

**The Troubled Trustworthiness of Social Commerce: A Focus Group Study on
Why Wenzao Students' Not Buying Products from Instagram**

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Abstract

The purpose of the study is to identify certain factors that determine young people purchasing things through social commerce. It aims at examining how trust might condition consumers' buying behaviors and attitudes concerning social commerce. The researcher used qualitative method approach through online focus group's interview to collect data. The researcher conducted 3 focus group online interviews with Taiwan college students who uses social media frequently and had shopped online. The results of the data showed that college students are frequently on social media but less likely to buy things through social commerce and prefers other e-commerce sites. That trust plays a huge part on why Taiwan college students are less interested in buying good through social commerce.

Key Words: Social Media, Social Commerce, Instagram, Online Shopping, E-commerce, Trust

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INTRODUCTION

Background

In recent years, the technology development results in more social media platforms, such as Facebook, Instagram, Twitter, YouTube. Therefore, you can easily download these apps to a mobile device and social media allows people to interact with other people across the world with ease. According to the article "Social Network Usage & Growth Statistics: How Many People Use Social Media in 2021?", Brian Dean, the writer of Backlinko, (2021) shows that the number of people globally using social media as of 2021 is over 3.96 billion. He also mentions that by region, for example, the social media growth in 2019 to 2020 is led by Asian countries with an increase of 16.98%.¹ In this context, Taiwan has one of the highest social media penetrations in the world with 88% of the population (Lopez, J. M., 2020).² In the article "Facebook Still the Most Used Social Media in Taiwan" written by Audrey Hazel, the author of Merxwire, (2020) it is a cover story of the "2019 Taiwan Internet Report" by Taiwan Network Information Center (TNIC). This states that the number of Internet users in Taiwan has exceeded 20 million and the top three most used social media are Facebook (98.9%), Instagram (38.8%), and Twitter (5.6%). While Facebook is the most utilized social platform, its utilization rate for people in Taiwan under age 30 is low. In other words, other social media like Instagram are more alluring to the youngsters. In fact, Instagram users are relatively young, mainly students and young adults from

¹ "Social Network Usage & Growth Statistics: How Many People Use Social Media in 2021?," Backlinko, 2021, accessed Jun 5, 2021, <https://backlinko.com/social-media-users>.

² "7 Facts on Taiwan Digital Marketing and Social Media," Leads to Success, updated March 28, 2020, accessed May 26, 2021 <https://leadstosuccess.me/2020/03/28/7-facts-on-taiwan-digital-marketing-and-social-media/>

ages 15 to 24.³ Hence, using this information and following Taiwan's educational system we can know that the age group of college students aged from 18 to 25 being Instagram users.

Social media allows people to get more information about new topics or trends through other people's interaction in social media platforms. Social media's features are also constantly updated to fit the users' interests and needs. For example, some social media platforms provide job opportunities in hopes to find future employees so that applicants would post about their achievements to catch their future employers' attention. Furthermore, social media gives businesses the opportunity to reach larger audience as potential customers. According to Maya Dollarhide, the writer and editor of Investopedia, (2021), social media used to be a platform where you interact with friends and family, but was later adopted in the sphere of business. That becomes a popular new communication method for entrepreneurs and sellers to reach out to customers. Social media also creates new opportunities for businesses since it has the power to share information with everyone globally.⁴ This is because social media allows users to reach a wider audience, to know their interests and needs, to get insights on how the customers sees your business, to know a better way on providing them customer services, and to further understand your audience. In addition, social media allows you to build your brand at a low cost when getting access to paid advertising services. We can see these advertisements of big or small business in our social media feeds which allows their audience to engage with their brand. Therefore, we can see that social media had deeply enriched in our live since more people would use social media for communication, for entertainment purposes, for getting ideas, for seeking a

³ "Facebook Still the Most Used Social Media in Taiwan," Merxwire, updated September 9, 2020, accessed May 25, 2021, <https://merxwire.com/8674/facebook-still-the-most-used-social-media-in-taiwan/>.

⁴ "Social Media," Small Business, Investopedia, updated March 15, 2021, accessed April 26, 2021 <https://www.investopedia.com/terms/s/social-media.asp>.

job or to know more about their future employees, for reaching a larger audience, for advertising their businesses, and for buying products here as well.

As a result, social media has been an essential part of the e-commerce. This is called “Social Commerce”. According to Stacey McLachlan, an award-winning magazine editor and write, (2020), “Social commerce is what happens when savvy marketers take the best of e-commerce and combine it with social media.”⁵ Social Commerce shows online shopping experiences that is more interactive because the consumers do not have to be redirected to other sites. Which enables social media users to experience less interruptions which allows them to have a smoother transaction process. Social commerce can be a great tool for businesses if it is used correctly. However, according to Sumo Heavy, a boutique digital commerce consulting firm, they conducted a survey in May 2018 which had 1,046 respondents from the United States, Sumo Heavy stated that “Despite the recent hype around social commerce, 82% of consumers have yet to transact using social buy buttons or other forms of social commerce.”⁶ Therefore, even if social commerce has a lot of benefits to businesses and to its customers, there are still some drawbacks to consider when it comes to the customers.

The main drawback is the trust of the customers. We already know that not many people are willing to shop in social media due to not trusting their personal data being protected well from hackers. Furthermore, to buy products through social commerce is still an understudied phenomenon. The research is an attempt to see why certain groups are still unfamiliar to

⁵ Stacey McLachlan, "What is Social Commerce and Why Should Your Brand Care?," *Hootsuite*, November 3, 2020, <https://blog.hootsuite.com/social-commerce/>.

⁶ "SUMO Heavy's Retail Consumer Survey Reveals Shoppers Have Mixed Views On Social Commerce," Sumo Heavy, updated September 20, 2018, accessed April 26, 2021, <https://www.prnewswire.com/news-releases/sumo-heavy-retail-consumer-survey-reveals-shoppers-have-mixed-views-on-social-commerce-300716292.html>.

shopping online. I want to know the factors that make them willing or hesitant to purchase things and how they look at the difference between the new and traditional way of e-commerce.

Motivation

The motivation of my research paper is to explore why social commerce is still far from e-commerce despite it seems more convenience to its customers. The researcher seeks to know experiences of purchasing things via social commerce with a particular focus on the value of trust to the customers.

Research Purpose

The purpose of the study is to identify certain factors that determine young people purchasing things through social commerce. It aims at examining how trust might condition consumers' buying behaviors and attitudes concerning social commerce.

Research Questions

1. Why is there a lack of buying interests in social commerce for college students?
2. What factors (such as trust) make college students less interested in buying goods through social commerce?
3. What strategies companies can draw on to attract college students into buying using social commerce?

Contribution

The findings of this research are to have a better understanding on the different factors that are affecting college students' not buying through social commerce, to understand how the role of trust to college students affect consumer satisfaction in social commerce. Furthermore, it is also to provide information on how social commerce platforms can gain their young audience attention. Therefore, I will be conducting 3 Focus Group interviews which would have college students from ages at least 18 to 24 as my participants. This is because according to my research they are more likely to be on social media such as Instagram and to be legible to purchase things online. The outcome of this research can help big and small business in social media to fully understand how to reach and engage better with their younger audiences using social commerce as their tool.

Limits

The limits of my study are that the students that I will be interviewing are students in Taiwan who can communicate fluently using English, and I might not be able to understand the students and may misunderstand or misinterpret the questions and their answers. Therefore, I must plan it well by preparing set of following questions and conforming questions. This enables me to make sure that I do not misunderstand or misinterpret the data that I will be collecting.

Delimits

The study will only focus on a certain group of college students due to the limited time and due to language gap.

LITERATURE REVIEW

This chapter is divided into five sections. The first section is about the definition of social media and how businesses adapted social media to engage with their customers. The second section is about development of social commerce. The third section is about the social media application, Instagram. The fourth section is about the importance of trust for businesses and to their customers. The fifth section is the summary of this chapter.

Social Media

In today's world, as technology developed, there is an increase of users on social media, which is a convenient way for communicating with other people connected via the Internet. According to the dictionary, social media is defined as “websites and other online means of communication that are used by large groups of people to share information and to develop social and professional contacts.”⁷ According to Andreas M. Kaplan, and Michael Haenlein, professors of Marketing at the ESCP Business school, (2010), it can also be defined as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content.”⁸ Social media is generally an interactive Web 2.0 in which some Internet-based applications are commonly used, such as Facebook, Instagram, Twitter, YouTube. Furthermore, User-generated content (UGC) is

⁷ "Social Media," in *Dictionary* (Dictionary.com). <https://www.dictionary.com/browse/social-media>.

⁸ Andreas Marcus Kaplan and Michael Haenlein, "Users of the world, unite! The challenges and opportunities of Social Media" (Kelley School of Business, Indiana University. , 2010), <https://www.scinapse.io/papers/2121001699>.

“the sum of all ways in which people make use of Social Media.” (Andreas M. Kaplan, M. H. 2010),⁹ manifested in text posts or comments, videos, images, and reviews.

As there is a rise of social media users, social media was slowly adopted by the society into their daily lives. According to the study of Pew Research Center (2021), they conducted a survey on American adults from 2005 to 2021. Their data showed that, in 2005, only 5% of the American adults used at least one of the platforms. Then by 2011, it increased to half of the American adults. Then in their recent survey, which was conducted in 2021, they found out that 72% of American adults uses social media.¹⁰ Hence, research found that users of social media constantly increase. In 2021, there are over 3.9 billion people using social media worldwide. Furthermore, social media growth in 2019 to 2020 is led by Asia,¹¹ for example, Taiwan being one of the highest social media penetrations in the world with 88% of the population being an active user¹². In a 2019 Internet report by Taiwan Network Information Center (TNIC), there are over 20 million internet users in Taiwan. The report also showed that the top 3 most used social medias are Facebook (98.9%), Instagram (38.8%), and Twitter (5.6%). Facebook is the most used platform, but its usage rate is low among people under age 30. For example, in Taiwan, Instagram users are relatively young, mainly students aged 15 to 24.¹³

As social media constantly changes and evolves, it also changed the way in which people interact with each other online, most especially for businesses. According to the editor of “Social Commerce: Consumer Behaviour in Online Environments”, Rosy Boardman, et al., (2019),

⁹ Kaplan and Haenlein, "Users of the world, unite! The challenges and opportunities of Social Media."

