system and application which is easy to use and learn.’ and *Interaction and Engagement (IE)* – ‘The ability to provide an environment that encourages interaction and engagement. Engage in activities that strengthen customer relationships by offering content and interactive activities that encourage idea generation and discussion.’ both crucial for *Design Quality* where there is not much difference in their priority value, 0.379 and 0.370 respectively. Meanwhile the third sub-dimensions *Aesthetic Design (AD)* – ‘The ability to provide customers with beautiful and professional social commerce posts, pictures, videos and even brand images to cultivate customer desire that lead to purchase.’ with 0.251 priority value also gives substantial impact on SCSQ’s *Design Quality* dimension.

5.3.4.2.4 Information Quality’s (IQ) sub-dimensions

It can be seen from the results in Table 5.8 and Figure 5.9, focus can be given to *Understandable (UND)* – ‘The ability to deliver easy to understand information’ with 0.399 priority value that makes it most important sub-dimensions in representing *Information Quality (IQ)* – ‘The ability in keeping relevant information up-to-date, understandable, helpful and precise information through various formats such as edited and unedited images or videos’. Then, the second and third sub-dimensions are *Useful (USE)* – ‘The ability in deliver useful information to help customer making a purchase decision. Seller need to make sure customers are well educated about the service or product before making a purchase.’ as well as *Accurate (ACC)* - ‘The ability to deliver accurate and precise information.’ with priority value of 0.223 and 0.193.

The remaining sub-dimensions are *Up To Date (UTD)* – ‘The ability to have information that is both complete and up to date.’ and *Varies Format (VF)* ‘The ability to provide varies format of information in order to guarantee the information is successfully delivered to customers.’ with priority values of 0.193 and 0.096.

Table 5.8 Ranking on SCSQ’s ‘Information Quality’ sub-dimensions

Information Quality's (FQ) Sub-Dimensions	Priority value	Ranking
UND - Understandable	0.339	1
USE - Useful	0.223	2
UTD- Up-to-date	0.148	4
ACC - Accurate	0.193	3
VF - Varies format	0.096	5
Consistency Ratio (CR)	0.086	

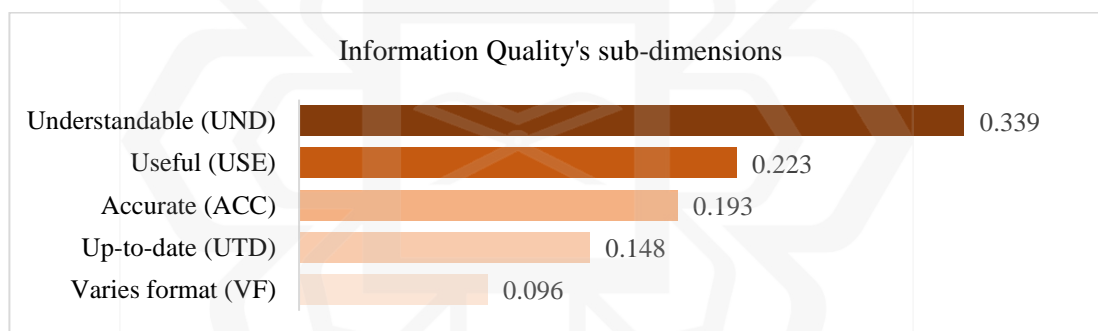


Figure 5.9 Priority value for *Information Quality's* sub-dimensions

5.3.4.2.5 Responsiveness's (RS) sub-dimensions

Data in Table 5.9 and Figure 5.10 is referred. Out of the four sub-dimensions that were identified for the dimension *Responsiveness (RS)* - *The commitment to always being ready and responsive to customer's inquiries, product and service orders, greetings, and complaints with little waiting time through individualized customer attention which automatically boost a customer's positive experience.* it is found that *Quick Response to Problem (QRP)* – ‘The ability to provide immediate service assistance to address customer's problem.’, *Quick Response to Inquiries (QRI)* – ‘The ability to perform

quick response to customer's question and needs.' as well as being *Readily Prepared (RP)*- *'The ability to facilitate effective engagement by making information readily available.'* are the three most importance sub-dimensions that can be considered by the Malaysian modest fashion sellers in enhancing their Social Commerce Service Quality with priority values of 0.387, 0.334 and 0.152 respectively.

Table 5.9 Ranking on SCSQ's *Responsiveness* sub-dimensions

Responsiveness (RS) Sub-Dimensions	Priority value	Ranking
QRI - Quick Response to Inquiries	0.334	2
QRP - Quick Response to Problem	0.387	1
PE - Positive Experience	0.127	4
RP - Readily Prepared	0.152	3
Consistency Ratio (CR)	0.013	

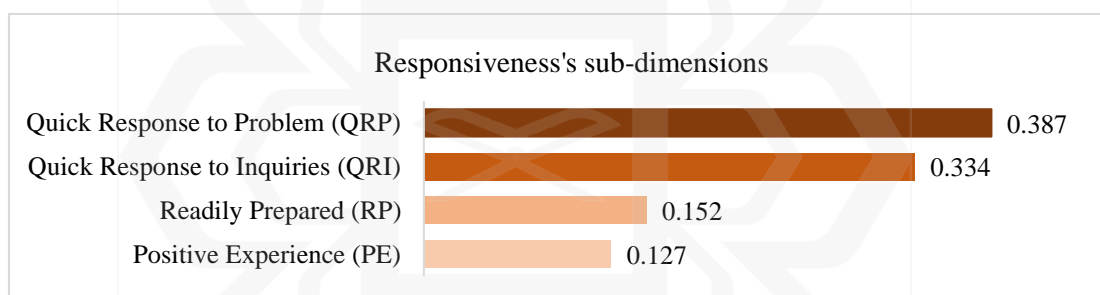


Figure 5.10 Priority value for *Responsiveness's* sub-dimensions

5.3.4.2.6 Privacy and Security's (PS) sub-dimensions

Two sub-dimensions that have the capacity to address the dimension *'Privacy and Security (PS)* – *'The ability of providing trustworthy platform and to keep a promise to protect users against the risk of fraud and financial loss, privacy intrusion while also portraying trustworthy and compassionate interactions.'* were determined at the qualitative stage. Table 5.10 and Figure 5.11 reveal that *Information and Privacy Protection (IP)* – *'The ability to protect customers' information and privacy.'* was

ranked far higher with a priority value of 0.618 than *Trustworthy Platform (TP)* – ‘*The ability to provide trustworthy platform.*’ with a priority value of 0.382

Table 5.10 Ranking on SCSQ’s ‘*Privacy and Security*’s sub-dimensions

Privacy and Security’s (PS) Sub-Dimensions	Priority value	Ranking
QRI - Trustworthy Platform	0.382	2
QRP - Information and Privacy Protection	0.618	1
Consistency Ratio (CR)	0.000	

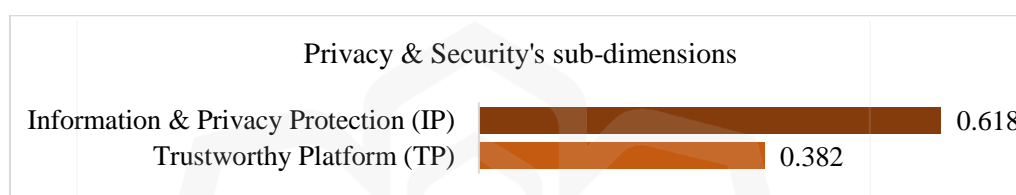


Figure 5.11 Priority value for *Privacy and Security*'s sub-dimensions

5.3.4.2.7 Personalization’s (PR) sub-dimensions

In enhancing the dimension *Personalization (PR)* – ‘*The capability to provide customisation on how customers would like to interact and with whom they would like to be connected, thereby catering to specific customer demands or implied interests to create and manage customer’s own unique purchase pathway.*’, three sub-dimensions are identified as illustrated in Table 5.11 and Figure 5.12. The list shows that *Wide Shopping Options (WSO)* – ‘*The ability to provide wide shopping options. With several social media's convenience functions, users have numerous options to shop according to their needs and benefits.*’ rank the highest with priority value of 0.557 that makes it the most important sub-dimension for *Personalization*. The remaining shares a small difference value *Wide Personalized Connections (WPC)* – ‘*The ability to provide wide personalized connections options that are suited to customers' stated or implied preferences.*’ and *Personalized Interactions (PI)* – ‘*It allows customers to choose how to interact and communicate with sellers according to customer interest*’ with priority value of 0.234 and 0.209 respectively.

Table 5.11 Ranking on SCSQ's 'Personalization's sub-dimensions

Personalization (PR) Sub-Dimensions	Priority value	Ranking
WSO - Wide Shopping Options	0.557	1
WPC - Wide Personalized Connections	0.234	2
PI- Personalized Interactions	0.209	3
Consistency Ratio (CR)	0.085	

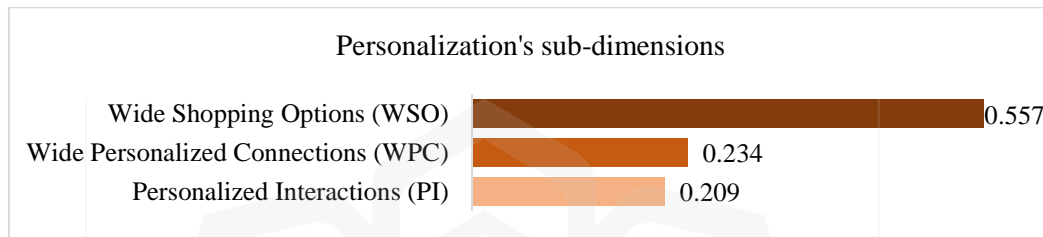


Figure 5.12 Priority value for *Personalization's* sub-dimensions

5.3.4.2.8 Communication Quality's (CQ) sub-dimensions

Table 5.12 and Figure 5.13 display the ranking and priority values for the SCSQ'S dimension for *Communication Quality (CQ)* – 'The ability in providing a two-way interpersonal communication with human agent sellers through wide application system using communication style that are based on customer preference.'

Table 5.12 Ranking on SCSQ's 'Communication Quality's sub-dimensions

Communication Quality (CQ) Sub-Dimensions	Priority value	Ranking
CS - Communication Style	0.171	3
IC - Interpersonal Communication	0.130	4
HAC- Human Agent Communication	0.326	2
TWC - Two-way Communication System	0.372	1
Consistency Ratio (CR)	0.045	

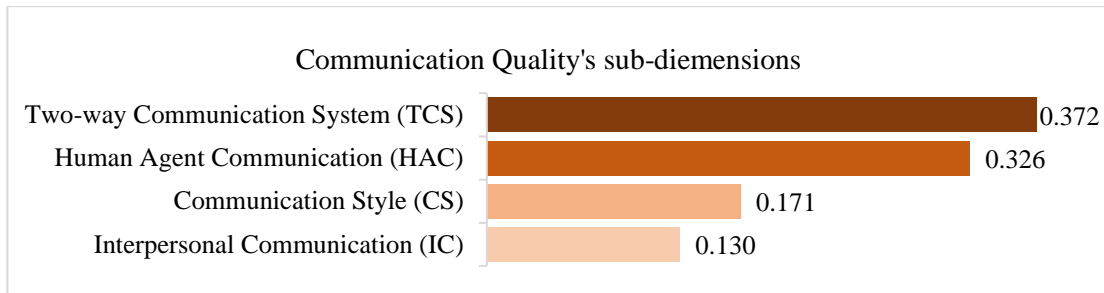


Figure 5.13 Priority value for *Communication Quality's* sub-dimensions

Two sub-dimensions are to be considered by the Malaysian modest fashion sellers in addressing '*Communication Quality*'. They are *Two-way Communication System (TCS)* – '*The ability to provide function and application that enable customers and sellers to have a direct two way communication*' with a priority value of 0.372 and *Human Agent Communication (HAC)* – '*The ability to communicate with human agent instead of autoreply system in helping the shopping process*' with a priority value of 0.326.

5.3.4.3 Summary of the ranking for SCSQ's Dimensions and Sub-Dimensions

This section provides ranks of Malaysian modest fashion industry SCSQ dimensions and sub-dimensions. Table 5.13 and Figure 5.14 show the ranking from most to least important.

Table 5.13 Summary of the ranking for SCSQ's Dimensions and Sub-Dimensions

SCSQ's Dimensions and Sub-Dimensions	Rank (Priority Value)	
	Dimensions	Sub-dimensions
Privacy and Security (PS)	1 (0.209)	
<i>Trustworthy Platform (TP)</i>		1 (0.618)
<i>Information & Privacy Protection (IP)</i>		2 (0.382)
Functional Quality (FQ)	2 (0.156)	
<i>User-Friendly Functions (UF)</i>		1 (0.385)
<i>Accomplish Goals & Issues Resolver (AG)</i>		2 (0.209)
<i>Time Saving (TS)</i>		3 (0.187)
<i>Wide Features & Applications (WFA)</i>		4 (0.110)

<i>Multiple Purchasing Process (MPP)</i>		5 (0.108)
Design Quality (DQ)	3 (0.140)	
<i>Ease Of Use & Learning (EU)</i>		1 (0.379)
<i>Interaction & Engagement (IE)</i>		2 (0.370)
<i>Aesthetic Design (AD)</i>		3 (0.251)
Responsiveness (RS)	4 (0.137)	
<i>Quick Response to Problem (QRP)</i>		1 (0.387)
<i>Quick Response to Inquiries (QRI)</i>		2 (0.334)
<i>Readily Prepared (RP)</i>		3 (0.152)
<i>Positive Experience (PE)</i>		4 (0.127)
Information Quality (IQ)	5 (0.114)	
<i>Understandable (UND)</i>		1 (0.339)
<i>Useful (USE)</i>		2 (0.223)
<i>Accurate (ACC)</i>		3 (0.193)
<i>Up-to-date (UTD)</i>		4 (0.148)
<i>Varies format (VF)</i>		5 (0.096)
Communication Quality (CQ)	6 (0.092)	
<i>Two-way Communication System (TCS)</i>		1 (0.372)
<i>Human Agent Communication (HAC)</i>		2 (0.326)
<i>Communication Style (CS)</i>		3 (0.171)
<i>Interpersonal Communication (IC)</i>		4 (0.130)
Social Interaction Quality (SI)	7 (0.083)	
<i>Competency (CO)</i>		1 (0.422)
<i>Continuous Interaction (CI)</i>		2 (0.271)
<i>Human Presence (HP)</i>		3 (0.171)
<i>Individualization (IN)</i>		4 (0.136)
Personalization (PR)	8 (0.068)	
<i>Wide Shopping Options (WSO)</i>		1 (0.557)
<i>Wide Personalized Connections (WPC)</i>		2 (0.234)
<i>Personalized Interactions (PI)</i>		3 (0.209)

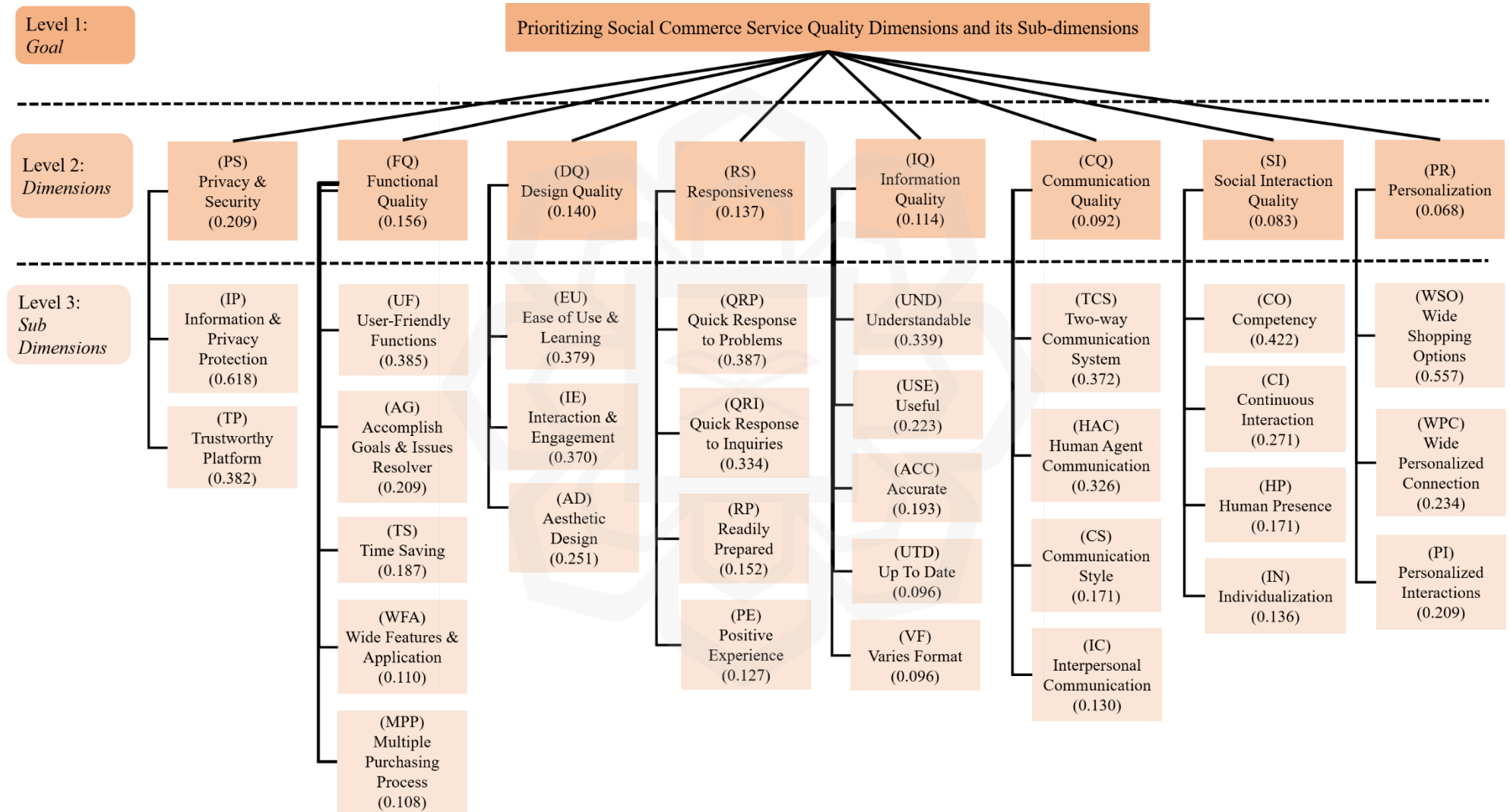


Figure 5.14 Social Commerce Service Quality Hierarchical Model

5.4 APPLICATION OF ABSOLUTE MEASUREMENT

Both relative and absolute measurements of AHP are decision-making tools. In the first part, this study adopts the relative method to compute the weights of dimensions and sub-dimensions. The second part applied the absolute measurement method that aims to evaluate alternatives and determine the ranks of the sampled modest fashion brands in Malaysia. In the process, the intensities are compared in a pairwise fashion. Weight of each dimension is multiplied by the intensities and the average score is determined by dividing total weight by the respondents' number. Saaty (1987) points out that absolute measurement evaluates alternatives through the scales provided for each dimension. The two basic objectives of absolute measurement are to evaluate the performance of Malaysian modest fashion brands based on the dimensions and sub-dimensions of the developed model and prioritise the sampled modest fashion brands of Malaysia. The following four steps are observed to achieve the research objectives:

Step 1: Identify the dimensions, sub-dimensions, and alternatives like modest fashion brand (to be evaluated).