¹⁰ "Social Media Fact Sheet," Pew Research Center, updated April 7, 2021, 2021, accessed June 7, 2021, <https://www.pewresearch.org/internet/fact-sheet/social-media/?menuitem=45b45364-d5e4-4f53-bf01-b77106560d4c>.

¹¹ Dean, "Social Network Usage & Growth Statistics: How Many People Use Social Media in 2021?."

¹² Lopez, "7 Facts on Taiwan Digital Marketing and Social Media."

¹³ Hazel, "Facebook Still the Most Used Social Media in Taiwan."

“Being online and available implies an opportunity not only to communicate with others, but also to indulge in consumption behavior wherever we are.¹⁴ In fact, as social media continue to improve, the usage of social media is ever-increasing, and businesses took noticed of this and took this opportunity to engage with their customers. “Social Media allow firms to engage in timely and direct end-consumer contact at relatively low cost and higher levels of efficiency than can be achieved with more traditional communication tools.” (Andreas M. Kaplan, M. H. 2010).¹⁵ Social media become a must platform for companies to engage with customers, boost sales through promoting their products, determine consumer’s latest trends, and offers customer service and support. (Dollarhide, 2021).¹⁶ Hence, social media gave businesses the opportunity to reach a bigger audience.

However, business using social media as their selling platform should be able to understand how the new generations shops on social media, such as Generation Z (people born between 1997 and 2012). Generation Z are the first digital natives and born into the world where technology existed.¹⁷ According to the article “Gen Z And The Rise of Social Commerce”, written by Cristoph Kastenholz, a member of Forbes Agency Council, (2021) shows that “the majority (97%) of Generation Z consumers say they now use social media as their top source of shopping inspiration”¹⁸ In fact, in YPulse’s recent Social Media report, Generation Z spends more time on social media compared to other generations: almost 4.5 hours a day. However, the

¹⁴ Rosy Boardman et al., *Social Commerce: Consumer Behaviour in Online Environments* (Springer International Publishing, 2019). <https://books.google.com.tw/books?id=PcuJDwAAQBAJ>.

¹⁵ Kaplan and Haenlein, "Users of the world, unite! The challenges and opportunities of Social Media."

¹⁶ Dollarhide, "Social Media."

¹⁷ "Gen Z: Born to Be Digital," Voice of America (VOA) updated August 25, 2019, accessed June 8, 2021, <https://www.voanews.com/student-union/gen-z-born-be-digital>.

¹⁸ "Gen Z And The Rise Of Social Commerce," Forbes, updated May 17, 2021, accessed June 13, 2021, <https://www.forbes.com/sites/forbesagencycouncil/2021/05/17/gen-z-and-the-rise-of-social-commerce/?sh=df41d5e251d0>.

report also stated that businesses need to work harder to get the attention of Generation Z on social media since compared to the Millennials who are least likely to follow small business and big brands.¹⁹ Therefore, Generation Z are most likely to be on social media and to browse on their feeds and are more likely to purchase things online. Businesses should be able to comprehend this market if they want to target this group.

Social Commerce

Social media plays a big role in developing social commerce. Growing younger generation spend their time on it and businesses are now trying to target these young consumers through social commerce. “Social media has commercial value for your business because social media unleashes word of mouth, allowing more people to recommend more, more easily, and to more people.” (P. Marsden and P. Chaney, 2012).²⁰ Social media through word of mouth allows businesses to promote their products and enables people to spread them by either sharing the post to their friends or reposting them. Social commerce (sCommerce) is a subset of Electronic Commerce (eCommerce)—is the buying and selling of goods and services over an electronic network rather than direct physical contact.²¹

However, social commerce is different from the traditional eCommerce. According to Maya Dollarhide, (2021), she explained that “social commerce promotes products and services

¹⁹ "Gen Z & Millennials Use Social Media Differently—Here's 3 Charts That Show How," YPulse, updated February 22, 2021, accessed June 8, 2021, <https://www.ypulse.com/article/2021/02/22/gen-z-millennials-use-social-media-differently-heres-x-charts-that-show-how/>.

²⁰ Paul Marsden and Paul Chaney, *The Social Commerce Handbook: 20 Secrets for Turning Social Media into Social Sales* (McGraw-Hill Education, 2012). <https://books.google.com.tw/books?id=S9fO2wrA5FMC>.

²¹ Syamales Maiti and Sweetly Sadhukhan, *E-commerce and Business Communication* (McGraw-Hill Education, 2019). <https://books.google.com.tw/books?id=SBDaDwAAQBAJ>.

through networking websites, measures of success for social commerce campaigns are from the numbers of retweets, likes, and shares, and developed further to engage online shoppers by offering expert product advice and support.”²² Hence, sCommerce is the process of selling and purchasing products directly through social media sites and unlike eCommerce. Social media app allows users to detect an advertisement, click the ‘buy’ button and have smoother transactions without being redirected to other sites, risking transactions to fail.²³ Therefore, social commerce is the process of buying and selling of goods and services within a social media platform. It allows customers to have their whole shopping experience and their entire purchasing process without leaving the platform that they are using, which also helps prevent transactions to fail. For example, if a customer saw a product they like in Instagram, they do not have to leave the platform and look for it in eCommerce platforms like Shopee or Amazon. Then they have to click on the product and proceed to the checkout.

According to Grand View Research, an India & U.S. based market research and consulting company, (2021), the global market size for social commerce was esteemed at \$474.8 Billion in 2020 and is expected to expand at a compound annual growth rate (CAGR) of 28.4% from 2021 to 2028. The research also mentioned that the high number of social media users in the region is expected to support market development. Because of the increase of social media users, retailers in the Asia Pacific are utilizing social media platforms such as Facebook, Instagram, Twitter to market their products. However, there are concerns related to consumer

²² "Social Commerce ", Investopedia updated March 12, 2021, accessed June 5, 2021, <https://www.investopedia.com/terms/s/social-commerce.asp>.

²³ "Social Commerce 101," Mobile Marketing, updated May 10, 2021, 2021, accessed June 9, 2021, <https://mobilemarketingmagazine.com/social-commerce-101->.

data privacy and incidence of cyber-attacks may block market growth to a certain extent.²⁴

According to Sumo Heavy, a boutique digital commerce consulting firm, (2018) conducted a survey in May 2018, which has 1,046 respondents from United States. The research found out that about 80% of consumer are aware of and is familiar with social commerce. Yet, security and privacy concern hold them back from transacting. The research also found out that about 82% of consumers have yet to transact using social buy buttons or other form of social commerce.²⁵

According to the book “Trust and Risk in Internet Commerce”, written by L. Jean Camp, (2001), “In Internet commerce, customer trust is the critical variable. The more a customer trusts a site, the higher the price the site can charge for what it sells.” And it also mentioned “Customer trust is belief that the merchant will fulfill the terms of the transaction (e.g., deliver quality goods in a timely fashion).”²⁶ Therefore, it is crucial for businesses to understand their customers and to know how to build a long-term relationship with them.

Instagram

Instagram is a social media application where it enables people to share photos and videos, specifically those taken on mobile devices. It was launched on October 6, 2010, by Kevin Systrom, and when it was launched, it was able to reach 25,000 users in one day. In April 2012,

²⁴ "Social Commerce Market Size, Share & Trends Analysis Report By Business Model (B2C, B2B, C2C), By Product Type (Apparel, Personal & Beauty Care, Accessories, Home Products), By Region, And Segment Forecasts, 2021 - 2028," Grand View Research, updated January, 2021, accessed June 11, 2021, <https://www.grandviewresearch.com/industry-analysis/social-commerce-market>.

²⁵ "SUMO Heavy's Retail Consumer Survey Reveals Shoppers Have Mixed Views On Social Commerce."

²⁶ L Jean Camp, *Trust and Risk in Internet Commerce* (MIT Press, 2001).
https://books.google.com.tw/books?id=F1F_PMWKeQcC.

Facebook founder Mark Zuckerberg acquired Instagram after making an offer to purchase Instagram for \$1 billion in cash and stock.²⁷

According to the article "44 Instagram Stats That Matter to Marketers in 2021.", written by Christina Newberry, an award-winning travel, lifestyle, and digital marketing writer, the article mentioned that in 2021, Instagram has a showed statistics on the valuable of the social media is to businesses. (see Table 1.)

²⁷ "The Story of Instagram: The Rise of the #1 Photo-Sharing Application," Investopedia, updated June 6, 2020, accessed June 12, 2021, <https://www.investopedia.com/articles/investing/102615/story-instagram-rise-1-photo0sharing-app.asp>.

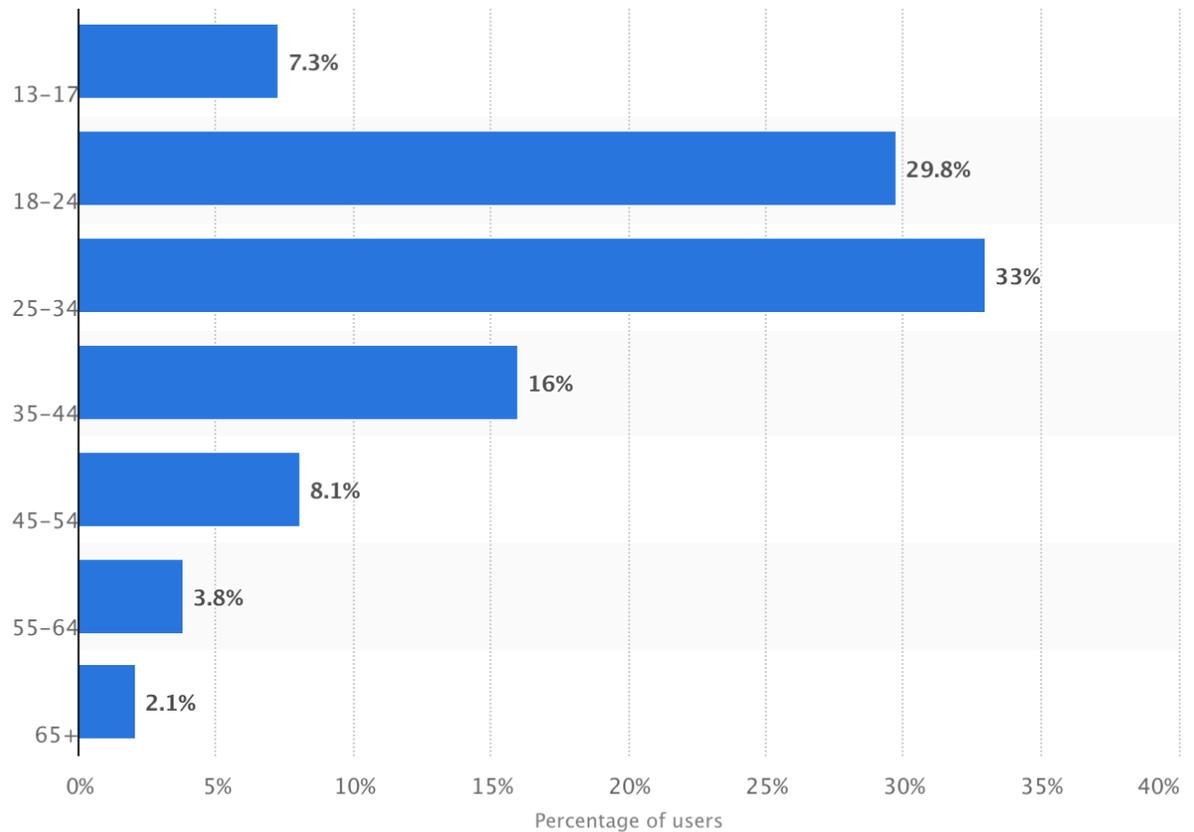
Table 1. Instagram Statistics in 2021

	Instagram Users
Instagram monthly active users	Over 1 billion
Users outside U.S.	88%
Female users	51%
Male users	49%
Research products and services	81%
Users follow a business account	90%
Fashion shoppers have purchased based from creator's posts	55%
Tap on shopping post every month	130 million
Use story feature every day	500 million
Advertisement potential reach	1.16 billion
Businesses use stories ads monthly	4 billion

Sources: 44 Instagram Stats That Matter to Marketers in 2021

Furthermore, the distribution of Instagram users worldwide as of January 2021 (Figure 1.), by age group was found that the highest Instagram user's age group is aged between 25 and 34 with a percentage of 33%, and following aged group is aged between 18-24 with a percentage of 29.8%. In total, over two thirds of total Instagram users were aged 34 years and younger.²⁸

²⁸ "Instagram: distribution of global audiences 2021, by age group," Statista Research Department, updated February 10, 2021, accessed June 13, 2021, <https://www.statista.com/statistics/325587/instagram-global-age-group/>.



© Statista 2021

Figure 1. Distribution of Instagram users worldwide as of January 2021, by age group

Trust

According to Barry Connolly, (2020), a marketing and communications expert, he mentioned in his book “Digital Trust: Social Media Strategies to Increase Trust and Engage Customers”, that “Trust is a psychological state of mind that is multi-dimensional and comprised of factors such as expectancy, faith, control consistency and comprised.” However, he also

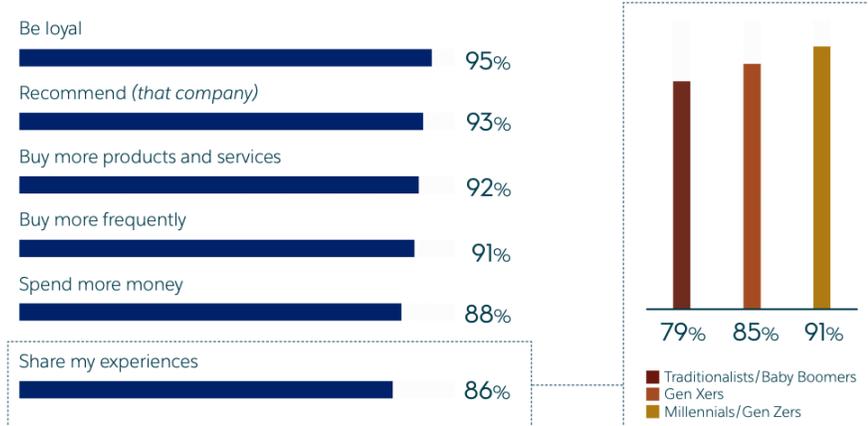
argued that “trust is a lot more than a psychological state of mind and to fully understand consumer trust, brand must accept that trust for their target audience combines both a psychological and sociological perspective. Trust development evolves through cognitive processes or stages that are dependent on a social structure and time and it is the cornerstone for every business transaction and all consumer behavior”²⁹

According to a study “Trends in Customer Trust” by Salesforce Research (2018), they conducted a double-blind survey in 2018 with 6,723 respondents from Australia, New Zealand, Brazil, Canada, France, Germany, Hongkong, India, Japan, Mexico, the Netherlands, the Nordics, Singapore, The United Kingdom, and the United States. The survey focuses on how the value of trust of a customer affect their decision on buying the company’s products. (Figure 2.) Also, the study has found that 54% of customers’ trust in a company can be strengthened if social responsibility—environmental protection, equal rights, and philanthropy—is displayed. Especially for younger generations, Millennials and Generation Z care about the social responsibility of a company as they expect that companies should be more concerned about it than the profit. Therefore, gaining customer’s trust is an important factor for business and unable to gain trust from their customers it can affect customer’s loyalty to their spending.³⁰

²⁹ Barry Connolly, *Digital Trust: Social Media Strategies to Increase Trust and Engage Customers* (Bloomsbury Publishing, 2020). <https://books.google.com.tw/books?id=AWnDDwAAQBAJ>.

³⁰ "Trends in Customer Trust," Salesforce, updated 2018, 2018, accessed 2021, June 13, https://www.salesforce.com/content/dam/web/en_us/www/documents/briefs/customer-trust-trends-salesforce-research.pdf.

Percentage of Customers Who Say Their Trust in a Company Makes Them More Likely to Do the Following



Salesforce Research

Figure 2. Percentage of Customers Who Say Their Trust in a Company Makes Them More Likely to Do the Following

Summary

In this literature review, it was divided into four sections. The first section is about the definition of social media and how people make use of it. Social media is generally an interactive Web 2.0 in which some Internet-based application are commonly used, and people make use of social media through user-generated content. It also talked about how businesses adapted social media to engage with their customers and how it is important to understand how Generation Z shops online as they are most likely to be on social media, browse on their feeds and more likely to purchase things online.

The second section is about the development of social commerce and its concept. Where in, social commerce is the process of buying and selling of good and services within a social media platform.

The third section is about the application app called Instagram. This section talked about what the application is about and its concept. Instagram is an application which enables people to share photos and videos. It also talked about the statistics of Instagram.

The fourth section is about the concept of trust and its importance to businesses to understand as it can be found that gaining the trust of their customers can affect customer's loyalty to their spending.

METHODOLOGY

Research Design

This study will utilize focus group method in gathering data. The researcher wants to analyze responses to elaborate the troubled trust worthiness of social commerce. In other words, data enables me to explain why students tend to less likely buy things via social media platform.

Sampling and Access

The researcher will be collecting data from college students in Taiwan, who are studying at Wenzao Ursuline University of Language. The researcher will be conducting 3 focus group interviews with the 4-year college program students who are in the age group, 18 to 24. Also, I will be selecting students who uses social media, specifically the Instagram app and have purchased from online. There will be at least 5-7 respondents in each group and will be categorize according to their time of availability. (see Table 2.) The researcher will be contacting the participants through Line and Instagram to confirm their participation and their time of availability. This also enables the researcher to remind the participants about the interview few days before and keep in contact the day after. This helps the researcher in making sure that the participants can attend the interview without any problems. Due to the epidemic, the interview will be held using an online platform which is called Google Meet.

During the interview process, the researcher faced some difficulties as most of her male participants were not able to attend the interview due to some personal issue. Also, on the day of the interview, one of the female participants suddenly fell sick and asked if she is able to change

the date. Hence, the researcher had to look for other students to participate the interview but not many students were willing to participate the interview because they feel that it is too sudden. So, the researcher had to find a way by asking more students and her participants on recommending their peers. In addition, the researcher moves few students from a later date to an earlier date and regroup them. The researcher then faced difficulties in one of the focus groups, as one of the participants mentioned that it was not convenient for her to talk and if she can join the interview in the middle. The researcher allowed her and when the participant was able to join the discussion, the researcher helped summarize what the students have shared and let the participant share her thoughts and opinions after. The participant also had a noisy background which made the audio inaudible. Hence, she shared her thoughts via chat box. Due to the incident, it seemed that the other participants became hesitant on answering the questions or lose focus on the topic which was being discuss. Therefore, the researcher had to repeat the question, ask follow-up questions, and confirm what they shared.

Based on this experience, it takes good planning, organizing, time, and patience to conduct an online focus group interview. Also, quick strategizing on incidents that was mentioned above.

Table 2. The Background List of the Interviewees

Focus Group	Date and Time	Interviewee	Gender	Age	Department
A	2021/09/22 12:00~1:00	A	F	21	Interpreting and Translation
		B	F	21	Spanish
		C	M	21	Spanish
		D	F	21	International Affairs
		E	F	22	International Affairs
		F	F	20	Interpreting and Translation
		G	M	21	German
B	2021/09/24 12:00~1:00	A	F	21	International Business
		B	F	22	International Affairs
		C	M	21	International Affairs
		D	M	21	Spanish
		E	F	21	International Affairs
C	2021/10/3 19:00~20:00	A	F	21	International Affairs
		B	M	19	Spanish
		C	F	21	International Affairs
		D	F	21	International Affairs
		E	F	21	Japanese

Practice of Collecting Data

I collected the primary data through online interview. I conducted 3 focus groups interviews with 5-7 respondents in each group. The interview was held through an online platform, Google Meet. Also, open-ended questions of the interview can be found in Appendix A. The content of the interview was processed manually from the video file to a text file.