Step 2: Calculate the weights of the decision dimensions by the relative measurement of AHP, i.e. construct the pairwise comparison matrix (PCM) for all the dimensions and compute the normalised principal right eigenvector of the matrix. This vector gives the weights of the dimensions. Divide the dimensions into sub-dimensions and calculate the weights of these sub-dimensions in the same manner. Multiply these weights by the weights of the parent dimension.

Step 3: Divide each sub-dimension into several intensities or grades. Set priorities on the intensities by comparing them pairwise under each sub-dimensions. Multiply these priorities by the priority of the parent sub-dimension.

Step 4: Take one sampled modest fashion brand at a time and measure its performance with respect to each sub-dimension. Add the global priorities of the intensities for the modest fashion brand. Repeat the process for all the sampled modest fashion brands of Malaysia.

5.4.1 Data Collection

The next step involved creating an intensity-based questionnaire to assess the effectiveness of a social commerce application of a specific modest fashion brand in Malaysia. The research focused on a sample of 33 customers who had prior experience with social commerce purchases from three distinct Malaysian modest fashion brands. The study involved the collection of customer feedback through the administration of rating questionnaires aimed at evaluating the performance of modest fashion brands. The questionnaire was designed to include intensity ratings for each dimension. The respondents were asked to indicate the level of intensity that they felt was most appropriate for each option.

It should be noted that the number of brands chosen is simply to demonstrate how the proposed model works. There was a total of three well-known brands identified by the research. The development of the hierarchical model is the primary goal of this research, but the work does not end there; it goes on to demonstrate how the model may be used in reality. This study assesses three modest fashion brands that are widely recognized and purposefully utilised social commerce, while also maintaining physical stores in the Klang Valley and other districts. The dUCk Group, owned by popular influencer Vivy Yusof, was chosen as the first company to be included since it has amassed 556,000 Instagram followers. Calaqisya, a brand renowned for its modest clothing, was established by three sisters in 2010 and currently boasts a following of 682,000 individuals. Tudung People has been chosen as the third brand on account of its reputation for producing aesthetically pleasing and inventive modest scarves, as evidenced by its substantial following of 444,000 individuals on Instagram.

Each of the three brands has been engaged in active operations on both online and offline platforms for a period exceeding six years. They are highly active not only within Malaysia but also in various international locations. All three companies incorporated modest scarfs into their primary product offerings, while two of them also offer a selection of modest attire in addition to scarfs.

5.4.2 Demographic Profile of the Respondents in Brands Evaluation

This study assesses Social Commerce Service Quality for three Malaysian modest fashion brands. The primary objective of this section is to assess the performance of Malaysian modest fashion brands. For a precise assessment, customers has been noted in having a genuine purchasing experience of all three brands within the last six months. Identifying customers who consistently purchase all three brands can be a challenging task. Therefore, the study opted for established brands in order to evaluate and compare their performance.

Table 5.14 Demographic Profile for Absolute Measurement

Demographic Profile	Frequency	Percentage
Gender		
• Male	5	15
• Female	28	85
Age Group		
• 20 years or below	0	0
• 21 to 30 years	18	55
• 31 to 40 years	12	36
• 41 to 50 years	3	9
• 51 years and above	0	0
Educational level		
• Masters	3	9
• Bachelors	20	61
• Diploma	8	24
• Secondary School	2	6
Household Income (Month)		
• Below RM 4000	12	36
• Between RM 4001 – RM 8000	14	43
• Between RM 8001 – RM 10000	4	12
• Above RM 10001	3	9

As the study refer to modest fashion industry that focus on modest attire and scarf, the sample population exhibited a notable gender disparity, with a majority of 85% (28/33) being female and a minority of 15% (5/33) being male. The purpose of

including the male respondents was not to discuss their experience wearing the goods; rather, it was to focus on their purchase of modest fashion brand products via social commerce applications. Furthermore, the disparity in the number of male respondents compared to female respondents usually lower in fashion research (Ezinne et al., 2022). In addition, the difference in fashion consciousness may lead to a higher interest and participation of female consumers in fashion-related research. The study found that the majority of respondents, comprising 55 percent (18/33), fell within the age range of 21-30 years. This was followed by respondents aged 31 to 40 years, which accounted for 36 percent (12/33) of the sample. The remaining 9 percent (3/33) of respondents were aged between 41 to 50 years. With regard to educational background, Table 5.14 also shows that respondents with Bachelor's degrees make-up the highest percentage at 61 percent (20/33) followed by those with diploma degrees 40.6 percent (13/32) and master degrees 12.5 per cent (4/32).

Additional interesting findings have been observed in the segment pertaining to household income. The largest proportion of household income, comprising 43 per cent (14/33), fell within the range of RM 4001 to RM 8000. The accuracy of the outcome is established by the fact that 64 per cent of the total proportion is held by respondents who owned a range of household income exceeding RM 4000. However, 36 percent (12 out of 33) of individuals with a salary below RM 4000 spend their money on this item, indicating the significant impact of Malaysian modest fashion brands on the general income distribution in Malaysia. Due to its strong brand reputation in Malaysia, the price range of such item is greater compared to cheaper alternatives available in the market. These brands are renowned for their high-quality modest style products, aligning nicely with the cultural and belief preferences of Malaysian consumers. Hence, it is not surprising that individuals with lower incomes may opt to purchase these branded products due to factors such as social standing, self-esteem, or the desire to have the experience of wearing such items. Ultimately, the choice of persons with lesser earnings to buy expensive goods can be shaped by an intricate combination of psychological, social, and emotional elements. Gaining an understanding of the underlying reasons behind such purchases can offer significant insights into the behaviour of consumers.

5.4.3 Intensities for Absolute Measurement

According to Saaty (2003), the intensities serve as an indicator for the proximity of each alternative to the ideal. The established priorities for the alternatives are utilised to conduct pairwise comparisons of the rating categories. In order to accurately depict the performance of the brand, five intensities or grades are considered. Since intensities are different grades, so their importance varies. A greater magnitude of weightage indicates the significance of the dimension. Table 5.15 presents the Pairwise Comparison Matrix (PCM) values for the intensities. Note that the intensities are EX (Excellent), G (Good), A (Average), S (Satisfactory), and P (Poor). The intensities and weights has been followed by Saaty (2008).

Table 5.15 Intensities and Their Weights

Intensity	EX	G	A	S	P	Weights
EX	1	3	5	6	8	0.510
G		1	3	4	6	0.255
A			1	2	4	0.119
S				1	3	0.077
P					1	0.039

EX = Excellent, G = Good, A = Average, S = Satisfactory, P = Poor

The accuracy of the absolute measurement is dependent upon the level of experience possessed by the customer in determining and comparing intensities. The implementation of the absolute measurement mode in AHP necessitates the division of each dimension into several intensities. The numerical value presented in Table 5.15 has been derived from Saaty's fundamental scale and serves as an indicator of the degree of significance attributed to the intensities. The aim is to evaluate and prioritise the available options based on all the relevant dimensions at hand.

5.4.4 Synthesis the Sub-Dimensions Weights of Malaysian Modest Fashion Brand to Obtain the Global Weights

Usually, absolute measurement of AHP is applied in evaluating alternatives, especially if the number of alternatives is quite large. In fact, if the number of alternatives is large, then relative measurement of AHP is impractical. However, in the present work, to

show the working of the developed method only three brands are evaluated. All sampled brands are evaluated on the same set of sub-dimensions.

In the case of absolute measurement, the synthesis of global weights is required to evaluate the performance of Malaysian modest fashion brands on the basis of developed model. In this regard, it is important to assign an appropriate set of weights to the dimensions. The following Table 5.16 indicates the overall weights derived from all respondents. This table is a reproduction of Table 5.13.

In order to evaluate the performance of Malaysian modest fashion brands, participants were requested to rate three brands individually, across 30 sub-dimensions as outlined in the table 5.16. The ratings were then analysed to determine the overall weights. The alternatives were ultimately ranked using global weights. Each brand was evaluated separately, and their combined scores across all dimensions were calculated. The process of AHP synthesis entails combining various weights into a single whole. Table 5.17 shows the synthesis to obtain the global weights of the intensities.

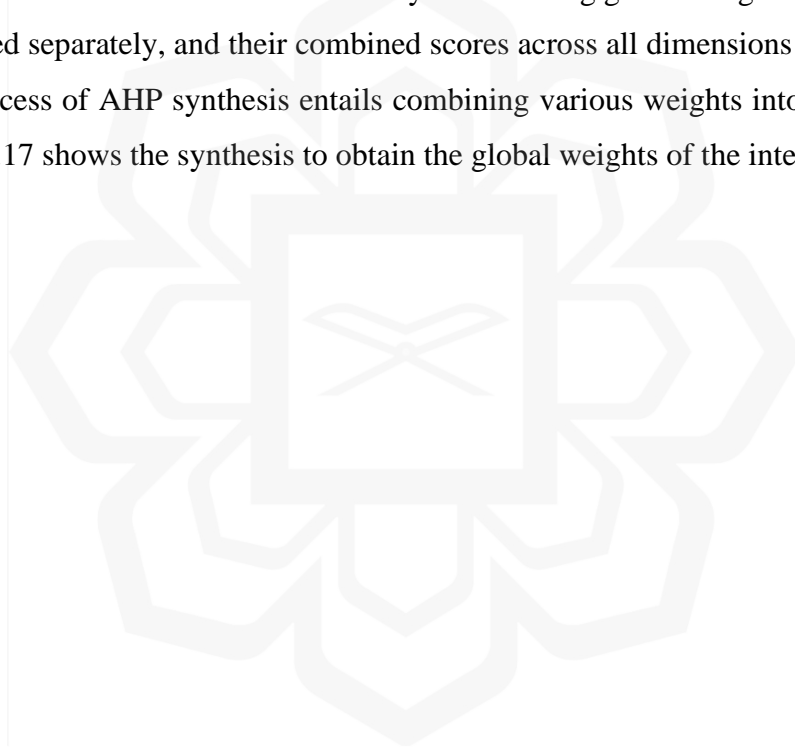


Table 5.16 Overall Weights of Dimensions and Sub- Dimensions Derived from all Respondents

SCSQ's Dimensions and Sub-Dimensions	Weight/Rank (Priority Value)	
	Dimensions	Sub-dimensions
Privacy and Security (PS)	1 (0.209)	
<i>Trustworthy Platform (TP)</i>		1 (0.618)
<i>Information & Privacy Protection (IP)</i>		2 (0.382)
Functional Quality (FQ)	2 (0.156)	
<i>User-Friendly Functions (UF)</i>		1 (0.385)
<i>Accomplish Goals & Issues Resolver (AG)</i>		2 (0.209)
<i>Time Saving (TS)</i>		3 (0.187)
<i>Wide Features & Applications (WFA)</i>		4 (0.110)
<i>Multiple Purchasing Process (MPP)</i>		5 (0.108)
Design Quality (DQ)	3 (0.140)	
<i>Ease Of Use & Learning (EU)</i>		1 (0.379)
<i>Interaction & Engagement (IE)</i>		2 (0.370)
<i>Aesthetic Design (AD)</i>		3 (0.251)
Responsiveness (RS)	4 (0.138)	
<i>Quick Response to Problem (QRP)</i>		1 (0.387)
<i>Quick Response to Inquiries (QRI)</i>		2 (0.334)
<i>Readily Prepared (RP)</i>		3 (0.152)
<i>Positive Experience (PE)</i>		4 (0.127)
Information Quality (IQ)	5 (0.114)	
<i>Understandable (UND)</i>		1 (0.339)
<i>Useful (USE)</i>		2 (0.223)
<i>Accurate (ACC)</i>		3 (0.193)
<i>Up-to-date (UTD)</i>		4 (0.148)
<i>Varies format (VF)</i>		5 (0.096)
Communication Quality (CQ)	6 (0.092)	
<i>Two-way Communication System (TCS)</i>		1 (0.372)
<i>Human Agent Communication (HAC)</i>		2 (0.326)
<i>Communication Style (CS)</i>		3 (0.171)
<i>Interpersonal Communication (IC)</i>		4 (0.130)
Social Interaction Quality (SI)	7 (0.083)	
<i>Competency (CO)</i>		1 (0.422)
<i>Continuous Interaction (CI)</i>		2 (0.271)
<i>Human Presence (HP)</i>		3 (0.171)
<i>Individualization (IN)</i>		4 (0.136)
Personalization (PR)	8 (0.068)	
<i>Wide Shopping Options (WSO)</i>		1 (0.557)
<i>Wide Personalized Connections (WPC)</i>		2 (0.234)
<i>Personalized Interactions (PI)</i>		3 (0.209)

Table 5.17 Synthesis to Obtain the Global Weights of Intensities

Dimensions and Sub-dimensions	Weights	EX 0.51	G 0.255	A 0.119	S 0.077	P 0.039
PS	0.2090					
TP	0.6180	0.0659*	0.0329	0.0154	0.0099	0.0050
IP	0.3820	0.0407	0.0204	0.0095	0.0061	0.0031
FQ	0.1560					
UF	0.3850	0.0306	0.0153	0.0071	0.0046	0.0023
AG	0.2090	0.0166	0.0083	0.0039	0.0025	0.0013
TS	0.1870	0.0149	0.0074	0.0035	0.0022	0.0011
WFA	0.1100	0.0088	0.0044	0.0020	0.0013	0.0007
MPP	0.1080	0.0086	0.0043	0.0020	0.0013	0.0007
DQ	0.14					
EU	0.3790	0.0271	0.0135	0.0063	0.0041	0.0021
IE	0.3700	0.0264	0.0132	0.0062	0.0040	0.0020
AD	0.2510	0.0179	0.0090	0.0042	0.0027	0.0014
RS	0.138					
QRP	0.3870	0.0272	0.0136	0.0064	0.0041	0.0021
QRI	0.3340	0.0235	0.0118	0.0055	0.0035	0.0018
RP	0.1520	0.0107	0.0053	0.0025	0.0016	0.0008
PE	0.1270	0.0089	0.0045	0.0021	0.0013	0.0007
IQ	0.114					
UND	0.3390	0.0197	0.0099	0.0046	0.0030	0.0015
USE	0.2230	0.0130	0.0065	0.0030	0.0020	0.0010
ACC	0.1930	0.0112	0.0056	0.0026	0.0017	0.0009
UTD	0.1480	0.0086	0.0043	0.0020	0.0013	0.0007
VF	0.0960	0.0056	0.0028	0.0013	0.0008	0.0004
CQ	0.092					
TCS	0.3720	0.0175	0.0087	0.0041	0.0026	0.0013
HAC	0.3260	0.0153	0.0076	0.0036	0.0023	0.0012
CS	0.1710	0.0080	0.0040	0.0019	0.0012	0.0006
IC	0.1300	0.0061	0.0030	0.0014	0.0009	0.0005
SI	0.083					
CO	0.4220	0.0179	0.0089	0.0042	0.0027	0.0014
CI	0.2710	0.0115	0.0057	0.0027	0.0017	0.0009
HP	0.1710	0.0072	0.0036	0.0017	0.0011	0.0006
IN	0.1360	0.0058	0.0029	0.0013	0.0009	0.0004
PR	0.068					
WSO	0.5570	0.0193	0.0097	0.0045	0.0029	0.0015
WPC	0.2340	0.0081	0.0041	0.0019	0.0012	0.0006
PI	0.2090	0.0072	0.0036	0.0017	0.0011	0.0006

*Overall weights = (dimension weights*sub- dimension *intensity weights) =
(0.2090 * 0.6180 * 0.510) = 0.0659

Privacy and Security (PS), Trustworthy Platform (TP), Information & Privacy Protection (IP), Functional Quality (FQ), User-Friendly Functions (UF), Accomplish Goals & Issues Resolver (AG), Time Saving (TS), Wide Features & Applications (WFA), Multiple Purchasing Process (MPP), Design Quality (DQ), Ease Of Use & Learning (EU), Interaction & Engagement (IE), Aesthetic Design (AD), Responsiveness (RS), Quick Response to Problem (QRP), Quick Response to Inquiries (QRI), Readily Prepared (RP), Positive Experience (PE), Information Quality (IQ), Understandable (UND), Useful (USE), Accurate (ACC), Up-to-date (UTD), Varies format (VF), Communication Quality (CQ), Two-way Communication System (TCS), Human Agent Communication (HAC), Communication Style (CS), Interpersonal Communication (IC), Social Interaction Quality (SI), Competency (CO), Continuous Interaction (CI), Human Presence (HP), Individualization (IN), Personalization (PR), Wide Shopping Options (WSO), Wide Personalized Connections (WPC), Personalized Interactions (PI)

5.4.5 Rating Selected Malaysian Social Commerce Modest Fashion Brand

The research employed a rating system comprising intensities namely Excellent, Good, Average, Satisfactory, and Poor to evaluate the brands. The participants were requested to evaluate each brand with respect to their sub-dimensions based on their personal judgement. Thus, the evaluation of brand performance can be derived. Brands with higher weights are indicative of superior performance. Note that, measurements generated from sub-dimensions are sufficient even without the dimensions. This is because sub-dimensions already represent each dimension. Table 5.18 displays the numerical weights assigned to each sub-dimensions alongside their respective ratings, as reported by the initial four respondents till the 33 respondents, for a single brand sample, The dUCk Group.