During the interview, it was divided into several parts. The first part was to briefly explain what the interview is about, let the participants know the interview flow, and the rule of the interview which is to respect each other's opinion. The second part will be asking about their background such as their name, age, gender, grade, department, how much is their monthly allowance or income and how much do they usually spend on online shopping. The third part will be asking what kind of social media they often use, to know what they usually do with the app, what they feel about the app, and why do they use it. Also, I want to know whether they have purchased things on the said social media. The fourth part is something like asking if they often purchase things online, what platform they use to purchase things online, what things they often buy online, what they feel about the platform that they are using, and to let them describe what kind of online shopper they are. The fifth part will be asking for their opinions about social commerce, when they become aware of its existence, to know what they feel about social commerce, and the reason why they feel that way, and whether they purchase products through it or not and the reason why. Lastly, the question is about what big or small business can do to get their attention and increase their purchasing intention in buying products in Instagram.

DATA ANALYSIS

In this chapter, I used the collected data to sort out the interviewees background and answer my research questions. The first question is why is there a lack of buying interests in social commerce for college students. The second question is more specific on what factors (namely trust) make college students less interested in buying goods through social commerce. The third question is what strategies companies can draw on to attract college students into buying using social commerce. I sorted the responses from the 3 focus groups to answer these research questions.

Understanding the Interviewees Through their Online Shopping Background

In this section, it was divided into two parts. The first part will talk about the basic information of the interviewees on online shopping, which talks about their mostly allowance or income, how frequent they shop, how much do they spend on online shopping, and what do they usually buy online. The second part talks about what kind of online shopper the interviewee portray them as.

The Basic Information of the Interviewees on Online Shopping

Based on their sharing, the interviewees shared their monthly allowance or income and how frequent they shop online. (see Table 3.) The majority of the interviewees shared that their allowance depends on their parents. Also, most interviewees shops once a week or once a month. However, few of them seldom or rarely shop online. The interviewees also shared how much they usually spend each time they shopped online and almost all of them answered \$500 to

\$1000 New Taiwan Dollar (NTD), except, Focus Group C, Interviewee B, who usually spends around 200 NTD to 300 NTD on online shopping. Despite their monthly allowance or income, it does not affect their online shopping frequency and spending. The interviewees usually purchase online for their daily necessities, such as clothes, beauty products, or food. They also purchase school related products, such as their books, and others, such as games, handcrafted items, or gifts for their friends.

Table 3. Background of Interviewees on Online Shopping

Focus Group	Interviewee	Allowance/Income (Per Month)	Online Shopping Frequency
A	A	10,000 NTD	1/a week
	B	20,000 NTD	1/a week
	C	10,000 NTD	Seldom
	D	30,000 NTD	2/a month
	E	3,000 NTD	1/1-2 months
	F	8,000 NTD	3/a month
	G	10,000 NTD	1/a week
B	A	23,000 NTD	1/a week
	B	5,000 NTD	2/a month
	C	2,000 NTD	Seldom
	D	6,000 NTD	Rarely
	E	10,000 NTD	1/a month

C	A	12,000 NTD	1/a week or month
	B	7,000 NTD	2/a month
	C	8,000 NTD	1/a month
	D	4,000 NTD	1/a month
	E	10,000 NTD	Rarely

The Kind of Online Shopper the Students' Describe Themselves

The majority of them mentioned they were a need-based shopper, that they only buy thing they only need. Most of them mentioned they were a discount seeker, that they only buy things when it is on sale or having an event, or which is cheaper. Some of them mentioned they were impulsive buyers, that they would buy things without thinking. A few of them mentioned they were a loyal customer or a wandering customer. Also, few of them mentioned they were a little of both, such as, need-based shopper and discount seeker, or need-based shopper and impulsive buyers.

“Sometimes I think I’m a loyal customer and sometimes I think I’m a need-based shopper. I say I’m a loyal customer because when I want to buy some new clothes, I always choose the Japanese brand like Uniqlo or GU and most of my clothes and pants all come from Uniqlo and GU. And, like my daily necessities, I will buy from Qu Chen Shi (屈臣氏): Watsons or Poya. So, for daily necessities I don’t have a specific brand that I really like. So, I think both I’m a loyal customer or need based shopper.” (Focus Group A, Interviewee A)

“I think I buy things without thinking if I really want that.” (Focus Group A, Interviewee B)

*“What kind? More casual just scrolling down to see what I’m interested in.”
(Focus Group A, Interviewee C)*

“Almost buy in sales seasons like you pick three the clothes and you will have it for half priced.” (Focus Group B, Interviewee A)

“Consider a lot and cannot make a decision. I usually compare products from different shops.” (Focus Group B, Interviewee B)

“I think I am a need-based shopper. I only buy things that I need.” (Focus Group C, Interviewee C)

Understanding the Interviewees Through E-Commerce

In this section, it was divided into two parts. The first part is about the e-commerce platform that is commonly used, this talks about the platforms that the interviewees use on purchasing product online. The second part is the reasons and feelings of using the e-commerce platform, this talks about the reasons why the interviewees use the platform and what are their thoughts and feelings on it.

E-commerce Platform that is Commonly Used

All of the interviewees use a variety of e-commerce platforms to shop online. The most commonly used is the Shopee platform and the online bookstore called Bo Ke Lai (博客來). Some also mentioned using other platforms like momo shop, Pinkoi and TaoBao.

The Reasons and Feelings of Using the E-Commerce Platform

Based on the sharing, all of the interviewees have commonly mentioned that they use the e-commerce platform that they use because they like the convenience of the company. The interviewees mentioned that it was because they are able to pick up the products, so they bought in a nearby convenience store. The interviewees also mentioned that they like the small events that the company held such as the free shipping and the sale event, the rewards or extra discounts that the company gives, how the company becomes middle man and protect them, the affordable price, and the application's features such as the feedback section of the product because they can express if they are satisfied with the product or also check the opinions of other buyers before purchasing the product, and they like that they can track their product easily if it was already sent and if it already arrived. In addition, in one certain platform, Shopee, some of the interviewees mentioned that platform because they like to compare the prices of the same product. Another interviewee mentioned that they use this platform because of their parents and most of the other interviewees agreed with her.

“Because Shopee is more convenient and I will choose Bo Ke Lai (博客來) is because this website always give you the discount. If I really want to buy the

book, it's not very expensive. Bo Ke Lai (博客來) collaborated with ShopBack, it's a website where you can get an extra discount.” (Focus Group A, Interviewee A)

“I want to share that something good about Shopee. Last time, I bought something from Shopee, Shopee will tell the seller when they should send my things and if they don't send it then they would cancel my order.” (Focus Group B, Interviewee A)

“I always use Shopee for shopping because I don't have any other membership because I think Shopee is more convenient for me because I can pay when the company arrives in the convenient store.” (Focus Group B, Interviewee E)

“Actually, if I buy, I will choose Shopee more because on the Shopee there is more choices, and they have many prices and stores you can choose. And also, for the same product, you may find a different price in Shopee so you can just compare the price immediately.” (Focus Group C, Interviewee D)

Although most of the interviewees feel good with the platform that they use and are very satisfied with the company and how they run the platform. There are a few who expressed their dissatisfaction in certain parts of the platform, such as the return policy and the seller's attitude. In addition, there are some interviewees who used to use the platform. However, with the failure to meet their expectation, they lost trust and security in buying things there. So, this made some of the interviewees shift to other platforms that can satisfy their needs and give the sense of trust and security.

“I use Shopee as well, they usually held free shipping events and they often have some Shopee coins as a reward. But I hate the return policy as well. Once, I bought a backpack and it was broken as well, and they didn’t allow me to refund or return it. That’s the reason why I hate Shopee, but I love it as well.” (Focus Group A, Interviewee F)

“I think it’s both good but for Shopee, I think its... for me is like sometimes I will feel like a little bit concern because I don’t know if this product is good or bad product because the price is maybe low or high due to different store but the same product. But, if it’s in the Pinkoi, they will say it’s their official store and I will say that it is the correct thing I will buy. So, I don’t need to return if it’s the wrong thing or low-quality product.” (Focus Group C, Interviewee C)

In conclusion, it seems to be that all of the interviewees had used the same e-commerce platform, in particular Shopee. The majority of the interviewees commonly use the same e-commerce for the similar reasons because it satisfies their needs. Also, some of the interviewees who switch to different platforms from the majority. This is due to not being able to fully satisfy their needs and give them the sense of trust and security. Therefore, it seems that the interviewees feel good about the e-commerce they use, however they all have the same common wants and needs when it comes to the platform where they are purchasing from.

Understanding the Interviewees Through their Social Media Usage

In this section, it was divided into three parts. The first part talked about the social media that is commonly used by the college students and the second part talked about the feeling and reason why they use the social media application. The third part talks about the thoughts on Instagram's shopping features.

Social Media Commonly Used

Based on the sharing, all of the interviewees commonly use and frequently use Instagram to talk with their friends, and some interviewees mentioned that they sometimes or rarely use Facebook. Also, one of the interviewees did mention that she uses Line, but she only uses it to talk to her teachers, friends, and classmates.

The Reasons and Feelings of the Student's on using Instagram

Almost all of the interviewees feel and think good about the Instagram application, and they all have a common reason why they are using it. They mentioned that they usually use Instagram to communicate with their friends, watch their friend's stories or posts, watch and follow celebrities, acquire information around the world either from news accounts or famous accounts run by ordinary people, and to look for good restaurants. In addition, one mentioned that they were using the Instagram application because their parents do not use that app and it seemed that everyone agreed with her during the interview. Also, one of the interviewees

mentioned that they liked seeing the advertisements on their feed as it can let them know about the brand and the company.

“Just sharing photos, chatting with friends, and acquire some different information from around the world. I also watch the news from Instagram, and I follow like BBC and CNN something like that.”

“I think the Instagram is becoming more convenient because you can browse the any information and you can watch the videos on Instagram, even you don’t need to go in YouTube, and I think it really change our life.” (Focus Group A, Interviewee A)

“Because people can share their daily life, mood, and especially the camera function is really great. It can make you become another person.” (Focus Group A, Interviewee B)

“Sometimes I think Instagram can replace Google. When I want to find something or to know what is delicious, I won’t Google it I type the food I want on the Instagram, and it will have recommendation on it.” (Focus Group A, Interviewee D)

“I like the function of story because people can share their daily life on it and sometimes, I will take a look at some information on Instagram, and I think it’s quite convenient than Facebook because people nowadays use Instagram more. And lots of people like celebrities, and even run their official accounts there. Even normal people can create their account to share their life. So, it’s convenient for me than using Facebook.” (Focus Group A, Interviewee F)

“Instagram, I usually browse my friend’s stories or maybe some advertisements will show me some good stores something like that and I will click it” (Focus Group B, Interviewee A)

“I usually use Instagram on my leisure time, I seldom use Facebook because my dad and mom will look at my Facebook, so I seldom use it.” (Focus Group C, Interviewee E)

Most of the interviewees do feel that the Instagram application is really good and convenient for them. However, there are some who feels a bit displeased about some parts of the application. For example, the constant appearance of advertisements when browsing their friend’s stories and posts, and they feel that sometimes the application gave out too much information about certain products and recommend the same things.

“I think it’s just a social media that people can share their daily or anything on it. Basically, I feel it is great cause you can get a lot of information on it but sometimes it can be annoying because of the advertisements.” (Focus Group A, Interviewee E)

“I think Instagram is more, they post pictures more in Instagram instead of Facebook. And I just follow the trend. Like when I was in elementary and junior high, we almost use Facebook more but not Instagram but as time goes on, we just follow the trend because everybody is always using Instagram. So, we transfer from Facebook to Instagram. And, what I feel about Instagram I

think it's great, but I think it gave us too much information, like too much information."

"You don't really want to know all the stuff they recommend you, but you just saw a lot of things in there." (Focus Group A, Interviewee C)

Based on their sharing, the interviewees use Instagram daily to communicate with their friends and engage more with their friends through the stories feature and posts of their friends. Most of the interviewees gave positive feedbacks and expressed positively regarding what they feel about the application, yet some students showed a little bit of displeasure on some certain function of the application. As I showed in the Chapter 2, we can notice that from the 2019 report by the Taiwan Network Information Center, which referenced that, in Taiwan, though Facebook is the most used platform but its usage rate among people under age 30 is relatively low and that Instagram users are young, mainly students aged 15 to 24. Therefore, the data that was collected do demonstrate that college students fall from that category and are more likely to be Instagram users.

Understanding the Interviewees Through Social Commerce

In this section, it was divided into four parts. The first part talks about the thoughts, feelings, and associations of the interviewees on social commerce. The second part talks about the reason why there is a lack of buying interest on social commerce. The third part talks about the factors (such as trust) which made college students less interested in buying goods through

social commerce. The fourth part is what strategies companies can draw on to attract college students into buying using social commerce.

Thoughts and Feelings on Social Commerce

Based on the sharing, the interviewees have varied thoughts and feelings on social commerce. Some mentioned that it was a kind of trend because they are using social media often and come across on certain articles talking about what social commerce is. Other interviewees mentioned that it is evident in our daily life these days because they can see celebrities selling their products on social media which made them realize about the existence of social commerce. Few interviewees mentioned the concept of what they knew about social commerce. One of the interviewees also mentioned that it was a scam because of news articles being published about wherein a customer bought something through social media and despite paying for it the customer was not able to receive their package.

“When I first saw the words, I think it’s more of a trend because like on the social commerce it will emerge a lot of the same thing if people were interested in. For example, like food, everyone saw like donuts or cake, and they just went on the website to check if there are delicious cake store or something. So, I think it can easily make a trend.” (Focus Group A, Interviewee C)

“I think social commerce is kind of trend recently. Because lots of people use cellphone all day and we download some social apps and we always saw some news or something we don’t know from these kinds of social apps.” (Focus Group B, Interviewee A)

“I think the social commerce is in our life everywhere, just when I open my Facebook or I open my Instagram, you always can see some influencers are selling their products. I think that truly make me feel what is e-commerce in this generation.” (Focus Group A, Interviewee A)

“I think social commerce is shopping in social media” (Focus Group B, Interviewee C)

“First impression of social commerce for me is that it’s all scam on it because in Taiwan there is a lot of news is talking about someone buy something from Facebook, from Instagram and they didn’t get the product, but they already give them money. So, it’s a scam for them. Sometimes it will influence me to buy on social commerce. But it also in the social media like Facebook club also have the similar things and they also sell the products where you don’t know where it came from.” (Focus Group C, Interviewee D)

In summary, the majority of the interviewees appeared to know about social commerce or felt it as well and this is because they believe that it is as of now existing in our day-to-day routine. It also may be due to seeing the celebrities they follow selling their products on their social media. It seems to be that social commerce for interviewees is a trend or what is commerce to their generation. The interviewees also seemed to be aware of the concept of social commerce wherein they could purchase products and services through the social media platform that they are using.

The Lack of Buying Interest on Social Commerce

Most of the interviewees have a negative response on the Instagram shopping feature. The interviewees express their displeasure on the feature such as it was annoying, not interesting, not a formal platform for shopping, a useless feature, and seemed like a scam. Some of the interviewees mentioned that they only wanted to see their friend's stories and posts and the other interviewees seemed to have agreed with the other people's opinion on and also shared their thoughts on it.

"I never used that features as well because I think the interface is not user friendly. I think you can't even take a look at others comment of that product and you can't even know the store's review. So, I prefer Shopee or other e-commerce platforms." (Focus Group A, Interviewee F)

"I agree with all their opinions, but also, I found that about the chatting mechanism, some people may feel that it is not safety to them to buy things on Instagram because it is not the formal platform to make people buy things on it." (Focus Group A, Interviewee E)

"I will feel that the seller is fake because we don't know the people who sell the product the account is real or not or if the photo is clear or not. So, I usually think its fake when I see it." (Focus Group B, Interviewee B)

"It's about a few months ago, there was an update of Instagram and I found out that there are some changes in Instagram, and I click them, and I found out that thing and I think not really need it so I left but sometimes it will merge on

my screen. Like there was a microphone but I didn't buy it in Instagram, but I searched it on Shopee.” (Focus Group C, Interviewee B)

“I rarely use the shopping website of Instagram and also, I think I get to use buying the things on the official websites like Shopee or like other app. To me, I think that the merchandise on Instagram is not guarantee and also the style isn't less than other website and some of the merchandise is second hand. So, I can't really sure if I bought these things is it secure or not.” (Focus Group C, Interviewee E)

However, one of the interviewees mentioned that the Instagram shopping feature is good and have tried purchasing from it and was satisfied with its service and thought it was convenient. It seemed that despite Instagram shopping feature is still in an early development stage, there are still few people who are willing to try it.

“I feel like this kind of thing will show you what you saw or find recently want to buy and it will recommend you what you saw recently. I feel not bad because it will show you maybe similar things you are finding and from different shops. I feel not bad because few times I buy it, I'm always satisfied for the things. Maybe sometimes some store will say that if you are over 1000, it's free shipping fee. Sometimes I would just buy maybe more than 1000 because I feel lots of things maybe I need it. So, I just buy 1000 over because it has some return policy. So maybe, something is I don't like, and I can return it, so I think it's convenient.” (Focus Group B, Interviewee A)

In summary, almost all of the interviewees have expressed their displeasure on the Instagram shopping features as they think that it was pointless and that they are not actually interested in it and rather shop in an e-commerce platform. It seemed to be that the interviewees did not know about what the Instagram application is truly focusing on and was rather not interested on the shopping feature since it was not a formal place for them to do shopping. It also seemed to be that the interviewees felt that the Instagram application is only a social media to them where they can interact with their friends through their Instagram stories or posts.

Factors Affecting College Students' Interest in Buying Through Social Commerce

All of the interviewees mentioned that trust is the major factor on why their interest in buying through social commerce is affected. They would rather trust other application like the e-commerce platforms due to being safer and more convenient. It also seemed that most of the interviewees are afraid of buying through social commerce because they do not know if it is real or fake and where the product came from so, they feel the lack of security.

“Maybe I would try to but not now because there are more applications that is more trustworthy than this, like Shopee and all those websites that was mentioned. All those things are more safe and more convenient.” (Focus Group A, Interviewee E)

“I will feel that the seller is fake because we don't know the people who sell the product the account is real or not or if the photo is clear or not. So, I usually think its fake when I see it.” (Focus Group B, Interviewee B)

“I don’t think I will use social commerce because like what I said if I don’t like the product, it might be a scam. So, I’m afraid I cannot find the seller and say I don’t want this product can you return my money back? Also, the products on it is not what I want and I can’t find what I want on it. If I type the keyword in Shopee, they will have many kinds of store, but I never tried but I don’t think... it mostly looks like a secondhand for me when I type the keyword on it. So, it will affect me, and I don’t want someone to use it. Also, because what I want to buy is accessories, clothes, and make-up and I don’t want to buy someone might have used and someone re-sell it.” (Focus Group B, Interviewee D)

However, all of the interviewees seem to be willing to try buying on social commerce if the application’s system changes, where it can ensure the customer’s safety and can give them security. Only then will they trust it and are willing to buy products through social commerce.

“I think maybe I will buy something on social commerce in the future, but I think it is important that the system is more safety and can make me feel it is trusted. So, I will buy from it.” (Focus Group A, Interviewee E)

Overall, trust is the main factor to the interviewees for them to be interested in purchasing through social commerce. It appeared to be that the interviewees are doubtful on shopping through social commerce however are willing to buy using social commerce platforms if the application created a system where their requests are met. Hence, allows the interviewees to have a sense of security and can trust purchasing from social commerce.

Strategies Companies that Attract College Students into Buying Using Social Commerce

Based on the sharing, it seemed that some of the interviewees are confused on what feature is Instagram is specialized in. This is because they think that the application has too many features. Some of the interviewees feel that only big business can attract their attention on purchasing through social commerce as they feel that it is more trustworthily and credible. Some of the interviewees also suggested that adding customer feedback or store reviews can help attract customers. The interviewees thought that this strategy can help potential customers on knowing more about the product's quality and trust the seller. The interviewees also mentioned that having special events such as free shipping, discount, or inviting celebrities on promoting can attract their attention.