The numeric weights are individual global weights of intensity derived from the synthesised table based on customer feedback. The average global weight of intensity for each sub-dimensions is obtained by adding the numeric scores of all responses and dividing it with the total number of respondents. This research had a total of 33 respondents thus the numeric scores of all respondents need to be filled then divide by the total number of respondents. Thus, the global weight for the dUCk Group brand is computed by adding all the individual global weights of sub-dimensions.

Table 5.18 Performance evaluation of The dUCk Group on Various Sub-dimensions

Sub-dimensions	The dUCk Group				Average Global Weights *
	R1	R2	R3	R4 : R5-R33	

PS						
TP	(EX) 0.0659	(G) 0.0329	(EX) 0.0659	(A) 0.0154	0.0470	
IP	(EX) 0.0407	(G) 0.0204	(EX) 0.0407	(A) 0.0061	0.0268	
FQ						
MPP	(G) 0.0043	(G) 0.0043	(G) 0.0043	(A) 0.0020	0.0058	
WFA	(G) 0.0044	(G) 0.0044	(EX) 0.0088	(A) 0.0020	0.0054	
AG	(G) 0.0083	(G) 0.0083	(EX) 0.0166	(A) 0.0039	0.0086	
TS	(EX) 0.0149	(G) 0.0074	(EX) 0.0149	(G) 0.0074	0.0088	
UF	(EX) 0.0306	(G) 0.0153	(EX) 0.0306	(A) 0.0071	0.0179	
DQ						
AD	(EX) 0.0179	(G) 0.0090	(G) 0.0090	(A) 0.0042	0.0115	
EU	(EX) 0.0271	(G) 0.0135	(G) 0.0135	(A) 0.0063	0.0148	
IE	(G) 0.0132	(G) 0.0132	(G) 0.0132	(A) 0.0062	0.0156	
RS						
QRI	(G) 0.0118	(G) 0.0118	(G) 0.0118	(A) 0.0055	0.0119	
QRP	(EX) 0.0272	(G) 0.0136	(G) 0.0136	(A) 0.0064	0.0138	
PE	(G) 0.0045	(G) 0.0045	(EX) 0.0089	(A) 0.0021	0.0048	
RP	(EX) 0.0107	(G) 0.0053	(G) 0.0053	(A) 0.0025	0.0056	
IQ						
UND	(G) 0.0099	(G) 0.0099	(EX) 0.0197	(A) 0.0046	0.0120	
USE	(G) 0.0065	(G) 0.0065	(EX) 0.0130	(A) 0.0030	0.0078	
UTD	(EX) 0.0086	(G) 0.0043	(EX) 0.0086	(A) 0.0020	0.0060	
VF	(G) 0.0028	(G) 0.0028	(G) 0.0028	(A) 0.0013	0.0032	
ACC	(G) 0.0056	(G) 0.0056	(EX) 0.0112	(A) 0.0026	0.0060	
CQ						
TCS	(G) 0.0040	(G) 0.0040	(G) 0.0040	(A) 0.0019	0.0048	
IC	(EX) 0.0061	(G) 0.0030	(EX) 0.0061	(A) 0.0014	0.0036	
TWC	(G) 0.0087	(G) 0.0087	(G) 0.0087	(A) 0.0041	0.0091	
HAC	(G) 0.0076	(G) 0.0076	(EX) 0.0153	(A) 0.0036	0.0086	
SI						
CI	(G) 0.0057	(G) 0.0057	(G) 0.0057	(A) 0.0027	0.0079	
IN	(G) 0.0029	(G) 0.0029	(G) 0.0029	(A) 0.0013	0.0023	
CO	(A) 0.0042	(G) 0.0089	(G) 0.0089	(A) 0.0042	0.0086	
HP	(G) 0.0036	(G) 0.0036	(G) 0.0036	(A) 0.0017	0.0042*	
PR						
WSO	(G) 0.0097	(G) 0.0097	(EX)0.0193	(G) 0.0097	0.0127	
WPC	(G) 0.0041	(G) 0.0041	(EX) 0.0081	(G) 0.0041	0.0047	
PI	(EX) 0.0072	(G) 0.0036	(EX) 0.0072	(G) 0.0036	0.0046	
Total Global Weight					0.3042	

* Average global Weights of HP =(0.0036 + 0.0036 + 0.0036 +0.0017+ R5-R33) 33 = 0.0042

Privacy and Security (PS), Trustworthy Platform (TP), Information & Privacy Protection (IP), Functional Quality (FQ), User-Friendly Functions (UF), Accomplish Goals & Issues Resolver (AG), Time Saving (TS), Wide Features & Applications (WFA), Multiple Purchasing Process (MPP), Design Quality (DQ), Ease Of Use & Learning (EU), Interaction & Engagement (IE), Aesthetic Design (AD), Responsiveness (RS), Quick Response to Problem (QRP), Quick Response to Inquiries (QRI), Readily Prepared (RP), Positive Experience (PE), Information Quality (IQ), Understandable (UND), Useful (USE), Accurate

(ACC), Up-to-date (UTD), Varies format (VF), Communication Quality (CQ), Two-way Communication System (TCS), Human Agent Communication (HAC), Communication Style (CS), Interpersonal Communication (IC), Social Interaction Quality (SI), Competency (CO), Continuous Interaction (CI), Human Presence (HP), Individualization (IN), Personalization (PR), Wide Shopping Options (WSO), Wide Personalized Connections (WPC), Personalized Interactions (PI)

Evaluation of the other two brands were conducted accordingly. Table 5.19 provides the details of the individual scores of all the three brands evaluated by using absolute measurement process of AHP. The last row of the Table 5.19 provides the ranking of the three brands. Based on the data presented in the table, it can be observed that Calaqisya has obtained the highest score of 0.3183, followed by The dUCk Group with a score of 0.3090. With a slight difference in value, Tudung People secured the third position with a score of 0.3042. Therefore, it can be concluded that Calaqisya is the best-performing Malaysian modest fashion brand with regards to its Social Commerce Service Quality applications. On the other side, both The dUCk Group and the Tudung people have good weightage due to the fact that their points are not overly distant from Calaqisya.

Table 5.19 Weights and Ranks of Three Sampled Brands on the Basis of Sub-dimensions

Dimensions	Sub-dimensions	Malaysian Modest Fashion Brand		
		The dUCk Group	Calaqisya	Tudung People
PS	TP	0.0518	0.0426	0.0441
	IP	0.0268	0.0268	0.0264
FQ	MPP	0.0058	0.0054	0.0052
	WFA	0.0054	0.0051	0.0044
	AG	0.0086	0.0098	0.0094
	TS	0.0088	0.0087	0.0086
	UF	0.0179	0.0173	0.0163
DQ	AD	0.0115	0.0117	0.0117
	EU	0.0148	0.0166	0.0151
	IE	0.0156	0.0176	0.0149
RS	QRI	0.0119	0.0129	0.0143
	QRP	0.0138	0.0178	0.0154
	PE	0.0048	0.0059	0.0057
	RP	0.0056	0.0071	0.0066
IQ	UND	0.0120	0.0133	0.0127
	USE	0.0078	0.0086	0.0078

	UTD	0.0060	0.0059	0.0054
	VF	0.0032	0.0031	0.0031
	ACC	0.0060	0.0068	0.0066
CQ	TCS	0.0091	0.0109	0.0094
	IC	0.0036	0.0035	0.0037
	CS	0.0048	0.0050	0.0050
	HAC	0.0086	0.0091	0.0091
SI	HP	0.0042	0.0045	0.0036
	CI	0.0079	0.0074	0.0066
	IN	0.0023	0.0026	0.0025
	CO	0.0086	0.0116	0.0106
PR	WSO	0.0127	0.0117	0.0112
	WPC	0.0047	0.0046	0.0044
	PI	0.0046	0.0044	0.0044
	Total	0.3090	0.3183	0.3042
	Ranking	2	1	3

Privacy and Security (PS), Trustworthy Platform (TP), Information & Privacy Protection (IP), Functional Quality (FQ), User-Friendly Functions (UF), Accomplish Goals & Issues Resolver (AG), Time Saving (TS), Wide Features & Applications (WFA), Multiple Purchasing Process (MPP), Design Quality (DQ), Ease Of Use & Learning (EU), Interaction & Engagement (IE), Aesthetic Design (AD), Responsiveness (RS), Quick Response to Problem (QRP), Quick Response to Inquiries (QRI), Readily Prepared (RP), Positive Experience (PE), Information Quality (IQ), Understandable (UND), Useful (USE), Accurate (ACC), Up-to-date (UTD), Varies format (VF), Communication Quality (CQ), Two-way Communication System (TCS), Human Agent Communication (HAC), Communication Style (CS), Interpersonal Communication (IC), Social Interaction Quality (SI), Competency (CO), Continuous Interaction (CI), Human Presence (HP), Individualization (IN), Personalization (PR), Wide Shopping Options (WSO), Wide Personalized Connections (WPC), Personalized Interactions (PI)

Table 5.20 Points on Sub-dimensions of the dUCk Group

Dimen sions	Sub- dimensions	Maximum weights of intensity	Sub- dimensions points	Received average weights (N=33)	Received Points
PS	TP	0.0659	129	0.0518	102
	IP	0.0407	80	0.0268	53
FQ	UF	0.0306	60	0.0179	35
	AG	0.0166	33	0.0086	17
	TS	0.0149	29	0.0088	17
	WFA	0.0086	17	0.0054	11
	MPP	0.0086	17	0.0058	11
DQ	EU	0.0271	53	0.0148	29
	IE	0.0264	52	0.0156	31
	AD	0.0179	35	0.0115	22
RS	QRI	0.0235	46	0.0119	23

	QRP	0.0272	53	0.0138	27
	PE	0.0089	18	0.0048	9
	RP	0.0107	21	0.0056	11
IQ	UND	0.0197	39	0.0120	23
	USE	0.0130	25	0.0078	15
	UTD	0.0086	17	0.0060	12
	VF	0.0056	11	0.0032	6
	ACC	0.0112	22	0.0060	12
CQ	TCS	0.0175	34	0.0091	18
	HAC	0.0153	30	0.0086	17
	CS	0.0080	16	0.0048	9
	IC	0.0061	12	0.0036	7
SI	HP	0.0072	14	0.0042	8 *
	CI	0.0115	22	0.0079	16
	IN	0.0058	11	0.0023	5
	CO	0.0179	35	0.0086	17
PR	WSO	0.0193	38	0.0127	25
	WPC	0.0081	16	0.0047	9
	PI	0.0072	14	0.0046	9
	Total		1000		606

Points received = (received average weights* sub-dimension points)/highest weights of intensity = (0.0042*14)/ 0.0072= 8*

Privacy and Security (PS), Trustworthy Platform (TP), Information & Privacy Protection (IP), Functional Quality (FQ), User-Friendly Functions (UF), Accomplish Goals & Issues Resolver (AG), Time Saving (TS), Wide Features & Applications (WFA), Multiple Purchasing Process (MPP), Design Quality (DQ), Ease Of Use & Learning (EU), Interaction & Engagement (IE), Aesthetic Design (AD), Responsiveness (RS), Quick Response to Problem (QRP), Quick Response to Inquiries (QRI), Readily Prepared (RP), Positive Experience (PE), Information Quality (IQ), Understandable (UND), Useful (USE), Accurate (ACC), Up-to-date (UTD), Varies format (VF), Communication Quality (CQ), Two-way Communication System (TCS), Human Agent Communication (HAC), Communication Style (CS), Interpersonal Communication (IC), Social Interaction Quality (SI), Competency (CO), Continuous Interaction (CI), Human Presence (HP), Individualization (IN), Personalization (PR), Wide Shopping Options (WSO), Wide Personalized Connections (WPC), Personalized Interactions (PI)

Global weights can be utilised to determine the ranking and priority of Malaysian modest fashion brands with regards to their application of Social Commerce Service Quality. Nevertheless, assessing the performance of individual brands solely based on overall weights is impractical. Using the aforementioned dimension weights, the next section displays the sum of points awarded to each sampled brand. Table 5.20 displays the allocated points for individual sub-dimensions and the cumulative points attained by a particular brand sample, namely The dUCk Group.

According to Table 5.20, the assigned points on each sub- dimension for The dUCk Group brand are made by the multiplication of sub-dimension points and an average received weights by dividing maximum weights of intensity (refer to Table 5.17) for each sub- dimension. Assuming that, if all the respondents rate a particular brand on a sub-dimension as Excellent, it means the maximum score of the brand is total points of the sub-dimension. Finally, three Malaysian modest fashion brands are ranked based upon the individual points received under each sub-dimension and the total points received out of 1000 points. The details are provided in Table 5.21.

The data indicates that each of the three Malaysian modest fashion brands achieved a score exceeding the mean value of 500 points, with scores ranging from 596 to 624 points. The evidence suggests that all three brands have demonstrated strong performance in maintaining the quality of their Social Commerce Service Quality applications. Specifically, Calaqisya has demonstrated strong performance in recent years, achieving 624 points, surpassing the well-established brand The dUCk Group, which scored 606 points. Tudung People has expanded its platform and accumulated 596 points.

Table 5.21 Ranks of Three Sampled Brand on the Basis of Points Earned

Dimen sions	Sub- dimensions	Sub-dimensions Points	Malaysian Modest Fashion Brand		
			Calaqisya	The dUCk Group	Tudung People
PS	TP	129	83	102	86
	IP	80	53	53	52
FQ	MPP	17	11	11	10
	WFA	17	10	11	9
	AG	33	19	17	18
	TS	29	17	17	17
	UF	60	34	35	32
DQ	AD	35	23	22	23
	EU	53	33	29	30
	IE	52	35	31	29
RS	QRI	46	25	23	28
	QRP	53	35	27	30
	PE	18	12	9	11
	RP	21	14	11	13
IQ	UND	39	26	23	25
	USE	25	17	15	15

	UTD	17	12	12	11
	VF	11	6	6	6
	ACC	22	13	12	13
CQ	CS	16	10	9	10
	IC	12	7	7	7
	TCS	34	21	18	18
	HAC	30	18	17	18
SI	IN	11	5	5	5
	HP	14	9	8	7
	CI	22	15	16	13
	CO	35	23	17	21
PR	WSO	38	23	25	22
	WPC	16	9	9	9
	PI	14	9	9	9
	Total	1000	624	606	596
	Ranking		1	2	3

Privacy and Security (PS), Trustworthy Platform (TP), Information & Privacy Protection (IP), Functional Quality (FQ), User-Friendly Functions (UF), Accomplish Goals & Issues Resolver (AG), Time Saving (TS), Wide Features & Applications (WFA), Multiple Purchasing Process (MPP), Design Quality (DQ), Ease Of Use & Learning (EU), Interaction & Engagement (IE), Aesthetic Design (AD), Responsiveness (RS), Quick Response to Problem (QRP), Quick Response to Inquiries (QRI), Readily Prepared (RP), Positive Experience (PE), Information Quality (IQ), Understandable (UND), Useful (USE), Accurate (ACC), Up-to-date (UTD), Varies format (VF), Communication Quality (CQ), Two-way Communication System (TCS), Human Agent Communication (HAC), Communication Style (CS), Interpersonal Communication (IC), Social Interaction Quality (SI), Competency (CO), Continuous Interaction (CI), Human Presence (HP), Individualization (IN), Personalization (PR), Wide Shopping Options (WSO), Wide Personalized Connections (WPC), Personalized Interactions (PI)

In addition, by examining the details presented in Table 5.21, it is evident that each brand possesses the capability to assess their performance scores with respect to their respective sub-dimensions. For instance, out of the three brands, The Duck Group has achieved the highest score of 102 out of 129 points, establishing itself as the most *Trustworthy Platform (TP)*. Both Calaqisya and Tudung People have the potential to enhance their performance in order to attain maximum scores. Meanwhile, it is imperative for all three brands to reassess and refine their plans in order to enhance their *Information and Privacy Protections (IP)*, given that their respective scores currently stand at 53, 53, and 52 out of a total of 80 points.

With that, it becomes a relatively straightforward task for brands to evaluate and assess their Social Commerce Service Quality performance. By leveraging the tools and metrics available, brands can effectively gauge the extent to which their social

commerce initiatives are meeting or exceeding customer expectations. This evaluation process enables brands to identify areas of strength and areas that require improvement, thereby facilitating the refinement and enhancement of their Social Commerce Service Quality offerings. Ultimately, this systematic assessment of Social Commerce Service Quality performance empowers brands to make informed decisions and strategic adjustments that align with their overarching business objectives. In addition to possessing a comprehensive understanding of the essential dimensions and sub-dimensions, brands are now able to direct their attention towards what is crucial through the implementation of a well-developed strategy and allocation of appropriate resources.