“I don't know, because Instagram cannot give me an image because it features too many things so I would think they are not specializing in one thing, but they do a lot of things. So, I don't really know what they really want to do.”

(Focus Group A, Interviewee C)

“For me now, I think only the big business can get my attention because I think the big business means their brand is I can trust their brand. As their potential customers, maybe one day they put their products in their Instagram. I will browse it and maybe I will buy their products from Instagram because I already know their brand is credible and I will want to buy their product.”

(Focus Group A, Interviewee A)

“The first time that made me realize that social commerce exist is when the Facebook have the Facebook marketplace. I think Instagram should add some

customer feedback or store reviews so people can trust them and attract customers.” (Focus Group A, Interviewee F)

“I think can have some special event like discount or invite some celebrity like YouTuber. I think this can attract people to purchase.” (Focus Group B, Interviewee C)

“I think the commodities can be more diversify like the style of the clothes or maybe the shipping or the delivery fee is free or is cheaper, I will consider to buy from the Instagram.” (Focus Group C, Interviewee E)

Furthermore, majority of the interviewees thought that there should be a middleman between the customer and seller. They mentioned that the guarantee is very important because it ensures them when will they get their product, that they will get the product, and they are able to return the product if there is any defect. Therefore, if there is a middleman between the customer and seller, the interviewees are most likely to purchase from social commerce.

“I think they should create a system like to have a guarantee. Like there is some way I can get my things back without just talk directly to the sellers. Like, I use my account to talk to the sellers and if he or she, the seller blocks me I cannot find the seller again and the record I buy is also gone. So, it will become a scam if he blocks me, so it needs to have a third person, the middle guy between me and the seller. Otherwise, I don't think I will buy from the social commerce.” (Focus Group C, Interviewee D)

“My opinion is like what ‘Interviewee D’ said. I think there should be a system that maybe can be guarantee that this product if you buy it, it's a good quality

product or if the product has something wrong you can just return it.” (Focus

Group C, Interviewee C)

CONCLUSION

The purpose of the study was to identify certain factors that determine young people purchasing things through social commerce. It aims at examining how trust might condition consumers' buying behaviors and attitudes concerning social commerce. This study utilized focus group method in gathering data and conducted 3 focus group interviews online, which had college students from ages at least 18 to 24 as participants. This is because this age group are more likely to be on social media such as Instagram and legible to purchase good and products online. The result of the data that was gathered, it can be seen that college students commonly use the similar e-commerce platform, Shopee, to purchase products online. The reason why they used it is because it fulfills their needs and demands however for the students who switch to another e-commerce platform, they commonly mentioned that it was due to not feeling secured enough which affected their trust on the e-commerce they were using previously. Therefore, the findings of this research aim to have a better understanding on the different factors that are affecting college students' not buying through social commerce, to understand how the role of trust to college students affect consumer satisfaction in social commerce. Furthermore, it is also to provide information on how social commerce platforms can gain their young audience attention. The outcome of this research can help big and small business in social media to fully understand how to reach and engage better with their younger audiences using social commerce as their tool.

The data the was gathered showed that the college students are aware of social commerce and felt is as well as they come across it every day. The student's view on social commerce is that it was becoming a trend and what commerce is to their generation. In addition, the data also showed that the Instagram application was commonly used by the college students, and they use

the application to communicate and engage with their friends. However, the college students have a lack of buying interest in Instagram is due to not being interested in it, that the shopping feature is pointless and rather annoying. It seemed to be that the college students do not know what the Instagram application is focusing on, thus gave the idea that the students were not interested in the shopping feature because it was not a formal platform for them to shop.

Furthermore, the students mentioned that trust is the major factor for them on being less interested in buying good through social commerce and that they would rather shop in an e-commerce platform that they trust. The student felt rather doubtful about purchasing through social commerce due to not being able to feel secured. However, the students are willing to purchase from social commerce if the system changes wherein they can ensure their safety and give them a sense of security which will lead them to trust it and increase their interest in buying good through social commerce.

Therefore, there are 4 strategies companies can draw on to attract college students into buying using social commerce. The first strategy that can attract college students into buying using social commerce is to have big brand companies sell their products through social commerce, as most of the students feel that its is more trustworthily and credible. The second strategy is to add customer feedback or store review to the Instagram shopping feature, the college students thought that it is an important add-on that can help potential customers know more about the product and its quality, as well as being able to trust the seller. The third strategy is that having special events such as free shipping, discount, or inviting celebrities on promoting can attract attention. Lastly, the fourth reason is having a middleman between the customer and seller is very important because it guarantees that the products will be sent, can be received with no problem, and can be returned if the product had any defect. Thus, if these four strategies can

be met, student are more likely to be attracted and more likely to purchase from social commerce.

APPENDIX A- The Transcripts

Focus Group A

Researcher: : Good Afternoon, I am Jashley Hsu and my Chinese name is Hsu Ke-Li (許珂莉) . And I came from the department of International Affairs and first of all, I would like to thank all of you for participating my interview and helping me conduct my research. So, my topic is about the troubled trustworthiness of social commerce: A focus group study on why Wenzao students' not buying products from Instagram. And before everything, I want to get to know you guys further so let's start with Amy. Hi Amy! May you please introduce yourself to the group?

A: Hi, I'm Amy and my Chinese name is Lin Shi-Xuan (林詩軒) and I came from the Department of Interpreting and Translation.

Researcher: How old are you Amy?

A: I am 21.

Researcher: Okay, thank you. May you tell us roughly how much is your monthly allowance or if you are working, how much do you usually earn?

A: Actually, my monthly allowance is 10,000 dollars probably.

Researcher: How frequent do you shop online and when did you last purchase a product from online shopping?

A: I do the online shop at least once a week, I guess. And the product I last purchased is cosmetics.

Researcher: How much do you usually spend on online shopping?

A: 1000 dollars.

Researcher: Can you describe what kind of online shopper are you?

A: Sometimes I think I'm a loyal customer and sometimes I think I'm a need-based shopper. I say I'm a loyal customer because when I want to buy some new clothes, I always choose the Japanese brand like Uniqlo or GU and most of my clothes and pants all come from Uniqlo and GU. And, like my daily necessities, I will buy from Qu Chen Shi (屈臣氏): Watsons or Poya. So, for daily necessities I don't have a specific brand that I really like. So, I think both I'm a loyal customer or need based shopper.

Researcher: Okay, thank you. Do you have other things to say or share to others before I move on to the other students?

A: No.

Researcher: Okay, Sammy may you please introduce yourself to the group?

B: Hello, I'm Sammy and my Chinese name is Luo Xin-Yu (羅心妤) and I'm 21 years old. And I'm a senior and my Department is Spanish.

Researcher: May you tell us roughly how much is your monthly allowance or if you are working, how much do you usually earn?

B: I think I earn about 20,000 a month because I have a work.

Researcher: How frequent do you shop online and when did you last purchase a product from online?

B: Actually, I shop online once a week and I just bought shoes like the day before yesterday.

Researcher: So, how much do you usually spend on online shopping?

B: I think is almost 5000 per month for online shopping.

Researcher: Can you describe what kind of online shopper are you?

B: I think I buy things without thinking if I really want that.

Researcher: Okay, thank you. Do you have other things to share to anyone or no?

B: No.

Researcher: Wayne, may you introduce yourself to the group?

C: Hello, I'm Wayne. My Chinese name is Xu Wei-En (許瑋恩). I'm right now 21 years old and I come from Spanish Department.

Researcher: May you tell us roughly how much is your monthly allowance or if you are working, how much do you usually earn?

C: Right now, my monthly allowance is 10,000.

Researcher: How frequent do you shop online and when did you last purchase a product from online?

C: I rarely do online shopping, but I think the last time was buying clothes with my friend online.

Researcher: How much do you usually spend on online shopping?

C: below a 1000.

Researcher: Can you describe what kind of online shopper are you?

C: What kind? More casual just scrolling down to see what I'm interested in.

Researcher: Okay, thank you. Do you have other things to share?

C: No.

Researcher: Flora? May you please introduce yourself to the group?

D: Hi. I'm Flora and my Chinese name is Qiu Yu-fang (邱郁芳). I'm 21 years old and I'm fourth year of Department of International Affairs.

Researcher: May you tell us roughly how much is your monthly allowance or if you are working, how much do you usually earn?

D: I have allowance from my parents, and I also have a part time job. So, I have 30,000 a month.

Researcher: How frequent do you shop online and when did you last purchase a product from online?

D: I shop online twice a month, and the last product I bought is a case for my air pods.

Researcher: How much do you usually spend on online shopping?

D: I usually spend 3000 on online shopping a month.

Researcher: Can you describe what kind of online shopper are you?

D: I buy anything without thinking.

Researcher: Okay, thank you. Do you have other things to share?

D: No.

Researcher: Tiffany? May you please introduce yourself to the group?

E: Okay, hello everyone I'm Tiffany and my Chinese name is Hou Ting-Han (侯廷翰). And now I'm 22 years old and I'm now a year four student and I come from the Department of International Affairs.

Researcher: May you tell us roughly how much is your monthly allowance or if you are working, how much do you usually earn?

E: My monthly allowance is basically 3000 and I don't have a part time job.

Researcher: How frequent do you shop online and when did you last purchase a product from online?

E: I shop online for once on one or two months.

Researcher: When was the last time you bought? Do you remember?

E: In July I remember.

Researcher: How much do you usually spend on online shopping?

E: for about 500-1000 dollars.

Researcher: Can you describe what kind of online shopper are you?

E: I will just buy the things that I needed.

Researcher: Do you have other things to share to the group?

E: No.

Researcher: No? okay thank you. We can go to the next student, Vivian?

F: Hi I'm Vivian. I'm from the Translation and Interpreting Department and I'm 20 years old

Researcher: May you tell us roughly how much is your monthly allowance or if you are working, how much do you usually earn?

F: My monthly allowance is 8000.

Researcher: How frequent do you shop online and when did you last purchase a product from online?

F: I usually shop online three times a month and the last time I bought was a table accessory.

Researcher: How much do you usually spend on online shopping?