5.5 CHAPTER SUMMARY

The chapter provides empirical results particularly on the prioritised weights of dimensions and sub-dimensions of the Social Commerce Service Quality model for Malaysian modest fashion brand so that Research Question 2 is answered. The discussion starts with data administration and the demographic profiles of the respondents such as gender, age group, educational level and household income are explained.

The computation of overall weights for the dimensions and sub-dimensions is then explained in the subsequent sections. Four stages of the AHP are followed here (Saaty, 2008). The weights of dimensions and sub-dimensions are extracted from the AHP software, Superdecisions. In the last section, the study applies absolute measurement for evaluating the performance of selected Malaysian modest fashion brand using the model. Thus, the Research Question 3 is answered.

CHAPTER SIX

DISCUSSION AND CONCLUSION

6.1 INTRODUCTION

The present chapter provides an overview of the outcomes regarding the qualitative and quantitative data analysis and presents the conclusions drawn from them. Additionally, it reviews the results obtained from the research questions that were formulated in Chapter 1. The discussion of the findings clearly indicates that all the three research questions for the present study are answered, and the research problem is evidently addressed. The limitations of the study, its manifold contributions, recommendations for future research and conclusion are also described.

6.2 DISCUSSION OF THE FINDINGS

This discussion concludes the thesis by summarising the primary discoveries. This study thoroughly examines the different methodologies that can be utilised to address the three research inquiries emphasised in the research, that is: (1) What are the necessary dimensions and sub-dimensions that need to be incorporated in the Social Commerce Service Quality hierarchical model for Malaysian modest fashion industry? (2) How are the dimensions and sub-dimensions prioritised in the course of developing the Social Commerce Service Quality hierarchical model? (3) How is the Social Commerce Service Quality model operationalized to evaluate the performance level of some selected Malaysian modest fashion brand? The hierarchical model that was established at the end of the current study enables the three research questions to be solely answered.

6.2.1 Research Question 1: What are the Necessary Dimensions and Sub-Dimensions that Need to be Incorporated in the Social Commerce Service Quality Hierarchical Model for Malaysian Modest Fashion Industry?

This study aims to identify the essential dimensions and sub-dimensions required for the Social Commerce Service Quality hierarchical model for Malaysian modest fashion industry. The first research question (RQ) focuses on this objective. The utilisation of Braun and Clarke's (2006) six-stage thematic analysis within the qualitative approach has facilitated the emergence of themes and sub-themes from the interview data set, thereby aiding in the resolution of the Research Question 1. The eight identified dimensions were 1) *Social Interaction Quality*, 2) *Functional Quality*, 3) *Design Quality*, 4) *Information Quality*, 5) *Responsiveness*, 6) *Privacy and Security*, 7) *Personalization* and 8) *Communication Quality*.

6.2.1.1 Social Interaction Quality

The significance of *Social Interaction Quality* has been emphasized simply because human interaction is required in an online environment. Social interaction is a vital feature of s-commerce (Huang & Benyoucef, 2013; Zhou et al., 2023). According to Zhou (2020), social engagement, which includes human-human connection, has a major effect on flow experience, which influences social purchase and sharing intentions. This finding supports the relevance of social connection in the nature of social commerce, in which people engage with one another in an online setting (Chiu et al., 2022), particularly in the fashion industry. It also supports the functionality of social media, which is one of the key social commerce platforms used to engage customers by reflecting communication activities between two or more individuals (Lim et al., 2019; Yang et al., 2023). The existing literature has demonstrated that a strong association between customers and businesses can result in favourable market performance, customer loyalty, and repurchase behaviour (Zhou, 2020; Zhou et al, 2023). There were four sub-dimensions being identified under *Social Interaction Quality's* dimension which are *Human Presence*, *Continues Interaction*, *Competency* and *Individualization*.

Human presence is a simulation of how businesses operate when they have physical locations and actual people available to interact with customers. Technology

advancements in online communication have helped compensate for the dearth of human interaction in the online world, and in particular, have helped bridge the inadequacy of human resources in the information technology sector by making interactions between sellers and customers simple, cheap, and efficient (Handarkho, 2021). Such interaction would instil greater confidence in transactions, leading to an increase in sales (Tran et al., 2021). This is owing to the fact that a strong social presence is essential in the social commerce setting, where it can serve to increase users' trust (Cutshall et al., 2020). Social presence is "the extent to which an individual establishes a personal connection with others and experiences others' psychological presence" (Yoo and Alavi, 2001; Wang et al., 2023). Customers require human presence even when some information has been provided or is already known (Mclean et al., 2020). For instance, the emergence of a community increases the opportunities for online users to seek information from the platform and other members, thereby fostering the uncertainty reduction process and cultivating harmonious community relationships (Luo et al., 2016; Chen et al., 2022).

By utilising social commerce applications, which are consumer-centric and represent novel retailing formats (Wang et al., 2020; Shirazi et al., 2021), it becomes feasible to establish *Continuous Interaction* with customers. Attar et al. (2020) assert that social commerce has facilitated *Continuous Interaction* by integrating various online applications, channels, real-time video content, and a text-based chat system. Furthermore, social interaction entails relationships, time spent interacting with others, and frequent communication (Huang and Lin, 2011; Sun et al., 2016), all of which may influence users to make impulsive purchases (Wu et al., 2020).

Users develop attachments that reflect close and intimate relationships with other users, which increases their trust in them (Bapna et al., 2017; Wang et al., 2021). Before committing to a purchase, customers will essentially search out opinions and reviews of a product from other users (Chen et al., 2017). Additionally, customers are encouraged to interact with each other, exchange opinions on specific products, and share their favourite products and shopping experiences on social commerce, all of which help them obtain information, advice, and ideas from others, resulting in a better and more informed decision (Chen et al., 2019).

The provision of *Individualized* attention by service representatives to customers is crucial due to its potential to impact customer attitudes and behavioural

intentions, owing to the presence of the ability for *Continuous Interaction* (Zhou, 2020). Social commerce is a business strategy that integrates social media and e-commerce. With that, small and medium-sized businesses have been actively cultivating and enhancing their online social interactions with potential buyers in order to monetize the traffic on their social media accounts (Kim and Kim, 2021; Zafar et al., 2021), where it is achieved through *Individualized* interactions between sellers and buyers (Lo et al., 2022; Li et al., 2023). The importance of sellers conducting *Individualized* attention to customers' needs and inquiries is crucial in facilitating better purchasing decisions for customers. Furthermore, through the attention theory, Shen et al., (2015) claim that attention is one of the primary factors influencing people's behavioural choices (Yang et al., 2023). It is commonly observed that individuals are unable to process all visual stimuli within a given timeframe due to cognitive limitations. Instead, they tend to selectively allocate their attention to certain aspects of a stimulus while disregarding others, as noted by Lavie (1995) and Roda and Thomas (2006). Therefore, with *Individualized* ability, it is crucial for sellers to demonstrate their *Competency* in directing inquiries by presenting a superior level of interaction. According to Ou et al. (2014), fostering strong relationships between sellers and customers can be achieved through the provision of excellent customer service and the establishment of high-quality interactions with customers.

Furthermore, the internet's progressively diverse media content offers users with innovative experiences, yet simultaneously overwhelms their information-processing capabilities, resulting in a struggle for attention (Shen et al., 2015; Yang et al., 2023). Therefore, it is imperative for vendors to be aware of the particular requirements of their customers when fulfilling their requests. Demonstrating a dedicated attempt towards *Competency* can result in customers perceiving that sellers are attentive to their requirements and concerns. Moreover, due to the convenience of communication, sellers have the ability to optimize the buyer's focus on a particular product, which may stimulate impulsive purchase tendencies (Lo et al., 2022). According to Florack et al. (2020), the provision of individual care may have an impact on the behavioural responses of customers.

6.2.1.2 Privacy and Security

The *Privacy and Security* topic was brought up with two discrete sub-themes emerged from the respondents which involves the capacity to provide *Trustworthy Platform*, and the effort of *Information and Privacy Protection*. The dimensions pertaining to privacy and security persist as crucial factors in enhancing customer satisfaction, as posited by Tseng et al. (2022). Online commerce transactions are associated with greater risks compared to offline transactions due to the unpredictable nature of the Internet environment, as noted by Wang et al. (2023). The maintenance and implementation of extensive *Security and Privacy* policies is imperative for businesses and online vendors, as it significantly influences the trust that customers have in an organization (Rodriguez et al., 2020).

It is imperative for sellers to possess the ability of providing a reliable platform to their customers, thereby enhancing the security and value proposition. According to Wang et al. (2023), within the realm of e-commerce, the implementation of a *Trustworthy Platform* has the potential to substantially reduce the complexity and uncertainties associated with decision-making processes. In addition, a significant level of trust in the e-commerce platform enhances the purchasing desire of customers and their intention to engage in future transactions, as it diminishes the perceived risk associated with the transaction (Tseng, 2023). Researchers argue that individuals who lack confidence in both technological platforms and businesses are likely to decline participation in online transactions (Rehman et al., 2020; Rahman et al., 2023). This highlights the importance of establishing a *Trustworthy Platform* that engenders trust. The establishment of a trusting environment has been found to have positive effects on sales, productivity, and effectiveness, (Morgan & Hunt, 1994; Shirazi et al., 2021).

Another common view in describing *Privacy and Security* is based on the quality of interaction in which it could act as protective mechanisms to avoid fraud. Due to the large volume of content generated by customers and the lack of personal communication, having a regular interaction is crucial for trust to be created (Shirazi et al., 2021). *Trustworthy Platforms* reduces customer's perceived risks and uncertainties in e-commerce transactions when they have limited physical interactions (Kim et al., 2009). In other words, trust is a critical mechanism for addressing the uncertainty in the traditional e-commerce context, where buyers and sellers usually do not know each

other and where there are limited communication tools to enable instant information exchange between them (Li et al., 2023) but with current technology, these concerns are no longer a concern.

Fundamentally, social commerce's most advantageous features is its capacity for high-volume interactions, where security risk is lessening. When there is multiple interactions happen, sellers could deliver their sincerity and build trust towards their customer. Customers are able to disclose information only when they possess trust (Tseng et al., 2022) which highlighted the important of *Information and Privacy Protection*. Being an honest seller is crucial where disclosing personal information obtained about customers with others especially companies is forbidden. Zhou et al. (2023) argue that honesty is a crucial factor for customers when selecting sellers to do business with. The initiation of the first transaction signifies the establishment of trust between the parties involved. According to Tseng et al. (2022), a higher level of trust is observed among customers in social commerce communities when they perceive a lower level of privacy risk. Once customers perceive that online vendors are trustworthy, the risks associated with online purchasing will be reduced, and they will anticipate a satisfactory transaction.

6.2.1.3 Responsiveness

The provision of prompt action and service assistance to customers is crucial for both apparel retailers and retailers in general. This approach is necessary to effectively address customer needs and enhance customer engagement and satisfaction, as highlighted by Lim et al. (2020). The concept of responsiveness in the online context, as defined by Fang et al. (2021), pertains to the timely and effective handling of concerns from customers. This approach is aimed at enhancing customer satisfaction with their purchases, thereby increasing the likelihood of repeat purchases in the future. Several researcher have stated that, as a result of the impact of technology advances on competitiveness, it is critical for businesses to adopt agility and *Responsiveness* (Islam et al., 2020). One of the main defining features of social commerce is the ability for social interaction (Zhang et al., 2017), hence *Responsiveness* is crucial in this context. Customers' expectations for a rapid response time during such interactions with retailers

will have an impact on the customer flow experience and the customers' willingness to participate in social commerce (Zhou, 2020).

Four distinct subthemes emerged from the comments; namely, the capacity to provide *Quick Response to Problem and Inquiries*, be *Readily Prepared* as well as *Positive Experience*. The desire of having a *Quick Response to Problem and Inquiries* occurred frequently through personal communication channels, where customers could usually contact the seller personally (Pour et al., 2023) and expect sellers to react instantly.

According to Lim et al. (2020), there is a significant correlation between responsiveness and customer engagement. Chen et al. (2021) argued that delays in the selling process could result in the loss of potential customers. The length of time customers have to wait for a response from a seller has a significant impact on their willingness to make a purchase in e-commerce transactions. This is due to the fact that extended wait times increase customer's perceived risks and uncertainties (Kim et al., 2009; Li et al., 2023). Customers are more likely to be happy with their purchases and buy from the same seller again if the seller responds quickly to their needs.

According to Zhou et al. (2023), *Responsiveness* is how quickly online sellers answer questions from customers, how quickly they solve customers' problems, and how much easier it is for customers to buy things, which improves the shopping process and leads to a *Positive Experience*. Furthermore, it is recommended that sellers who conduct their business on social commerce platforms establish a trustworthy environment by promptly engaging with customers to enhance their overall satisfaction (Shirazi et al., 2021). In addition, customers will trust sellers more if they respond quickly and politely (Zhou et al., 2023).

To ensure the maintenance of *Responsiveness*, it is recommended that the seller remains *Readily Prepared*. To ensure the provision of precise information regarding a brand's products, sellers may opt to prepare reviews and testimonials from satisfied customers, devise multiple copywriting strategies, and utilize customer management systems that facilitate prompt responses (Huang & Benyoucef, 2013). Pour et al. (2022) conducted a study which identified that the primary challenge in social commerce is the insufficient knowledge and communication skills of employees in delivering positive customer experiences. This points out the importance of being *Readily Prepared*. An approach that sellers can adopt is to create a set of frequently asked questions (FAQs)

based on the inquiries received from prospective buyers. This enables the seller to provide tailored recommendations and suggestions that align with the customer's specific requirements and preferences. The act of creating positive exchange interactions has been found to potentially enhance the quality of relationships, as suggested by Zhou et al. (2023). According to Pour et al. (2022), it is advisable for managers to determine the touch points of their customers, monitor the interactions of customers at each touch point, and establish a list of skills and expertise that are essential for ensuring a uniform experience.

6.2.1.4 Personalization

Customer interaction channels are not one-way in social commerce; instead, everything is reciprocal, making it simple for customers to participate actively in the process (Pour et al., 2022). These technologies facilitate customers in designing and managing their individual purchasing processes, thereby enhancing the level of *Personalization*. According to Hajli (2020), social commerce allows customers to swiftly purchase their desired items through the online platform. As a result, an increasing number of individuals are inclined towards utilizing this approach, as it has been observed that numerous social media platforms have enabled easy accessibility to directly engage with entrepreneurs (Rahman et al., 2023), thereby granting customers the ability to personalize their purchasing preferences. Furthermore, it has been observed that customers possess the capacity to obtain goods and services that may not be conveniently obtainable within their particular geographical regions, without any limitations pertaining to geography (Hajli, 2015; Laroche et al., 2013; Rahman et al., 2023).

The capacity to interact with customers personally and modify an offering to suit their particular needs is referred to as personalization. According to the research, a customer's personalized trip is produced when they select a particular set of self-contained areas to explore based on their personal tastes, thereby constructing and controlling their own special paths. The concept of *Personalization* encompasses *Personalize Interaction*, in which both customers and sellers possess the capacity to select their preferred modes in real-time interaction. In addition, customers tend to perceive meeting with a human service representative as being more informative and

trustworthy (De Keyser & Lariviere, 2014; Zhou, 2020). *Personalize Interaction*, allow sellers to provide customers with their preferred mode of engagement (Hu & Chaudhry, 2020). The ability of sales personnel to maintain personalized communication with individual customers, particularly repeat customers, can significantly enhance their management of customer relationships (Zhou, 2020; Li et al., 2023). The appeal of *Personalization* to customers lies in its ability to facilitate the provision of information that can aid in meeting their needs (Zhou, 2020). For instance, by highlighting the significance of live chat capabilities in their research, McLean et al. (2020) depict personalisation through the usage of human-created content.

Then, *Personalization* has been involved with another two sub-themed, *Wide Personalize Option* where it allows customers to choose how to interact and communicate with sellers. The unique cultural factors present in Malaysia's modest fashion industry distinguish it from previous examples of *Personalisation* documented in literature. Customers have the ability to personalize their shopping encounters by directing intermediaries such as personal shoppers to purchase items from specific stores as per their preferences through personalized chat channel. The development of live chat technology has facilitated a more personalized service experience, allowing for immediate interaction between sellers and buyers (Tran et al., 2020). In addition, the provision of personalized services by service providers can be an indicator of their reliability, (Guo et al., 2020), and can result in a positive and engaging experience for customers (Zhou, 2020).

Second, *Wide Shopping Option* where customers can personalize on how they want to purchase the product due to the presence of variety of buying alternatives and communication channels (Zhao et al., 2019) that can be selected with simplicity and modified according to the customer's preferences. The ability for customers to make purchases through both web-based platforms and chat-based platforms is a significant aspect of modern e-commerce. The common practice among buyers is to make direct purchases through chat apps after consulting with the sellers. The utilization of social media capabilities in social commerce platforms enables customers to expand their shopping experience beyond the limitations of traditional e-commerce (Cutshall et al., 2020). It allows the customers to participate in purchasing activities that include comparing, curating, social commerce purchase process and sharing of products and

services either the online or offline marketplace or both (Bajwa & Goyal, 2017; Hettiarachchi et al., 2018; Maia et al., 2018; Zhou et al., 2013).

6.2.1.5 Information Quality

Information quality plays an important role in e-commerce (Chen et al., 2020). The demand for easily accessible and specific information prior to making a purchase decision has increased among online shoppers who lack the ability to physically examine and test the goods (Leeraphong et al., 2016; Tseng et al., 2022). Given that customers' behaviour is significantly influenced by the information available to them, it is imperative for organizations to guarantee the accuracy and comprehensibility of the information pertaining to their products and services. Customers are more likely to establish a positive relationship with online sellers when they receive adequate and relevant information from the sellers (Zhou et al., 2023). In this research, there were five sub-dimensions that represent *Information Quality* namely, *Accurate*, *Understandable*, *Up-to-date*, *Useful* and *Varies Format*.

According to Pour et al. (2020), *Informational Quality* of social commerce gives buyers helpful and important information that is consistent, accurate, up-to-date, constructive, and brief. This information is given in different ways, such as through video, picture, text, and detailed information. There was widespread agreement that having clear, *Accurate*, and *Up-To-Date* information is critical to the success of online businesses (Handarkho, 2021; Chen et al., 2020; Pour et al., 2020). The presence of *Useful* information can elicit positive emotions, such as satisfaction, which can ultimately influence the decision of a customer to continue purchasing in social commerce (Chiu et al., 2022). The stronger individuals' conviction in the efficacy of social media as a tool for accelerating daily tasks, the more inclined they are to engage in purchasing activities via social media (Rahman et al., 2023).

In addition, it is crucial to have *Various Formats* of information. Utilising a diverse range of applications offered by social commerce platforms is imperative to ensure effective dissemination of information to customers. In the context of social commerce, the offering of familiar and favourable information content in formats such as notes, pictures, videos, and other similar media can effectively reduce uncertainties and subsequently enhance buyer's trust towards the seller and hence promote purchase

intention (Chen et al., 2022). Furthermore, the notion of social commerce is initiated by user-generated content, encompassing recommendation lists, ratings, styles, posts, and discussions, all of which are designed to aid online customers (Olbrich & Holsing, 2011; Hajli, 2019b; Shirazi et al., 2021). Customers heavily rely on such user-generated content when making purchase decisions (Chen et al., 2020). Furthermore, individuals who engage with social media are more inclined to respond to multimedia, interactive content, and informational content while browsing social platforms, making it imperative to have a *Variety Formats* available (Keng & Ting, 2009; Shirazi et al., 2021).

6.2.1.6 Design Quality

Design Quality refers to the degree to which a social commerce platform provides a simple and effective usage method while yet retaining an appealing online appearance to customers. The *Design Quality* of the social commerce system was represented by three sub-dimensions, namely *Aesthetic Design*, *Ease of Use and Learning* as well as *Interaction and Engagement*, which comprehensively covered the system. There were three sub-dimensions that represent *Design Quality*, which practically covered the whole social commerce system that namely, *Aesthetic Design*, *Ease of Use and Learning* and *Engagement and Interaction*.

Yoo and Donthu (2001) were the pioneers of SITEQUAL and introduced *Aesthetic Design* as a dimension. They defined aesthetic as the creativity of a website that is enriched by outstanding content creation and colour graphics. The participants provided diverse characterizations regarding the elements that comprise an aesthetically pleasing arrangement. Commencing with the findings, an agreement was reached among the interviewees that in order to achieve maximum efficacy in social commerce posts, it is imperative to present product photos and videos in a visually captivating manner. Aljukhadar et al. (2020) cite Schroeder (2002) who claim in modern times, individuals reside in a digital world that relies heavily on visually appealing imagery to attract attention and cultivate brand recognition. As a result, it is essential to prioritise the use of advanced photography techniques in shaping customer behaviour. An image of high quality ultimately enhances the credibility of a product, diminishes uncertainty, and plays a role in enhancing satisfaction (Attar et al., 2021). According to Aljukhadar

et al. (2020), the aesthetic value relates to the quantity and quality of the visual content and the degree of interactivity. Such factors enhance the perception of presence and encourage participation.

Apart from that, having an *Ease of Use and Learning* application is crucial. It is the responsibility of the seller to provide customers with a design that simplifies the process of making a purchase. The presence of a well-defined layout is crucial for both e-commerce and social commerce platforms, as it serves as a significant determinant of customer satisfaction (Gosh, 2018). Respondents said that social media and networking were popular because of how simple they were to use. Most people find different types of social media to be easy to learn and use, so there's no good excuse not to use them to reach a wider audience. When customers feel uncertain, they can use social media to pose questions and resolve issues (Shirazi et al., 2021).

Furthermore, a significant proportion of customers consider social commerce to be user-friendly devices that result in Internet users devoting over 33% of their online time to social networking and social media platforms (Xu et al., 2023). In order to enhance the online purchasing experience for customers, social commerce platforms should create user-friendly tools for the presentation of products (Zhou et al., 2023). Moreover, it was asserted that if technology is perceived as efficient in terms of ease of search, ease of use, and time-saving, customers are likely to have positive intentions towards its adoption (Palla & Zotos, 2017). The convenience of accessing and navigating social applications may appeal to customers as a means of simplifying their purchasing decisions, in contrast to websites that may present challenges in terms of item search and payment processing (Singh et al., 2017; Rahman et al., 2023)

Respondents are also in agreement that businesses should foster interaction through the design of their social commerce platforms. Facilitating customer *Engagement and Interaction* is a crucial aspect of fostering customer loyalty and retention for businesses. In addition, social media serves as an initial platform for customers to seek clarification and address concerns when uncertain (Shirazi et al., 2021). In addition, Huang and Benyoucef (2013) and Kumar et al. (2019) indicated that using social networks provokes user engagement and increases shopping intention (Xu et al., 2023). According to Wang et al. (2023), in terms of enhancing user satisfaction, it is possible to incorporate additional gamification features to heighten engagement and augment the overall user experience. Furthermore, it is recommended that managers

engage in ongoing efforts to enhance the quality of service, strengthen interaction design, and ultimately elevate customer satisfaction (Wang et al., 2023).

6.2.1.7 Functional Quality

Functional Quality has emerged in most social commerce research. There were five sub-dimensions that represent *Functional Quality* where social commerce need to be *User-Friendly*, *Time Saving*, and capable in *Accomplish Goals and Issue Resolver* through its *Wide Features and Application* and *Multiple Purchasing Process*. Social commerce adds electronic commerce capabilities to social networks, enabling individuals to purchase goods and services from locations to which they are already connected (Bajwa & Goyal, 2017; Li et al., 2014; Rahman et al., 2023). The emergence of social commerce, facilitated by the advent of social media, has brought about a range of benefits such as enhanced efficiency, ease-of-use, and time-saving features. These advantages assist customers in navigating unfamiliar ecommerce applications during their shopping experiences (Pour & Taheri, 2020; Rahman et al., 2023). This signifies a novel trend in altering customer relationship management rules, enabling companies to communicate with customers directly through cost-effective and efficient tools (Pour et al., 2022).

Furthermore, the incorporation of social commerce has improved the operational capacity of e-commerce by shifting its focus from a product-centric approach to a customer-centric approach (Huang & Benyoucef, 2013). The proliferation of technology and the widespread adoption of social media have heightened customers' expectations and awareness, broadened the scope of their social contacts, and increased their influence, hence fostering a beneficial business environment (Jussila et al., 2017; Pour et al., 2022). According to Handarkho (2021), the majority of people seek information through useful platform in order to *Accomplish Goals or Resolve Particular Issues*, which increases their need to interact and intention to use specific social platforms (Goraya et al., 2019; Han et al., 2016). Social commerce platforms utilize social media to enable customers to expand their shopping experience beyond the limitations of traditional e-commerce (Cutshall et al., 2020). Customers are more likely to adopt technology if they perceive it as efficient in terms of search, ease of use, and time-saving (Palla & Zotos, 2017; Rahman et al., 2023).

The responses on *Functional Quality* can be described through *Wide Range of Features and Applications* as well create a *Multiple Purchasing Process* to optimize customer's shopping experience. The determination of features and purchasing alternatives is dependent upon the preferences of the customers (Tseng et al., 2022). The variability in customer preferences is a significant factor that influences their purchasing decisions, as they are able to make more informed choices based on their individual preferences (Shirazi et al., 2021). In the context of social commerce, online sellers are not limited to the traditional e-commerce approach of simply designing tools to enhance website interactivity. Instead, they engage with customers directly through various preferred media such as message boxes and videos to facilitate the purchasing process (Zhou et al., 2023). In addition, it transforms the traditionally static e-commerce website into a highly engaging and dynamic new sales channel environment (Ngai et al., 2015; Guo & Hu, 2014).

6.2.1.8 Communication Quality

Communication Quality can be defined as the capacity to engage in a two-way interpersonal communication with human agent sellers via a broad range of application systems, utilizing communication styles that are tailored to the customer's preferences. Social commerce prioritises communication and interaction with others, placing emphasis on fostering relationships. This approach increases the likelihood of buyers engaging in transactions by establishing positive connections with sellers. (Chen et al., 2022). According to Zhou et al. (2023), trust can be transferred and enhanced through interpersonal interaction and effective communication. In contrast to earlier research, communication may be connected to *Social Interaction Quality*. The distinction between the two aspects is that *Communication Quality* focuses on a deeper connection between sellers and buyers. The main focus is centred on the provision of customised and individualised care that is delivered directly to the person in question. This type of communication entails a direct communication system that allows for both parties to receive immediate feedback. *Communication Quality* comprises three sub-dimensions: *Interpersonal Communication*, *Human Agent Communication*, *Communication Style*, and *Broad Communication Application*.

The importance of exceptional communication and positive customer experiences in social commerce as a means of competing with other sellers is crucial (Pour et al., 2022). The format, ritual, or mannerism used by sellers during customer interactions is referred to as *Communication Style*. It is observed that sellers tend to employ different *Communication Styles* based on the adaptability of their customers. The primary objective of such strategies is to establish a sense of familiarity relationship between the buyers and seller preference. Fu et al. (2020) found that the intention to engage in online social shopping is influenced by the perceived levels of familiarity, closeness, similarity, and expertise of social media members (Zhou et al., 2023).

The importance of an appropriate *Communication Style* for sellers lies in its ability to minimise seller uncertainty, which pertains to the challenge faced by buyers in accurately evaluating the seller's honesty and trustworthiness (Chen et al., 2022). The importance of effective *Communication Styles* for sellers lies not only in providing customers with essential advice and guidance, but also in fostering an enjoyable and friendly interaction that serves to enhance the relationship between the two parties. Apart from that, according to Pour et al. (2022), customers' purchasing intentions will increase if they believe sellers will do everything possible to provide them with suitable products.

In today's social commerce environment, there are two types of communication agents. In addition to human agents, there were bot agents, also known as Automated Conversational Agent (ACA), who assist online customers via the live chat system. According to Chen, Le and Tran (2021), prior studies have suggested that users and customers exhibit dissimilar behaviour when communicating with an Automated Conversational Agent (ACA) as opposed to a human agent. This includes the tendency to use shorter phrases (Hill et al., 2015), losing interest (Fryer et al., 2017), and purchasing less (Luo et al., 2019). Edwards et al. (2014) conducted a study to evaluate the quality of Twitter conversation between human and bot agents. The study found that Twitterbots exhibited similar levels of source credibility, communication competence, and engagement as human agents. However, the study also revealed that Twitterbots were comparatively less attractive to human agents.

Notably, Akman and Mishra (2017) had highlighted that lack of human and social contact between buyers and sellers was a major drawback of social commerce and Attar et al. (2021) promote human contact in strengthening the relationship between

these parties. Social commerce is distinct from traditional e-commerce in that it provides opportunities for people to actively interact with one another, thereby reducing uncertainty by creating a social environment (Chen et al, 2022).

In addition, as social commerce allows function of *Two-Way Communication System* which increased the social capabilities created by social media, its popularity increases at an accelerated rate (Shirazi et al., 2021). Social commerce leverages social media functionalities to facilitate *Two-Way Communications*, foster social interactions, enhance user engagement, promote the dissemination of informational resources, and optimise the purchasing and commercial transaction processes (Pour et la., 2022). Apart from that, by having a *Two-Way Communication System*, *Interpersonal Communication* can easily be created. The field of social commerce has placed significant emphasis on *Interpersonal Communication* due to its potential to enhance customer's ability to make informed purchasing decisions (Zhou et al., 2023). The establishment of initial trust between customers and online sellers is crucial upon buyer first visit of the website or social commerce page, and this is achieved not only through the information provided on the website but also through interpersonal interaction. As such, a surviving and successful e-commerce system must keep an adequate level of trust to gain business in such competitive ecommerce environments by keeping trustworthy interactions with its customers in terms of the delivery service and customer support and presenting accurate and honest information to its customer (Yusra, 2022). With that, through the interaction, sellers has the opportunity display their knowledge about products, thus improve customer's trust in their ability (Zhou et al., 2023).

6.2.2 Research Question 2: How the Dimensions and Sub-Dimensions are Prioritised in the Course of Developing the Social Commerce Service Quality Hierarchical Model?

According to Jakhar et al. (2020), the identification of crucial factors or prioritisation of dimensions enables researchers or decision makers to concentrate on the more significant elements, thereby enhancing the effectiveness, impact, and interest of the decision-making process. Furthermore, the establishment of a favourable customer experience in social commerce is dependent upon the organizational performance implications on social media platforms (Pour et al., 2022), necessitating the

identification of crucial enabler criteria. Due to the multitude of significant factors identified in previous research, organizations with limited resources face challenges in prioritising strategies and selecting an appropriate approach to invest, as various effective criteria are available to decision-makers (Pour et al., 2020).

Ishak and Wanli (2020) assert that the identification and prioritisation of dimensions is crucial for maintaining a consistent focus on critical aspects and optimizing the utilization of available resources. Furthermore, it is unclear which specific dimensions are applicable in the realm of social commerce for Malaysian modest fashion sellers. Scholars have posited that further cultural research is necessary to comprehensively comprehend how it impacts customer's decision-making processes (Chiu et al., 2022).

The identification of optimal factors or dimensions for enhancing e-service quality in the context of social commerce is considered a crucial facilitator of achieving success in online business. Therefore, organizations seek to compete with their rivals in the market by improving the quality of online customer experience in social commerce (Pour et al., 2022).

Research Question 2 for the current study was answered by applying the four stages of the AHP as suggested by Saaty (2008). These four stages were utilised in obtaining the ranking to determine the most critical Social Commerce Service Quality dimensions and its sub-dimensions on Malaysian modest fashion industry. The researcher approached sixty-one (61) respondents who are regular social commerce customers for several Malaysian modest fashion brand. The Superdecision software version 2.8 was used to compile the responses and to calculate the weights corresponding to each dimension and sub-dimensions.

Among the dimensions of Social Commerce Service Quality model, the author was expecting the *Social Interaction Quality*, and *Personalization* to receive higher priority. However, the AHP data analysis revealed that *Privacy and Security* received the highest importance followed by *Functional Quality* and *Design Quality*. Such results similar with what Pour et al. (2020) pointed where their 'social trust/security' had rank first as the most important dimension. According to the results (shown in Figure 1), *Trustworthy Platform* is the most important indicator in *Privacy and Security*. It is also the top sub-dimensions among all the indicators in the proposed framework. Meanwhile, *Information and Privacy Protection* is the second important indicator in its

dimension and among all the indicators. These results are consistent with the findings of Pour et al. (2020), Bugshan and Attar (2020), Lal (2017), and Leeraphong et al. (2016). These researchers have considered *Privacy and Security* issues as the most significant factors in the social commerce field. They found several issues related to online transactions, including potential hacking of customer accounts, high levels of user-generated content on social media, lack of physical presence and face-to-face interactions, and customer's perception of high risk and uncertainty in their purchasing decisions (Pour et al., 2020). Therefore, it is advisable to enhance the *Privacy and Security* measures of social commerce platforms as it can significantly impact customer retention. This highlights the importance of incorporating previous constructs in social commerce research conducted in emerging markets.

In *Functional Quality* dimension, *User-Friendly Functions* with 60 points has the highest weight in this category and third for overall sub-dimensions rank. Another important point had also include *Accomplish Goals and Issues Resolver* and *Time Saving*. This finding is consistent with those reported by Zhou et al, (2023), Shirazi et al. (2021), Handarkho, (2021), McLean et al. (2020), Pour et al., 2020; Wang et al. (2020), Lee and Kim (2017), Lal (2017), Leeraphong et al. (2016). The emergence of social commerce, facilitated by the advent of social media, has brought about various benefits such as increased efficiency, ease-of-use, and time-saving features. These advantages aid customers in navigating unfamiliar ecommerce applications during their shopping experience (Pour & Taheri, 2020; Rahman et al., 2023).

Basically, social media, makes shopping easier for customers due to its simplicity (Wang et al., 2023). Seller needs to be aware in choosing functions that include the concept of simplicity where it is both *User Friendly* and capable of *Saving Time*. Social commerce platforms harness the capacities of social media by allowing customers to extend their shopping experience beyond what traditional e-commerce can provide (Cutshall et al., 2020; Zhao et al. 2023). The widespread use of social media in customers' daily lives has led to increased expectations and awareness, expanded social interactions, and greater customer power. This has resulted in a need for businesses to create a positive customer experience (Jussila et al., 2017; Pour et al, 2022).

The third dimensions being ranked as *Design Quality* dimension that includes *Ease of Use and Learning* as the first sub-dimension that seller need to be alert in designing their social commerce application which consistent with those reported by

Attar et al. (2021), Pour et al. (2020), Patten et al. (2020), Ahmad et al., (2017) and Ghatak et al. (2016). Similar with *Functional Quality* sub-dimensions namely, *User-Friendly* functions, *Ease of Use and Learning* describe seller's abilities in designing their social commerce applications, purchasing process, information accessibility are easy to adapt and access. Besides, designing user-friendly environment and optimizing the product operation logic is helpful to enhance continues intention (Wang et al., 2023). Furthermore, a significant majority of customers consider social commerce as user-friendly technologies that facilitate online engagement. This perception is reinforced by the fact that Internet users allocate more than 33% of their online activity to social networking and social media platforms (Xu et al., 2023). Respondents are also in agreement that businesses should foster interaction through the design of their social commerce platforms. *Interaction and Engagement* design are being placed as second point under *Design Quality*. In order to attract and retain customers, it is essential for businesses to provide an environment that encourages *Interaction and Engagement*. Furthermore, social media is a starting point for customers to ask questions and resolve issues when in doubt (Shirazi et al., 2021).