F: Below 1000.

Researcher: Can you describe what kind of online shopper are you?

F: I usually compare the price between the same products, and I see the product's review.

Researcher: Okay, thank you. Do you have other things to share?

F: No.

Researcher: Gary?

G: Yes?

Researcher: May you please introduce yourself to the group?

G: Hi, I'm Gary and I'm 21 years old and my Chinese name is Wang Xuan-Yue (王宣悦) and I came from the Department of German.

Researcher: May you tell us roughly how much is your monthly allowance or if you are working, how much do you usually earn?

G: My monthly allowance would be below 10,000.

Researcher: How frequent do you shop online and when did you last purchase a product from online?

G: Last time I used online shopping was last week, I often used online shopping once a month.

Researcher: How much do you usually spend on online shopping?

G: Also, below 1000.

Researcher: Can you describe what kind of online shopper are you?

G: I'm kind of a casual buyer because I only buy thing what I need.

Researcher: Okay, thank you. Do you have other things to share?

G: No.

Researcher: Okay, we can move on to the next part of the interview. So, social media usage and anyone can answer it. What social media do you frequently use and how often do you use it? Amy?

A: I use Facebook or Instagram.

Researcher: What do you usually do with the app?

A: Just sharing photos, chatting with friends, and acquire some different information from around the world. I also watch the news from Instagram, and I follow like BBC and CNN something like that.

Researcher: How about the other students, do you guys also use the same social media app as Amy?

Everyone: Yes.

Researcher: Can you guys tell me what you feel about the Instagram app?

B: Because people can share their daily life, mood, and especially the camera function is really great. It can make you become another person.

Researcher: Other students do you guys want to add your opinions?

A: I think the Instagram is becoming more convenient because you can browse the any information and you can watch the videos on Instagram, even you don't need to go in YouTube, and I think it really change our life.

C: I think Instagram is more, they post pictures more in Instagram instead of Facebook. And I just follow the trend. Like when I was in elementary and junior high, we almost use Facebook more but not Instagram but as time goes on, we just follow the trend because everybody is always using Instagram. So, we transfer from Facebook to Instagram. And, what I feel about Instagram I think it's great, but I think it gave us too much information, like too much information.

Researcher: Like what kind of information?

C: You don't really want to know all the stuff they recommend you, but you just saw a lot of things in there.

Researcher: do you mean the advertisements?

C: No, I think it's on the explorer. They recommend you so much if you just saw one thing and they recommend you a lot of the same things. So, you can watch the same category. Like if you click on a cat video, it will give you a lot of cat video. So, if you were interested in shoes, and you click on a shoes picture or a store. Then, they give you a lot of shoes. Something like that.

Researcher: So, it automatically recommended to you?

C: yeah.

Researcher: Do you have any other things to share?

C: No.

Researcher: Other students? Tiffany? What do you feel about Instagram?

E: I think it's just a social media that people can share their daily or anything on it. Basically, I feel it is great cause you can get a lot of information on it but sometimes it can be annoying because of the advertisements.

D: Sometimes I think Instagram can replace Google. When I want to find something or to know what is delicious, I won't Google it I type the food I want on the Instagram, and it will have recommendation on it.

Researcher: So, you usually find food recommendation on Instagram?

D: Yeah. I always get information on it. Like, I don't know the time for selecting the course, but people post on it. So, I go select it. Like, I don't know the typhoon will come next week but you post on it so I know the typhoon will come.

Researcher: So, people who uses Instagram like your friends can inform you about these things?

D: Yeah, and you know a lot of influencer has an account on it, so they'll teach you a lot of things. Like, when you go to a place how can you pose to get a good picture.

Researcher: Okay, thank you. How about the other two students? Vivian or Gary?

F: I like the function of story because people can share their daily life on it and sometimes, I will take a look at some information on Instagram, and I think it's quite convenient than Facebook because people nowadays use Instagram more. And lots of people like celebrities, and even run their official accounts there. Even normal people can create their account to share their life. So, it's convenient for me than using Facebook.

Researcher: Okay, thank you. How about Gary, do you agree with all of them, or do you have other opinions?

G: Well, I think that the social media for me is for killing the time. Because, when I feel really bored, I would use Instagram or YouTube. But I don't think it's really convenient for me. the only thing that I feel convenient for me is I often receive school messages from my friends on Instagram, so I don't have to check my email.

Researcher: why do you think it's not convenient?

G: For me that's just entertainment.

Researcher: Okay, thank you. We can go to another topic which is what do you feel about the shopping features of Instagram? Have you guys noticed it? Anyone can answer this.

B: Actually, I think it's annoying because I only want to see people sharing their stories or mood in Instagram. I don't really want to see some products on it because I only buy something that I only trust in.

Researcher: So, you never used the shopping features?

B: Yes.

Researcher: Okay, how about the other students, do you have the same opinion as Sammy?

F: I never used that features as well because I think the interface is not user friendly. I think you can't even take a look at others comment of that product and you can't even know the store's review. So, I prefer Shopee or other e-commerce platforms.

A: In my opinion, I think this feature is kind of useless. You can see the picture looks good and delicate. I think all the pictures are good, but I can't see the customer's feedback. So, I never want to have an online shop on the Instagram commerce. So, that is my concern.

Researcher: If Instagram did include customer feedback, will it increase your chance of buying from Instagram.

A: Because I never use this feature. If I can see the customer's feedback directly it will influence... maybe I want to buy it. Maybe I will want to buy it, but you can only see the picture on the Instagram so that's my concern.

C: I never use the feature either, but I think one good thing about it is it can attract people really easily because if the picture is really beautiful, we click on it and check what it is all about. So, I think it's good to attract people but it's not convenient enough for online shopping. Because they always link to another website and there are a lot of websites of their own store. So, I don't think it's good for those shoppers.

E: I agree with all their opinions, but also, I found that about the chatting mechanism, some people may feel that it is not safety to them to buy things on Instagram because it is not the formal platform to make people buy things on it.

Researcher: How about Gary and Flora?

G: I often ignore it, the advertisement on the Instagram because for me, I seldom buy from online. So, the item often appear on Instagram has nothing to do with me and I just swipe it up.

Researcher: So, you just ignore it and skip it?

G: Yes.

D: I don't like the advertisements on Instagram, but I think the advertisement is different from their shopping features. Because the advertisement is something that suddenly show up when I was watching a post or story. But the shopping features there is a button below the page like a shopping bag. When you press it, there are a lot of goods Instagram recommend for you, so I think it's different. And about the shopping features, I like this, but I don't like the advertisements that suddenly shows up.

Researcher: Okay, thank you. Does anyone still want to share? So, I want to ask all of you did you purchase anything on the Instagram app before?

Everyone: No.

Researcher: So, let's move on to our next topic which is about E-Commerce. So, in e-commerce what platform do you usually shop online? Anyone can answer this one, you may agree with one another maybe you use the same platform with one another.

A: I usually use Shopee and Bo Ke Lai (博客來), the book website. These two are my favorite websites.

Researcher: What do you usually buy in these stores?

A: I always buy album and cosmetics from Shopee, and I would buy some books from books.com, from Bo Ke Lai (博客來).

Researcher: What made you like these platforms?

A: Can you repeat the question again?

Researcher: What made you like these shopping platforms?

A: Because Shopee is more convenient and I will choose Bo Ke Lai (博客來) is because this website always give you the discount. If I really want to buy the book, it's not very expensive. Bo Ke Lai (博客來) collaborated with ShopBack, it's a website where you can get an extra discount.

Researcher: Do you have want to share any experience with these stores when your using it, may be good or bad?

A: I think Bo Ke Lai (博客來) is a good website, because you not only buy books from this websites but you can also buy daily necessities from this websites.

Researcher: Okay, how about the other students?

B: I think I use Shopee as well and I usually buy clothes on it because I think that I can buy something cheaper. And, it has a lot of discounts especially during the discount season, you don't need to pay the delivery fee. I think it's good for me.

Researcher: Do you have any experience you want to share to the group?

B: Yes, last time I bought some clothes, and the size didn't fit me, but they didn't allow me to return that product. So, it's pretty sad because I waste my money on it.

Researcher: I'm sorry to hear that, how about the other students?

F: I use Shopee as well, they usually held free shipping events and they often have some Shopee coins as a reward. But I hate the return policy as well. Once, I bought a backpack and it was broken as well, and they didn't allow me to refund or return it. That's the reason why I hate Shopee, but I love it as well.

G: : I often use Shopee and Bo Ke Lai (博客來).

Researcher: What do you usually buy from these apps?

G: From Shopee, I bought some tools like connecting for the computer. I just bought things that's casual and I buy some books from Bo Ke Lai (博客來).

Researcher: Do you have any experience you want to share to the group?

G: I feel really good about Bo Ke Lai (博客來) because the delivery is really fast. Within 3 days the item will be in 7-11. So, I think it's really nice.

Researcher: Thank you. How about the other students? Flora?

D: I usually use Shopee.

Researcher: You usually use Shopee? What do you buy from Shopee?

D: I buy clothes or anything I want but if I can't buy it from a store then I would go check it in Shopee.

Researcher: Okay, what do you feel about this app?

D: I like it very much because it will tell you the statement of your product, like where it is now.

Researcher: So, it tells you the location, right?

D: yeah, and you can press like so that will collect all the thing you like in a part. So, if you want to buy online shop next time, you can go to the part that collect all the things you like.

Researcher: Do you have any experience you want to share to the group?

D: No because I don't have any bad experience on Shopee

Researcher: Okay, thank you. How about Wayne?

C: Can I talk about other websites?

Researcher: Yes, you can.

C: Because I like to play video games a lot, do you know the platform Steam?

Researcher: Yes, I do.

C: Yeah, so it's a platform for games and I use Steam to check on if there are free games or some new games I could buy.

Researcher: What do you like most about this platform?

C: I think it's good because it contains a lot of games like indie games like those producers who are not a big studio. They can make a small game but it's really good for everyone to see.

Researcher: Thank you. Do you have any good or bad experience from Steam?

C: It's actually from my friend's experience. He just bought a game before 12 am, and once he bought it and few minutes after the game shows a really good discount. So, he bought the game in an expensive price.