Responsiveness came in a fourth place with a sub-dimensions on being *Quick Response* on both *Problem* and *Inquiries* proved to be important for Social Commerce Service Quality. *Responsiveness* is important in the context of e-commerce and especially for social commerce (Fang et al., 2021; Zhou, 2020; Zhang et al., 2020; Lim et al, 2020) where it is one of the primary distinguishing aspects of social commerce is the capacity for social interaction (Zhang et al., 2017). With such interaction, customers expect sellers to respond quickly, which will affect the flow experience and customer's intention to engage in social commerce (Zhou, 2020).

The desire of having a *Quick Response to Problem and Inquiries* occurred frequently through personal communication channels, where customers could usually contact the sellers personally (Pour et al., 2022) and expect sellers to react instantly, which will affect the customer's flow experience and desire to engage in social commerce. Besides, customer engagement is found to be significantly predicted by *Responsiveness* (Lim et al., 2020). In addition, Chen et al. (2021) claimed that the seller would lose approximately 50% or more potential customers at any delay. Customers who have to wait too long for a response from a seller are more likely to develop doubts

about making a purchase which reduces customers' perceived risks and uncertainties in e-commerce transactions (Li et al., 2023).

In *Information Quality* dimension, *Understandable* has the highest weight and *Useful* as well *Accurate* considered as the second and the third indicator in terms of importance. This is consistent with the findings of Tseng et al. (2022), Chen et al. (2020), Leeraphong et al. (2016), Wu et al. (2015), Jin and Lee (2012) and Bressolles and Durrieu (2010). They stated that *Information Quality* indicates the content of information perceived by the users of the website. In the event that the provided information is deemed irrelevant, inadequate, or incorrect it may lead to a decrease in user trust and engagement with the website. Given that customers' behaviour is significantly influenced by the information available to them, it is imperative for companies to guarantee the information pertaining to their products and services are *Accurate* and *Understandable* (Tseng et al., 2022). Moreover, given that online shoppers lack the opportunity to physically inspect and test products, they require extensive and readily available information to facilitate their buying decisions. According to Zhou et al. (2023), the provision of appropriate and sufficient information by online sellers can facilitate the development of positive relationships between customers and sellers.

This research has identified *Communication Quality* as a new dimension to consider when developing a social commerce platform, ranking it fifth in importance where it has been also cited in the studies by Zhou et al., (2023), Chen et al. (2022), Fu et al. (2020) and Pour et al. (2022). As social commerce leverage social interaction among users, its sub-dimensions, *Two Way-Communication System* has been placed first in rank. *Human Agent Communication* and *Communication Style* as the third and fourth placed are also crucial in determining *Communication Quality*. Social commerce prioritises interpersonal interaction and communication, placing importance on cultivating relationships. Consequently, buyers are more inclined to engage in transactions when they have established a positive rapport with the seller (Chen et al., 2022). Moreover, according to Zhou et al. (2023), trust can be transferred and enhance through interaction and communication. Social commerce leverages social media functionalities to facilitate *Two-Way Communications*, foster social interactions, enhanced user engagement, promote the dissemination of information resources, and optimize the purchasing and commercial transaction processes (Pour et al., 2022).

Social Interaction Quality, as the seventh important dimension include the sub-dimension of *Competency* and *Continuous Interaction* as well as *Human Presence*, has also cited in the studies of Chen et al. (2022), Handarkho (2021), Pour et al., (2020) Bugshan and Attar (2020), Huang et al. (2015), Kim and Park (2013), Jin and Lee (2012), Hajli and Sims (2015). The utilization of social commerce applications has facilitated the implementation of *Social Interaction Quality* enabler, resulting in a consumer-centric approach to novel retail formats (Wang et al., 2020; Shirazi et al., 2021). This approach enables *Continuous Interaction* with customers. Social commerce has facilitated *Continuous Interaction* by integrating multiple online applications, channels, real-time video content, and a text-based chat system (Attar et al., 2020). Further, *Social Interaction* represents relationships, time spent in interaction and frequent communication (Huang & Lin, 2011; Sun et al., 2016) which possibly lead users to buy impulsively (Wu et al., 2020).

Personalization as the least important dimension in this framework is introduced with some indicators such as *Wide Shopping Options*, *Wide Personalized Connections*, *Personalized Interactions* as emphasized by Li et al. (2023), Hu and Chaudhry, (2020) and Zhou et al. (2020).

6.2.3 Research Question 3: How the Social Commerce Service Quality Model is Operationalized to Evaluate the Performance Level of Some Selected Malaysian Modest Fashion Brand?

The timely development of a performance measurement model for the fashion industry is a crucial undertaking. To date, there exists a dearth of research pertaining to the development of a model for assessing the performance of Social Commerce Service Quality, particularly within the context of the modest fashion industry. Several scholars have utilised the dimensions and sub-dimensions of SERVQUAL as a fundamental factor for evaluating performance. However, only a limited number of researchers have employed AHP to adapt these established models and conduct empirical tests across various business sectors (Jaeger et al., 2013).

This research is distinctive in that it has incorporated certain dimensions and sub-dimensions that were previously unexplored, in order to construct a framework for evaluating the performance of Social Commerce Service Quality within the modest fashion industry. The study concludes by subjecting three prominent Malaysian modest

fashion brands to AHP absolute measurement as a means of testing the developed model, which represents a novel contribution to the field.

The results from the absolute measurement revealed that all the three Malaysian modest fashion brand score more than average (500 points) ranging from 596 to 624 points out of 1000 points. It means that, it is proven that all three brand are performing well in term of maintaining their Social Commerce Service Quality application. In particular, as Calaqisya with 624 points doing well in recent year, their performance has out cased renowned brand The dUCk Group with 606 points. Meanwhile, Tudung People so far extends their platform and gain nearly 600 points. Thus, the research has addressed the third and final research question (RQ 3). Table 6.2 represents the ranks of three sampled brands on the basis of points earned.

Table 6.2 Ranks of three Sampled Brands on the Basis of Points Earned

Dimen sions	Sub- dimensions	Sub-dimensions Points	Malaysian Modest Fashion Brand		
			Calaqisya	The dUCk Group	Tudung People
PS	TP	129	83	102	86
	IP	80	53	53	52
FQ	MPP	17	11	11	10
	WFA	17	10	11	9
	AG	33	19	17	18
	TS	29	17	17	17
	UF	60	34	35	32
DQ	AD	35	23	22	23
	EU	53	33	29	30
	IE	52	35	31	29
RS	QRI	46	25	23	28
	QRP	53	35	27	30
	PE	18	12	9	11
	RP	21	14	11	13
IQ	UND	39	26	23	25
	USE	25	17	15	15
	UTD	17	12	12	11
	VF	11	6	6	6
	ACC	22	13	12	13
CQ	CS	16	10	9	10
	IC	12	7	7	7
	TCS	34	21	18	18
	HAC	30	18	17	18

SI	IN	11	5	5	5
	HP	14	9	8	7
	CI	22	15	16	13
	CO	35	23	17	21
PR	WSO	38	23	25	22
	WPC	16	9	9	9
	PI	14	9	9	9
Total		1000	624	606	596
Ranking			1	2	3

6.3 CONTRIBUTION OF THE STUDY

This section describes the theoretical, methodological and managerial implications of the findings. The explanations will hopefully inform Malaysian modest fashion sellers, retailers and brands about how they should engage in this field so that the quality of Social Commerce Service Quality may be enhanced and sustained.

6.3.1 Theoretical Contributions

The primary contribution of the present study is the development of a model for Social Commerce Service Quality, which encompasses distinct dimensions and their respective sub-dimensions. The emergence of social commerce as a result of the advent of social media has highlighted the criticality of e-service quality in its interaction aspect. The significance of social commerce and e-service quality in achieving business success cannot be overstated (Pour et al, 2020). According to Shi et al. (2018), the provision of exceptional service quality has the ability to entice and satisfy customers, leading to a notable enhancement in a firm's overall profitability and market share. Social commerce is a strategic approach that facilitates customer acquisition and purchase intention thereby yielding several advantages for business prosperity (Zhou et al., 2023). However, limited research has been conducted on the extent of e-service quality within the realm of social commerce, as noted by Pour et al. (2020). Most research on the quality of e-services in the context of electronic commerce have

neglected to account for the social and collaborative aspects of Web 2.0 tools (Pour et al., 2020).

This research had also stated the limitations of various website efficacy measurement models, including e-SQ (Zeithaml et al., 2000), SITEQUAL (Yoo et al., 2001), e-SERVQUAL (Zeithaml et al., 2002), and e-SELFQUAL (Ding et al., 2011). Regrettably, the inadequacy of social commerce employment precludes the feasibility of utilizing these models for evaluating the efficacy of a business's social commerce application performance. The argument put forth by scholars is that previous studies, although it is informative, had a focus that was too limited (Gosh, 2018). The absence of interaction factors has prompted researchers to develop a distinct model that integrates social commerce and e-service quality components (Pour et al., 2020).

In addition, a hierarchical model has been developed to provide guidance for improving the social commerce service in the Malaysian modest fashion industry. Research on the Social Commerce Service Quality is already limited, and research on Malaysia, a country that has its own shopping culture, is also scarce. Therefore, it is necessary to undertake this research since there is a lack of research on both of these topics. Furthermore, the research is centred on a particular significant sector, which serves as one of a crucial determinant for the development of Malaysia's halal industry, namely modest fashion industry. Despite the industry's significance, there is a lack of research on this particular sector.

The exploration of diverse cultures has consistently been emphasized by scholars. The significance of investigating customer engagement on social commerce platforms in non-western cultural settings is highlighted by Attar et al. (2021) due to the transformative impact of social media's rapid expansion on the way businesses and customers interact in the retail industry. Prior studies have yielded diverse models; however, the utilization of universal e-service quality instruments may lead to uncertain outcomes (Ghazaleh & Zabadi, 2020; Shi et al., 2018). Furthermore, the presence of cultural disparities among customers may exacerbate this uncertainty. To date, there has been limited focus on the joint examination of e-service quality attributes and social commerce, particularly in non-Western nations (Lari et al., 2020). The assessment of service quality across different cultures, particularly in Malaysia, is subject to constraints due to the fluctuating nature of customer awareness and behaviour over time, as noted by Lari et al. (2020).

This study has contributed a list of eight dimensions of Social Commerce Service Quality. The emergence of *Communication Quality* and *Personalization* as dimensions in the Malaysian context of Social Commerce Service Quality model has yielded different results compared to the research conducted by Pour et al. (2020). Both dimensions essentially denote the requirement for social interaction within the context of social commerce applications. Given the convenience of direct communication between buyers and sellers, the expectation for exceptional attention and service from sellers has increased among buyers. In contrast to Pour et al. (2020) study, the present research has utilised a sample of genuine customers who are accustomed to engaging in social commerce. Furthermore, the five dimensions assessed in Pour et al. (2020) research were evaluated through interviews with distinct participants that not present fashion shoppers.

In addition to the development of a model, among contribution was made by creating a hierarchical model that prioritises the eight dimensions and their respective sub-dimensions through the utilization of the AHP application. AHP has been employed to construct a hierarchical structure that facilitates the resolution of complex issues by determining and ranking factors that provide retailers and sellers with a clear understanding of crucial elements. AHP is a beneficial methodology that assists decision-makers in making judgments involving multiple criteria. This is achieved by breaking down the complex decision-making process into a hierarchical structure with multiple levels (Satay et al, 2008). Without the utilization of AHP application, it is unclear which specific dimensions can be utilised within the realm of social commerce sellers of modest fashion in Malaysia. Based on the findings, *Privacy and Security*, *Functional Quality* and *Design Quality* emerged as the top three important dimensions of Social Commerce Service Quality. With that, not only Malaysians, but the worldwide community as a whole will benefit from the hierarchical model that incorporates prioritised dimensions and sub-dimensions of Social Commerce Service Quality.

6.3.2 Practical Contributions

The current study has not only provided theoretical insights but has also made a practical contribution through the implementation of the developed framework. The

research not only entailed the development of the framework, but also demonstrated its practical application. The present study employs a developed framework to assess the Social Commerce Service Quality application of three Malaysian modest fashion brands. The research findings include a significant contribution in the form of a comprehensive list of factors or dimensions aimed at improving customer experience through the Social Commerce Service Quality model.

The abundance of ideas and strategies available to businesses can often lead to confusion regarding which ones to prioritise. Due to the finite resources of an organization, decision-makers face challenges in prioritising strategies and selecting an appropriate approach for investment, as there are several effective criteria to consider, each of which exerts an impact on the purchaser's decision-making process. However, the implementation of AHP can effectively address this issue by facilitating the selection of optimal factors for the development of a high-quality services in social commerce platform. The utilization of this research findings can assist businesses in comprehending the optimal factors or dimensions for enhancing e-service quality on social commerce platforms, which are deemed as crucial facilitators for achieving success in online business operations.

In addition to its function as a framework comprising a significant list of factors, it has also served as a means of assessing performance. The study continues using the AHP as a means to facilitate the evaluation of performance. It has been carried out on an actual Malaysian modest fashion brand to ensure that the results are relevant and applicable to the industry. Such assessment allows businesses in gaining a better understanding of their own performance, focus their efforts on areas that require improvement and make informed decisions about how to improve which ultimately enhance their overall performance. If any deficiencies are identified, appropriate action plans can be formulated to tackle them. This information can be invaluable in helping businesses improve their social commerce measures and ultimately achieve greater success. As a result, these approaches are expected to decrease expenses by enabling the institution to optimise its finite resources.

The dimensions and sub-dimensions used in the developed framework can be applied as quality tools that helps management to specify the benefits of applying AHP for the enhancement of Social Commerce Service Quality application especially for Malaysian modest fashion industry. For example, the research indicates that *Privacy*

and Security are the most significant dimensions of Social Commerce Service Quality. This highlights the need for businesses to establish a *Trustworthy Platform* that ensures *Information and Privacy Protection* to gain the trust of their customers. Online commerce transactions are associated with greater risks as compared to offline transactions due to the unpredictable nature of the Internet environment. The maintenance and implementation of comprehensive *Privacy and Security* policies is imperative for businesses and online sellers, as it significantly influences customers' brand trust. The establishment of a strong level of trust in an online store is positively correlated with an increase in customers' purchasing intention and their inclination to engage in future repurchases. This is due to the fact that such trust serves to mitigate the perceived risk that customers may associate with online transactions. Preventing information and privacy breaches is crucial as customer's worry regarding the unauthorised collection of their personal data can result in business failure.

The hierarchical model can serve as an outline for businesses to implement social commerce applications. This guide can serve as a valuable resource for not only established brands, but also for small enterprises, individual sellers, and aspiring social commerce entrepreneurs. The proposed template can be utilised in three distinct manners. The first approach involves the complete application of all the dimensions and sub-dimensions as suggested, allowing individuals to replicate the model. Second, businesses have the ability to offer fresh insights for conducting pair-wise comparisons of various dimensions and sub-dimensions (factors/criteria) to establish a novel hierarchical model that aligns with the specific context of the company or social commerce system, as well as its strategies and environment. Thirdly, the dimensions and sub-dimensions can be refined through a comprehensive brainstorming session with the upper management or founder of a company or brand. This process ensures that they are tailored to the organization's unique context and requirements.

6.4 LIMITATIONS

The findings from the current study are subject to several limitations that suggest plentiful directions for future research. The following paragraphs describe the limitations for the qualitative and AHP stage for the present study.

6.4.1 The Qualitative Stage

A number of limitations were identified with regards to the qualitative phase. Initially, it is noteworthy that the number of participants engaged in the study was relatively small, although it complies with the requisite sample size for qualitative research. This can be seen particularly in the number of participants representing three type of respondents that range from direct, indirect sellers and customers. If the representatives from these groups were increased, the results would yield more robust data and allow more participants' experiences to be explored.

Secondly, it should be noted that limitations are associated with the assumption that participants will provide truthful responses during the interview sessions. Despite being considered a valid and reliable source for obtaining information in qualitative research, the semi-structured online interviews may be subject to bias as participants may distort their responses based on their personal perceptions, experiences, and emotions. Nonetheless, it should be noted that not all of the respondents' answers were subject to distortion. For the study to be valid, it is necessary to make the assumption that the responses provided by the participants were both truthful and reliable.

Thirdly, it is possible that bias may arise during the analysis and reporting of findings in the qualitative phase. The present study's data analysis was primarily reliant on the researcher's judgements with minimal oversight from other coders. Although some may perceive this as a potential source of bias in the analysis, Miles and Huberman (1994) emphasized that employing multiple coders does not necessarily result in greater consistency. This phenomenon can be attributed to the fact that the coders' comprehension of the categories and coding regulations may undergo minor alterations over time.

6.4.2 The AHP Stage

The establishment of pair-wise comparisons is a necessary step in the AHP for the purpose of ranking dimensions and sub-dimensions. In current study, the pair-wise comparisons were formulated in the form of a questionnaire. The present study reveals that even though the AHP has been utilised in diverse decision-making contexts since the 1970s (Saaty, 2013), it remains unfamiliar to most of the participants. This situation

necessitated the respondents to exercise patience and attentiveness to successfully complete the questionnaire.

Furthermore, an increased quantity of dimensions and sub-dimensions resulted in the production of 156 pair-wise comparison judgments, which subsequently extended the duration of time required for respondents to complete the questionnaire. This situation has the potential to elicit a sense of time pressure and diminished concentration among the participants, which may result in an increased number of inconsistency ratios for the pair-wise comparisons matrix. The situation has the potential to compromise the precision of the ranking pertaining to the dimensions and sub-dimensions in the present investigation.

6.5 RECOMMENDATIONS FOR FUTURE RESEARCH

The results obtained from this research have furnished certain perspectives and prompted numerous inquiries for subsequent exploration. Thus, it is advisable that additional investigation looks into the subsequent areas such as:

1. This study identifies the dimensions and sub-dimensions through qualitative approach which involves different type of respondents. Future research may invite same type of respondents for example, customers or sellers only to grasp the familiarity and agreement on their views.
2. This study involves qualitative approach where bias may occur in the respondents and even researcher's judgments. Future research may invite other qualitative researchers who are experts in interviewing and analysing to verify the consistency of the coding.
3. This study evaluated the performance of three well-known Malaysian modest fashion brand using AHP absolute measurement, by considering a quite reasonable number of sample size based on the developed framework. Future research may evaluate the performance of a large number of brands and consider respondents from different categories.
4. This study evaluated the performance of three Malaysian modest fashion well-known brand. To enhance the generalization of the model, future research may evaluate on social commerce sellers individually. In Malaysia, both brands and individual sellers such as personal shoppers or dropshippers

have access to AHP absolute measurement to evaluate their respective performances. Some Malaysian big brands had their own agents and stockists (online promoters) to offer their products in a larger market. These brands possess the capability to evaluate the performance of their agents and stockists by utilizing the model and measurement, and subsequently provide incentives to those who have demonstrated exceptional performance.

5. The current study focused on the Malaysian modest fashion industry, but it can be applied to other industries that employ social commerce as a means of conducting business. Future research may concentrate on adapting to new industries in order to enhance sustainable competitive advantage.
6. The study applied AHP approach for obtaining the relative importance of dimensions and sub-dimensions and prioritised them. The future research may apply Fuzzy AHP and Analytic Network Process (ANP) to find the interdependency of different dimensions and sub-dimensions for measuring performance.
7. In addition, it is recommended to measure the relationship between Social Commerce Service Quality dimensions by quantitative approaches such as Structural Equation Modelling (SEM) and regression.
8. Finally, the application in this study can be extended through further adaptation to other sectors and in different countries, and different cultures.

6.6 CONCLUSION

The current research has formulated a hierarchical framework that can serve as a valuable reference for the Malaysian modest fashion sector to improve their service quality in the context of social commerce applications. The achievement of this outcome was facilitated through the identification of the dimensions and sub-dimensions that integrate the aspects of social commerce and e-service quality. The study was able to produce a model called Social Commerce Service Quality and also yielded significant empirical results through the ranking of its dimensions and sub-dimensions. In addition, it is noteworthy that the investigation encompasses not only prioritisation but also the implementation of the hierarchical model, which involves evaluating the performance of selected Malaysian modest fashion brands.

Eight main dimensions were identified namely *Social Interaction Quality*, *Functional Quality*, *Design Quality*, *Information Quality*, *Responsiveness*, *Privacy and Security*, *Personalization* and *Communication Quality*. The sub-dimensions that describe the dimensions were also analysed and specified. Consequently, the eight dimensions and its sub-dimensions were ranked by applying the AHP. The findings highlighted that the dimension *Privacy and Security* was referred as the most important dimension for Social Commerce Service Quality model. This was followed by the dimensions *Functional Quality* and *Design Quality*, which were ranked second and third by Malaysian modest fashion customers. It was shown that having a *Trustworthy Platform* is a vital aspect in improving the *Privacy and Security* dimension. Additionally, the main component in improving the dimensions of *Functional Quality* and *Design Quality* was having *User Friendly* functionalities and *Ease of Use* shopping design.

The efficacy of the proposed framework has been demonstrated in assessing the performance levels of three modest fashion brands from Malaysia. This research assesses three prominent modest fashion brands, namely The dUCk Group, Calaqisya, and Tudung People, which actively employ social commerce while also maintaining a physical brick-and-mortar store presence. Each of the three brands has been engaged in active operations on both online and offline platforms for a period exceeding six years. The aforementioned brands are highly active and admire not solely within Malaysia, but also across international borders. According to the hierarchical model of assessment performance, as anticipated, Calaqisya attained the top rank owing to their significant achievements in partnering with renowned international brands in recent years. The dUCk Group had been ranked as second brand and followed by Tudung People. Undoubtedly, Calaqisya has undergone significant enhancements and has maintained a prolonged period of operations with a solid customer base. The assessment has provided all three brands with an opportunity to gain a better understanding of their respective performances.

In summary, although progress was made in answering the three research questions and research problems, there are still many questions to answer. The present study aims to contribute to the field of social commerce by providing empirical evidence that can potentially lead to positive outcomes. Specifically, the establishment of a new

hierarchical model allows for a better understanding of how strategies for delivering quality in social commerce applications can be effectively implemented.



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APPENDIX 1: AHP RELATIVE MEASUREMENT

QUESTIONNAIRE

THE DEFINITIONS OF THE CRITERIA ARE PROVIDED IN THE FOLLOWING
DEFINISI KRITERIA DISEDIAKAN SEPERTI BERIKUT

SOCIAL INTERACTION QUALITY *KUALITI INTERAKSI SOSIAL*

The ability showing competency due to the ability in having continuously interact that create social presence and demonstrate human comprehension, assurance, attentiveness, and the individualized attention towards customer.

Keupayaan menunjukkan kecekapan kerana keupayaan dalam berinteraksi secara berterusan yang mewujudkan kehadiran sosial dan menunjukkan kefahaman manusia, jaminan, dan perhatian individu terhadap pelanggan.

DESIGN QUALITY *KUALITI REKAAN*

The ability to design an easy-to-use purchasing process and to provide beautiful and enjoyable professional photo and video content that will encourage customers to use social commerce features to interact and engage with the content.

Keupayaan untuk mereka bentuk proses pembelian mudah digunakan dan keupayaan dalam menyediakan foto dan video profesional cantik dan menyeronokkan yang akan menggalakkan pelanggan menggunakan ciri perdagangan sosial untuk berinteraksi dan melibatkan diri dengan kandungan tersebut..

RESPONSIVENESS *RESPONSIF*

The devotion to respond promptly and attentively towards customer's inquiries, problems, product and service order, greetings and complains with little waiting time by being readily prepared which could enhance customer's positive experience.

Kesungguhan untuk bertindak balas dengan segera dan penuh perhatian terhadap pertanyaan pelanggan, masalah, pesanan produk dan perkhidmatan, sapaan dan aduan melalui persediaan awal yang boleh meningkatkan pengalaman positif pelanggan.

PERSONALIZATION *PERSONALISASI*

The ability in make use of social commerce application and functions to provide wide communication and shopping options that adapt specific customer needs or implied interests to create and manage customer's own unique purchase pathways.

Keupayaan dalam menggunakan aplikasi dan fungsi perdagangan sosial untuk menyediakan pilihan komunikasi dan pembelian yang pelbagai supaya pelanggan dapat memilih dan menggunakan aplikasi atau cara pembelian tersendiri.

FUNCTIONAL QUALITY *KUALITI FUNGSI*

The ability in utilizing social commerce platform's wide features and application which help customer to save their time in accomplishing their goals and solve their problem. The application and functioned need to be user friendly so that it easy for customer in handling their purchasing process.

Keupayaan dalam menggunakan ciri dan aplikasi yang pelbagai dalam platform perdagangan sosial yang membantu pelanggan menjimatkan masa mereka dalam mencapai matlamat dan menyelesaikan masalah mereka. Aplikasi dan fungsinya perlu mesra pengguna supaya memudahkan pelanggan dalam mengendalikan proses pembelian mereka.

INFORMATION QUALITY *KUALITI INFORMASI*

The ability in keeping relevance information up-to-date, understandable, helpful and precise information through various formats such as edited and unedited images or videos.

Keupayaan dalam memastikan maklumat yang membantu, relevan, tepat, mudah difahami dan tepat menerusi pelbagai format seperti imej atau video yang diedit dan tidak diedit..

PRIVACY AND SECURITY *PRIVASI DAN KESELAMATAN*

The ability to provide trustworthy platform and to keep a promise to protect users against the risk of fraud and financial loss, as well as intrusion into their privacy

Keupayaan untuk menyediakan platform yang boleh dipercayai dan menepati janji untuk melindungi pengguna daripada risiko penipuan dan kerugian kewangan, serta pencerobohan ke dalam privasi mereka.

COMMUNICATION QUALITY *KUALITI KOMUNIKASI*

The ability in providing a two-way interpersonal communication with human agent sellers through wide application system using communication style that are based on customer preference.

Keupayaan dalam menyediakan komunikasi interpersonal dua hala dengan penjual (manusia) atas talian melalui sistem aplikasi yang pelbagai. Gaya layanan dan komunikasi telah diterapkan oleh penjual berdasarkan keutamaan pelanggan. .

NOTES: This research conduct an online survey through the use of Google Form. The link provided as below for a full review of the real questionnaire use for the research

AHP RELATIVE MEASUREMENT QUESTIONNAIRE:

https://docs.google.com/forms/d/e/1FAIpQLSfQRdDn32c121WFHwZY6207dd44E-VzGtQORoE_QqImtAj6ww/viewform?vc=0&c=0&w=1&flr=0

Example: (This example has been provided to explain the structure of the questionnaires)

For each statement below, please compare the relative importance of two dimensions with respect to the goal, which is “The best social commerce service quality dimensions for social commerce sellers”. Choose and circle only one number per row by using the following scale:

1 = Equally important	2 = Equally to moderately more important	3 = Moderately more important	4 = Moderately to strongly more important	5 = Strongly more important
6 = Strongly to very strongly more important	7 = Very strongly more important	8 = Very strongly to extremely more important	9 = Extremely more Important	

1.	Social Interaction Quality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Information Quality
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In the above case, it is assumed that the respondent has perceived that ‘Social Interaction Quality’ is STRONGLY MORE IMPORTANT than ‘Information Quality’, that’s why ‘5’ has been circled in the side of ‘Social Interaction Quality’.

On the other hand, if the respondent perceives that ‘Information Quality’ is ‘VERY STRONGLY MORE IMPORTANT’ than ‘Social Interaction Quality’, then ‘7’ should be circled at the side of ‘Information Quality’, as shown below.

1.	Social Interaction Quality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Information Quality
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Dimensions	Sub-dimension	Detail
Social Interaction Quality	Human Presence	The capability in increasing customer trust and confidence due to the ability in providing human assistance to shop through social commerce platform. The inquiries being settled by interacting with a human, enhance trust element as well as increased the confidence in making purchasing decisions.
	Continues Interaction	The ability in providing continues interaction through the use multiple online applications, channels, real-time video content and text-based chat system.
	Individualization	The ability in establishing individualized attention, personal, warm, and sociable interactions with customers.
	Competency	The ability to enable inquiries and problem to be solve rapid and easily due to interaction.
Functional Quality	Multiple Purchasing Process	The ability to provide varies ways to purchase accordance to customer's preference and ease.
	Wide Features and Applications	The ability to optimize shopping experience for customers with wide choice of features and applications through the use varies social media and networking features and application.
	Accomplish Goals and Resolve Issues	The ability to provide function that enable customers to accomplish specific goals or resolve particular inquiries and problem.
	Time Saving	The ability to simplify customers with time saving functions applications in searching, browsing and purchasing process.
	User-Friendly Functions	The ability to simplify customers with user-friendly functions applications.
Design Quality	Aesthetic Design	The ability to provide customers with beautiful and professional social commerce posts, pictures, videos and even brand images to cultivate customer desire that lead to purchase.
	Ease of use and learning	The ability to provide customer a system and application which is easy to use and learn.
	Interaction and Engagement	The ability to provide an environment that encourages interaction and engagement. Engage in activities that strengthen customer relationships by offering content and interactive activities that encourage idea generation and discussion.
Information Quality	Understandable	The ability to deliver easy to understand information. Considering that customer who shop online do not have the option to personally examine and try out the

Dimensions	Sub-dimension	Detail
		goods, they demand comprehensive and easily accessible information in order to make a purchase.
	Useful	The ability in deliver useful information to help customer making a purchase decision. Seller need to make sure customers are well educated about the service or product before making a purchase.
	Up-to-date	The ability to have information that is both complete and up to date. Communicating accurate and timely information might help minimize the occurrence of misunderstandings. If customers are not made aware of the adjustments, they will have the impression that they have been deceived. They will feel dissatisfied when they receive a product that does not meet the standards of what they consider to be satisfactory.
	Varies format	The ability to provide varies format of information in order to guarantee the information is successfully delivered to customers. By using a variety of applications that online customers are already accustomed with, sellers are able to decrease the prevalence of the "need to touch" among the customer.
	Accurate	The ability to deliver accurate and precise information.
Responsiveness	Quick Response to Inquiries	The ability to perform quick response to customer's question and needs. Customers are more likely to be satisfied with their purchases and return for future purchases if they receive prompt service by the seller in online environment.
	Quick Response to Problem	The ability to provide immediate service assistance to address customer's problem needs. As social commerce enables customers to interact with sellers more conveniently through social media, customers expect sellers to entertain them promptly especially when there were issues that they face which will reduce customer's uncertainty and anxiety.
	Positive Experience	It is the ability to maintain positive experience due to the seller's attentiveness. Timely response unquestionably creates a pleasant buying experience.
	Readily Prepared	It is the ability to facilitate effective engagement by making information readily available. Such action helps seller giving immediate assistance to foster stronger customer engagement.
	Trustworthy Platform	The ability to provide trustworthy platform. The applications chosen by seller are easy for customer to handle and familiar with. Customers has been given more flexibility over transaction methods, which helped them feel more secure. Such options
Privacy and Security		

Dimensions	Sub-dimension	Detail
		reduce the insecurity and enhance confidence to shop online. Usually, such system are well known and had been verified its safety.
	Information and Privacy Protection	The ability to protect customers' information and privacy. Customers will only shop if they believe it is safe to reveal private information, otherwise, they will not. Sellers need to ask customer's permission if they would like to use customer's information (pictures or videos) as a selling point.
Personalization	Wide Shopping Options	The ability to provide wide shopping options. With several social media's convenience functions, users have numerous options to shop according to their needs and benefits. It enable users personalize their path while shopping for example, shopping via website or customized themselves by communicating and interacting directly through social networking apps.
	Wide Personalized Connections	The ability to provide wide personalized connections options that are suited to customers' stated or implied preferences. Enables people to actively participate in the purchasing and selling of products in online communities and markets.
	Personalized Interactions	It allows customers to choose how to interact and communicate with sellers according to customer interest. The ability to allow users to interact in real time with a human service representative, which perceived as more informative and trustworthy.
	Communication Style	The ability to provide a writing style that is friendly and provides prompt responses throughout the communication process that can satisfy customers to communicate continuously.
Communication Quality	Interpersonal Communication	The ability to provide a direct focus and communication between two or more people.
	Two-way Communication System	The ability to provide function and application that enable customers and seller to have a direct two way communication.
	Human Agent Communication	The ability to communicate with human agent instead of autoreply system in helping the shopping process.

For each statement below, please compare the relative importance with respect to: GOAL which is developing a model for social commerce service quality on Malaysian modest fashion industry. Choose and circle only one number per row by using the following scale:

1 = Equally important	2 = Equally to moderately more important	3 = Moderately more important	4 = Moderately to strongly more important	5 = Strongly more important
6 = Strongly to very strongly more important	7 = Very strongly more important	8 = Very strongly to extremely more important	9 = Extremely more Important	

SOCIAL COMMERCE SERVICE QUALITY DIMENSIONS FOR MALAYSIAN MODEST FASHION SOCIAL COMMERCE INDUSTRY

Social Interaction Quality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Information Quality
Social Interaction Quality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Functional Quality
Social Interaction Quality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Privacy and Security
Social Interaction Quality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Responsiveness
Social Interaction Quality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Design Quality
Social Interaction Quality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Personalization
Social Interaction Quality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Communication Quality
Information Quality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Functional Quality
Information Quality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Privacy and Security
Information Quality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Responsiveness
Information Quality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Design Quality
Information Quality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Personalization
Information Quality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Communication Quality
Functional Quality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Privacy and Security
Functional Quality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Responsiveness
Functional Quality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Design Quality
Functional Quality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Personalization
Functional Quality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Communication Quality
Responsiveness	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Privacy and Security
Responsiveness	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Personalization
Responsiveness	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Design Quality
Responsiveness	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Communication Quality
Personalization	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Design Quality
Personalization	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Communication Quality

Personalization	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Privacy and Security
Privacy and Security	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Design Quality
Privacy and Security	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Communication Quality
Design Quality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Communication Quality

SECTION B: SUB DIMENSIONS OF A SOCIAL COMMERCE SERVICE QUALITY FOR MALAYSIAN MODEST FASHION SOCIAL COMMERCE INDUSTRY

Sub-dimension for Social Interaction Quality

For each statement below, please compare the relative importance with respect to: goal which is to address **Social Interaction Quality**. Choose and circle only one number per row by using the following scale:

1 = Equally important	2 = Equally to moderately more important	3 = Moderately more important	4 = Moderately to strongly more important	5 = Strongly more important
6 = Strongly to very strongly more important	7 = Very strongly more important	8 = Very strongly to extremely more important	9 = Extremely more Important	

Human Presence	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Continues Interaction
Human Presence	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Individualization
Human Presence	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Competency
Continues Interaction	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Competency
Continues Interaction	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Individualization
Competency	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Individualization

Sub-dimension for Communication Quality

For each statement below, please compare the relative importance with respect to: goal which is to address the **Communication Quality**. Choose and circle only one number per row by using the following scale:

Communication Style	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Interpersonal Communication
Communication Style	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Two-way Communication System
Communication Style	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Human Agent Communication
Communication Style	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Effective Interaction and Communication
Interpersonal Communication	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Two-way Communication System
Interpersonal Communication	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Human Agent Communication
Interpersonal Communication	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Effective Interaction and Communication
Two-way Communication System	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Human Agent Communication
Two-way Communication System	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Effective Interaction and Communication
Human Agent Communication	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Effective Interaction and Communication

Sub-dimension for Functional Quality

For each statement below, please compare the relative importance with respect to: goal which is to address the **Functional Quality**. Choose and circle only one number per row by using the following scale:

Multiple purchasing process	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Wide features and applications
Multiple purchasing process	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Accomplish goals or resolve issues

Multiple purchasing process	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Time saving
Multiple purchasing process	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	User-Friendly Functions
Wide features and applications	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Accomplish goals or resolve issues
Wide features and applications	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Time saving
Wide features and applications	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	User-Friendly Functions
Accomplish goals or resolve issues	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Time saving
Accomplish goals or resolve issues	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	User-Friendly Functions
Time saving	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	User-Friendly Functions

Sub-dimension for Design Quality

For each statement below, please compare the relative importance with respect to: goal which is to address the **Design Quality**. Choose and circle only one number per row by using the following scale:

Aesthetic Design	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Ease of use and learning
Aesthetic Design	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Interaction and Engagement
Ease of use and learning	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Interaction and Engagement

Sub-dimension for Responsiveness

For each statement below, please compare the relative importance with respect to: goal which is to address the **Responsiveness**. Choose and circle only one number per row by using the following scale:

Quick Response to Inquiries	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Positive experience
Quick Response to Inquiries	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Quick Response to Problem
Quick Response to Inquiries	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Readily prepared
Quick Response to Problem	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Positive experience
Quick Response to Problem	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Readily prepared
Positive experience	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Readily prepared

Sub-dimension for Personalization

For each statement below, please compare the relative importance with respect to: goal which is to address the **Personalization**. Choose and circle only one number per row by using the following scale:

Wide Shopping Option	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Wide Personalized Connections
Wide Shopping Option	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Wide Communication Option
Wide Personalized Connections	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Wide Communication Option

Sub-dimension for Information Quality

For each statement below, please compare the relative importance with respect to: goal which is to address the **Information Quality**. Choose and circle only one number per row by using the following scale:

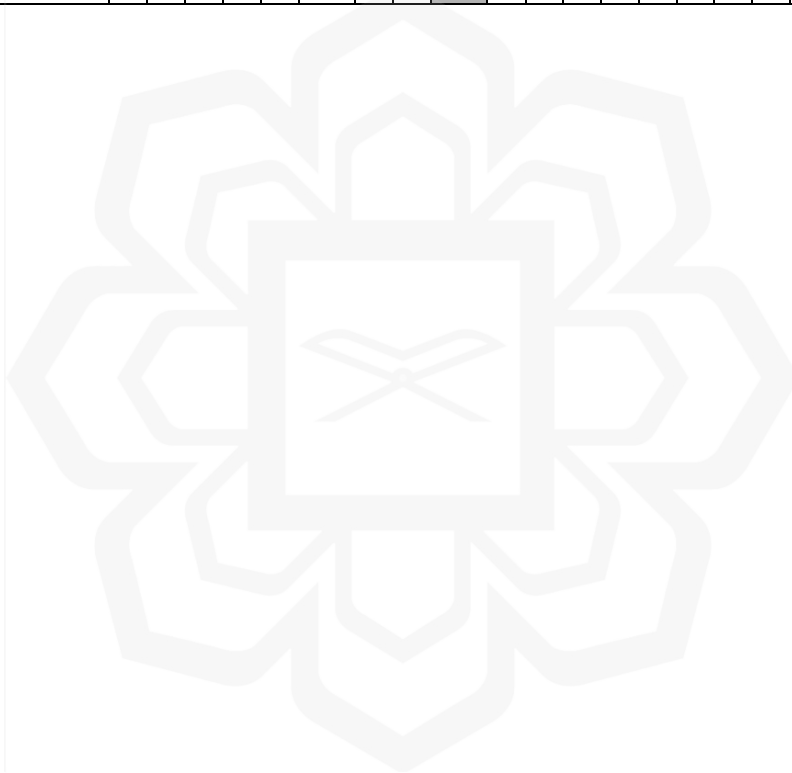
Understandable	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Useful
Understandable	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Up-to-date
Understandable	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Varies format
Understandable	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Accurate
Useful	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Up-to-date
Useful	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Varies format

Useful	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Accurate
Up-to-date	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Varies format
Up-to-date	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Accurate
Varies format	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Accurate

Sub-dimension for Privacy and Security

For each statement below, please compare the relative importance with respect to: goal which is to address the **Privacy and Security**. Choose and circle only one number per row by using the following scale:

Trustworthy Platform	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Information and Privacy Protection
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APPENDIX 2: AHP ABSOLUTE MEASUREMENT

QUESTIONNAIRE

NOTES: This research conduct an online survey through the use of Google Form. The link provided as below for a full review of the real questionnaire use for the research

https://docs.google.com/forms/d/e/1FAIpQLSevKTC_ifa8YDtV76flqn4XYC7T4ka5tMnW_l9mXeQr_X7PmA/formResponse

Assalamualaikum & Good day.

The researchers from International Islamic University Malaysia (IIUM) is currently conducting a research which is funded through Fundamental Research Grant Scheme (FRGS). This survey intend to obtain information regarding the perspective of people who loves shopping through any social application such as social media or social networking which called as social commerce. The survey would like to know the evaluate the performance of three brands regards to their customer's social commerce experience so that important factors that make customers love shopping through social commerce can be known. This survey may take approximately 15-30 minutes and there were 4 sections to be complete. If there any questions or need a guidance do not hesitate to reach me at izzatihanafiphd@gmail.com. The purpose of the study is as shown in the picture below, participants are advised to zoom the pictures that have been prepared if they are too small and difficult to read.

The Survey Intend To Measures The Performance Of Three Local Brand - Calaqisya , Tudung People & The Duck Group. Respondents Need To Have An Experience Buying All Three Brand's Product In Order To Rate Their Performance.

SECTION 1 : AHP ABSOLUTE MEASUREMENT QUESTIONNAIRE, MALAYSIAN MODEST FASHION SOCIAL COMMERCE BRAND PERFORMANCE EVALUATION

Please evaluate the performance of all three Malaysian modest fashion social commerce brand with respect to sub-criteria using the following scheme. Please TICK the appropriate choice.

How many months you deal with ALL THREE SOCIAL COMMERCE BRAND	Recently	3 - 6 Months	1 - 3 Years	4 - 6 Years	More than 6 years
The duck Group					
Calaqisya					
Tudung People					

How frequent you deal with this SOCIAL COMMERCE BRAND	Once in a month / Sekali sebulan	Twice and more in a month / Dua kali dan lebih dalam sebulan	Once in three month / Sekali dalam tiga bulan	Once to twice a Year / More than 6 years
The duck Group				

Calaqisya				
Tudung People				



DO REFER THE DETAILS BELOW IN ORDER TO UNDERSTAND EACH SUB DIMENSION.

RUJUK BUTIRAN DI BAWAH UNTUK MEMAHAMI SETIAP SUB DIMENSI.

Prioritising Social Commerce Service Quality Dimensions for Malaysian Modest Fashion Industry

The definitions of the sub-criteria are provided in the following table:

Dimensions	Sub-dimension	Detail
Social Interaction Quality	Human Presence	The capability in increasing customer trust and confidence due to the ability in providing human assistance to shop through social commerce platform. The inquiries being settled by interacting with a human, enhance trust element as well as increased the confidence in making purchasing decisions.
	Continues Interaction	The ability in providing continues interaction through the use multiple online applications, channels, real-time video content and text-based chat system.
	Individualization	The ability in establishing individualized attention, personal, warm, and sociable interactions with customers.
	Competency	The ability to enable inquiries and problem to be solve rapid and easily due to interaction.
Functional Quality	Multiple Purchasing Process	The ability to provide varies ways to purchase accordance to customer's preference and ease.
	Wide Features and Applications	The ability to optimize shopping experience for customers with wide choice of features and applications through the use varies social media and networking features and application.
	Accomplish Goals and Resolve Issues	The ability to provide function that enable customers to accomplish specific goals or resolve particular inquiries and problem.
	Time Saving	The ability to simplify customers with time saving functions applications in searching, browsing and purchasing process.
	User-Friendly Functions	The ability to simplify customers with user-friendly functions applications.
Design Quality	Aesthetic Design	The ability to provide customers with beautiful and professional social commerce posts, pictures, videos and even brand images to cultivate customer desire that lead to purchase.
	Ease of use and learning	The ability to provide customer a system and application which is easy to use and learn.
	Interaction and Engagement	The ability to provide an environment that encourages interaction and engagement. Engage in activities that strengthen customer relationships by offering content and interactive activities that encourage idea generation and discussion.
Information Quality	Understandable	The ability to deliver easy to understand information. Considering that customer who shop online do not have the option to personally examine and try out the goods, they demand comprehensive and easily accessible information in order to make a purchase.
	Useful	The ability in deliver useful information to help customer making a purchase decision. Seller need to make sure customers are well educated about the service or product before making a purchase.
	Up-to-date	The ability to have information that is both complete and up to date. Communicating accurate and timely information might help minimize the occurrence of misunderstandings. If

Dimensions	Sub-dimension	Detail
		customers are not made aware of the adjustments, they will have the impression that they have been deceived. They will feel dissatisfied when they receive a product that does not meet the standards of what they consider to be satisfactory.
	Varies format	The ability to provide varies format of information in order to guarantee the information is successfully delivered to customers. By using a variety of applications that online customers are already accustomed with, sellers are able to decrease the prevalence of the "need to touch" among the customer.
	Accurate	The ability to deliver accurate and precise information.
Responsiveness	Quick Response to Inquiries	The ability to perform quick response to customer's question and needs. Customers are more likely to be satisfied with their purchases and return for future purchases if they receive prompt service by the seller in online environment.
	Quick Response to Problem	The ability to provide immediate service assistance to address customer's problem needs. As social commerce enables customers to interact with sellers more conveniently through social media, customers expect sellers to entertain them promptly especially when there were issues that they face which will reduce customer's uncertainty and anxiety.
	Positive Experience	It is the ability to maintain positive experience due to the seller's attentiveness. Timely response unquestionably creates a pleasant buying experience.
	Readily Prepared	It is the ability to facilitate effective engagement by making information readily available. Such action helps seller giving immediate assistance to foster stronger customer engagement.
	Trustworthy Platform	The ability to provide trustworthy platform. The applications chosen by seller are easy for customer to handle and familiar with. Customers has been given more flexibility over transaction methods, which helped them feel more secure. Such options reduce the insecurity and enhance confidence to shop online. Usually, such system are well known and had been verified its safety.
Privacy and Security	Information and Privacy Protection	The ability to protect customers' information and privacy. Customers will only shop if they believe it is safe to reveal private information, otherwise, they will not. Sellers need to ask customer's permission if they would like to use customer's information (pictures or videos) as a selling point.
	Wide Shopping Options	The ability to provide wide shopping options. With several social media's convenience functions, users have numerous options to shop according to their needs and benefits. It enable users personalize their path while shopping for example, shopping via website or customized themselves by communicating and interacting directly through social networking apps.
Personalization	Wide Personalized Connections	The ability to provide wide personalized connections options that are suited to customers' stated or implied preferences. Enables people to actively participate in the purchasing and selling of products in online communities and markets.
	Personalized Interactions	It allows customers to choose how to interact and communicate with sellers according to customer interest. The ability to allow users to interact in real time with a human service representative, which perceived as more informative and trustworthy.

Dimensions	Sub-dimension	Detail
Communication Quality	Communication Style	The ability to provide a writing style that is friendly and provides prompt responses throughout the communication process that can satisfy customers to communicate continuously.
	Interpersonal Communication	The ability to provide a direct focus and communication between two or more people.
	Two-way Communication System	The ability to provide function and application that enable customers and seller to have a direct two way communication.
	Human Agent Communication	The ability to communicate with human agent instead of autoreply system in helping the shopping process.

The above table has provided the definition of the sub-criteria. Please evaluate the performance of your social commerce brand with respect to sub-criteria using the following scheme. Please circle the appropriate choice.

SUB-DIMENSIONS					
Social Interaction Quality					
The performance of the selected social commerce modest fashion brand in human presence interaction.	Excellent	Good	Average	Satisfactory	Poor
The duck Group					
Calaqisya					
Tudung People					
The performance of selected social commerce brand in continues interaction.	Excellent	Good	Average	Satisfactory	Poor
The duck Group					
Calaqisya					
Tudung People					
The performance of selected social commerce brand in individualization.	Excellent	Good	Average	Satisfactory	Poor
The duck Group					
Calaqisya					
Tudung People					
The performance of selected social commerce brand that interact with competence in handling inquiries and problem.	Excellent	Good	Average	Satisfactory	Poor
The duck Group					
Calaqisya					
Tudung People					
Information Quality					

The performance of selected social commerce brand in providing understandable information.	Excellent	Good	Average	Satisfactory	Poor
The duck Group					
Calaqisya					
Tudung People					
The performance of selected social commerce brand in providing useful information.	Excellent	Good	Average	Satisfactory	Poor
The duck Group					
Calaqisya					
Tudung People					
The performance of my social commerce brand in providing up-to-date information.	Excellent	Good	Average	Satisfactory	Poor
The duck Group					
Calaqisya					
Tudung People					
The performance of selected social commerce brand in providing varies format information.	Excellent	Good	Average	Satisfactory	Poor
The duck Group					
Calaqisya					
Tudung People					
The performance of selected social commerce brand in providing accurate information.	Excellent	Good	Average	Satisfactory	Poor
The duck Group					
Calaqisya					
Tudung People					
Communication Quality					
The performance of selected social commerce brand in communication style in entertained the customers.	Excellent	Good	Average	Satisfactory	Poor
The duck Group					
Calaqisya					
Tudung People					
The performance of social commerce brand in interpersonal communication with the customers.	Excellent	Good	Average	Satisfactory	Poor
The duck Group					
Calaqisya					
Tudung People					
The performance of selected social commerce brand in providing two-way communication system.	Excellent	Good	Average	Satisfactory	Poor
The duck Group					
Calaqisya					

Tudung People					
The performance of selected social commerce brand in providing human agent communication.	Excellent	Good	Average	Satisfactory	Poor
The duck Group					
Calaqisya					
Tudung People					
Functional Quality					
The performance of selected social commerce brand in providing multiple purchasing process.	Excellent	Good	Average	Satisfactory	Poor
The duck Group					
Calaqisya					
Tudung People					
The performance of selected social commerce brand in providing wide features and applications.	Excellent	Good	Average	Satisfactory	Poor
The duck Group					
Calaqisya					
Tudung People					
The performance of my social commerce brand in providing application that help accomplish goals or resolve issues.	Excellent	Good	Average	Satisfactory	Poor
The duck Group					
Calaqisya					
Tudung People					
The performance of selected social commerce brand in providing functions and applications that helps to save time.	Excellent	Good	Average	Satisfactory	Poor
The duck Group					
Calaqisya					
Tudung People					
The performance of selected social commerce brand in providing functions and applications that are user-friendly.	Excellent	Good	Average	Satisfactory	Poor
The duck Group					
Calaqisya					
Tudung People					
Responsiveness					
The performance of selected social commerce brand in quick response to customer's inquiries.	Excellent	Good	Average	Satisfactory	Poor
The duck Group					
Calaqisya					
Tudung People					

The performance of selected social commerce brand in quick response to customer's problem.	Excellent	Good	Average	Satisfactory	Poor
The duck Group					
Calaqisya					
Tudung People					
The performance of selected social commerce brand in providing positive experience by being responsive.	Excellent	Good	Average	Satisfactory	Poor
The duck Group					
Calaqisya					
Tudung People					
The performance of selected social commerce brand in always readily prepared in entertain the customers.	Excellent	Good	Average	Satisfactory	Poor
The duck Group					
Calaqisya					
Tudung People					
Design Quality					
The performance of my social commerce brand in providing beautiful and aesthetic design.	Excellent	Good	Average	Satisfactory	Poor
The duck Group					
Calaqisya					
Tudung People					
The performance of my social commerce brand in providing ease of use and learning design.	Excellent	Good	Average	Satisfactory	Poor
The duck Group					
Calaqisya					
Tudung People					
The performance of my social commerce brand in proving the easiness of interaction and engagement.	Excellent	Good	Average	Satisfactory	Poor
The duck Group					
Calaqisya					
Tudung People					
Privacy and Security					
The performance of selected social commerce brand in providing trustworthy platform.	Excellent	Good	Average	Satisfactory	Poor
The duck Group					
Calaqisya					
Tudung People					

The performance of selected social commerce brand in information and privacy protection.	Excellent	Good	Average	Satisfactory	Poor
The duck Group					
Calaqisya					
Tudung People					
Personalization					
The performance of selected social commerce brand in providing wide shopping options.	Excellent	Good	Average	Satisfactory	Poor
The duck Group					
Calaqisya					
Tudung People					
The performance of selected social commerce brand in providing wide personalized connections.	Excellent	Good	Average	Satisfactory	Poor
The duck Group					
Calaqisya					
Tudung People					
The performance of my social commerce brand in providing personalize interaction.	Excellent	Good	Average	Satisfactory	Poor
The duck Group					
Calaqisya					
Tudung People					

THANK YOU VERY MUCH