Researcher: Okay, thank you. Lastly. How about Tiffany?

E: I want to share the website, or the app is about Pinkoi, this app is more about, there are a lot of designer or more special handy craft on it.

Researcher: Oh you are interested in these stuffs?

E: Yes.

Researcher: And what do you like about it?

E: I think it offers a lot of things other websites don't have and I think the bad experience is about the delivering fee because it is so expensive. Sometimes it needs 100 dollars to deliver the products.

Researcher: It's so expensive! Thank you for sharing. So, this is the last part of my interview which is about Social Commerce. So as usual, anyone can start answering this. First, what thoughts, feelings, and associations come to mind first when you think about social commerce?

C: When I first saw the words, I think it's more of a trend because like on the social commerce it will emerge a lot of the same thing if people were interested in. For example, like food, everyone saw like donuts or cake, and they just went on the website to check if there are delicious cake store or something. So, I think it can easily make a trend.

Researcher: When did you become aware of its existence?

C: I don't really remember. I'm not really like looking into these too much.

Researcher: In the future, will you purchase things using social commerce? Why or why not?

C: Maybe I would try to but not now because there are more applications that is more trustworthy than this, like Shopee and all those websites that was mentioned. All those things are more safe and more convenient.

Researcher: As a potential customer, what do you think small or big businesses using social commerce can do to attract you? Like those businesses in Instagram.

C: I don't know, because Instagram cannot give me an image because it features too many things so I would think they are not specializing in one thing, but they do a lot of things. So, I don't really know what they really want to do.

Researcher: So, it's an unknown app to you, like what they are trying to give you?

C: Yeah. I also use Instagram as a social media not to buy things.

Researcher: How about the other students? Yes? Amy?

A: For me now, I think only the big business can get my attention because I think the big business means their brand is I can trust their brand. As their potential customers, maybe one day they put their products in their Instagram. I will browse it and maybe I will buy their products from Instagram because I already know their brand is credible and I will want to buy their product.

Researcher: When did you become aware of its existence?

A: I think the social commerce is in our life everywhere, just when I open my Facebook or I open my Instagram, you always can see some influencers are selling their products. I think that truly make me feel what is e-commerce in this generation.

Researcher: So, does this mean that you, in the future will purchase something from social commerce?

A: Yes.

Researcher: Okay, thank you. How about the other students? Sammy?

B: I think maybe in the future I will buy something from Instagram. Especially, every time I look at models and they wear the stuff, and it looks really great. And I would want to buy it.

Researcher: When did you become aware of its existence? Is your opinion same as the others?

B: Yes, same as the others because it's really convenient because we use Facebook and Instagram and a lot of social media. It has a lot of shop options that you can choose.

Researcher: What do you think big or small business can do as their potential customer to grab your attention using social commerce?

B: I think as Amy just mentioned, the big ones... because it will make me feel I trust the brand and I would like to buy it.

Researcher: Okay, thank you. How about other students?

F: The first time that made me realize that social commerce exist is when the Facebook have the Facebook marketplace. I think Instagram should add some customer feedback or store reviews so people can trust them and attract customers

Researcher: Flora, your mic is off.

D: Oh, the first time I realize it exist is when I was in Junior High School because my hometown is in the countryside, so I didn't really go to a shopping mall or somewhere that you shop. So, we know how to use online shop. So, I know since that time I started to shop online often.

G: I will buy in reality rather than in social commerce.

Researcher: So, in the future you won't buy anything from social commerce or are you open to buy from social commerce?

G: I'm not sure right now but I think maybe few years later I will change my mind.

Researcher: What do you think big or small business can do as their potential customer to grab your attention using social commerce?

G: I think the pictures is really important and the words like the title should be really astonishing to attract the customers.

Researcher: Okay, and how about Tiffany?

E: I think maybe I will buy something on social commerce in the future, but I think it is important that the system is more safety and can make me feel it is trusted. So, I will buy from it.

Researcher: It's safe to say, that in the future you will purchase something from social commerce?

E: Yes.

Researcher: When did you notice that social commerce exists?

E: I think the Facebook market and also the Instagram, its feature come out and I feel that it is social commerce.

Researcher: What do you think big or small business can do as their potential customer to grab your attention using social commerce?

E: I also feel that the big business can make me feel that I can buy products from it.

Researcher: Okay, thank you. That's all for the interview for today and I would like to thank all of you. Thank you, guys, so much for coming.

Focus Group B

Researcher: Good Afternoon, I am Jashley Hsu and my Chinese name is Hsu Ke-Li (許珂莉) . And I came from the department of International Affairs and I would like to start this interview by thanking all of you for participating my interview today and helping me conduct my research. So, I would like to introduce my research topic which is about social commerce and why college students' not buying products from Instagram. And I will be explaining what social commerce is to help you understand what it is. Basically, social commerce is using social media as their tool to sell products, promote their products and their service. That means within the social media you are using, you are basically buying from it without leaving the platform. So if you have any other concerns what the topic is about, you can let me know. Now let's start with the Interview, we can start with Susan? May you please introduce yourself to the group?

A: Okay, My English name is Susan and my Chinese name is Xiao Pin-Lun (蕭品綸). My department is International Business Administration, and my age is 21.

Researcher: May you tell us roughly how much is your monthly allowance or if you are working, how much do you usually earn?

A: My monthly allowance is maybe 3000 and my work almost earn 20,000.

Researcher: How frequent do you shop online and when did you last purchase a product from online?

A: My frequent is maybe one times a week sometimes. Last time, I remember I buy is last week. I buy the clothes.

Researcher: How much do you usually spend on online shopping?

A: Sometimes will over 1000 but almost below 1000.

Researcher: Can you describe what kind of online shopper are you?

A: Almost buy in sales seasons like you pick three the clothes and you will have it for half priced.

Researcher: Okay, thank you. We can go to the next student. Hero? Oh! Penny you want to start first?

B: Yes, sorry. Can I introduce myself?

Researcher: Yes, may you please introduce yourself to the group?

B: Okay, My name is Penny and my Chinese name is Su Xuan-Ling (蘇玄玲). My major is Department of International Affairs.

Researcher: How old are you Penny?

B: I am 22 years old.

Researcher: May you tell us roughly how much is your monthly allowance or if you are working, how much do you usually earn?

B: I usually spend 5000 dollars in a month, and I don't have work, it depends on my parents.

Researcher: How frequent do you shop online and when did you last purchase a product from online?

B: Twice in a month, I think.

Researcher: okay, when did you last purchase a product from online?

B: I bought a set of straws online

Researcher: How much do you usually spend on online shopping?

B: 2000

Researcher: Can you describe what kind of online shopper are you?

B: Consider a lot and cannot make a decision. I usually compare products from different shops.

Researcher: Thank you Penny, before I move on do you want to share anything else?

B: Sorry I am not convenient because I am outside and the low quality. So, I can leave first?
Researcher: No because we will proceed with the other questions after the introduction part.
B: Oh okay, so I leave the meeting, but I will make my microphone in silent is, okay?
Researcher: It's okay, you can mute your microphone first.
B: Okay, thank you.
Researcher: Okay, let's move on. Hero? May you please introduce yourself to the group?
C: Okay, so my name is Shi Hong-Ming (施泓名) and my English name is Hero. I am 21 years old, and I'm grade 4 student and from the Department of International Affairs.
Researcher: May you tell us roughly how much is your monthly allowance or if you are working, how much do you usually earn?
C: My monthly allowance is roughly 2000 a month and I don't have work.
Researcher: Okay, thank you. Do you shop online frequently?
C: Actually, I seldom shop online.
Researcher: And when did you last purchase a product from online?
C: Last time I online shopping is few weeks ago and I remember I bought a textbook.
Researcher: How much do you usually spend on online shopping?
C: Usually 500 to 1000 dollars.
Researcher: Can you describe what kind of online shopper are you?
C: I think I am a need-based shopper. I just buy things I just need.
Researcher: Okay, thank you. Do you have any other things you want to share?
C: No, I don't have.
Researcher: Okay, Simon? May you please introduce yourself to the group?
D: Hi, my name is Simon and my Chinese name is Cai Bo-Cheng (蔡博丞). I'm 21 years old and I'm from the Department of Spanish.
Researcher: May you tell us roughly how much is your monthly allowance or if you are working, how much do you usually earn?
D: My allowance is 6000 dollars, and I don't have a part time job or a job, so let's say zero?
Researcher: Okay, thank you. And how frequent do you shop online?
D: Till now, I only did five times. The last time was 2 years ago. I guess.
Researcher: Two years ago?
D: Yes.
Researcher: Oh! pretty long time ago. And can you describe what kind of online shopper are you?
D: I am a need-based shopper and discount seeker.
Researcher: Okay, thank you.
D: Thank you.
Researcher: Lastly Alice, may you please introduce yourself to the group?
E: Okay, my English name is Alice and my Chinese name is Rao Fang-Qi (饒芳綺). I am 21 years old. I'm a senior from the DIA.
Researcher: May you tell us roughly how much is your monthly allowance or if you are working, how much do you usually earn?
E: I don't have work, so I guess 10,000 NT Dollars monthly as my allowance.
Researcher: How frequent do you shop online?
E: I go shopping online about once a month.
Researcher: When was the last time bought it?
E: Just last month.
Researcher: What did you bought?

E: I bought clothes and make-up.

Researcher: How much do you usually spend on online shopping?

E: under 1000.

Researcher: Can you describe what kind of online shopper are you?

E: I will say basically I am a need-based shopper. But sometimes I will lose control like the...

Researcher: So, you are an impulsive buyer?

E: Yes.

Researcher: Okay, thank you. We can now proceed to our next segment which is about social media usage. May you guys tell me what social media you guys use often? Anyone can answer this. Susan, yes?

A: I almost use Instagram, Line, and Facebook.

Researcher: How many times do you usually use Facebook and Instagram in your daily life?

A: I usually use Instagram all the time but Facebook maybe only two times a day.

Researcher: What do you usually do with the app?

A: Instagram, I usually browse my friend's stories or maybe some advertisements will show me some good stores something like that and I will click it

Researcher: Can you tell me what you feel about the Instagram app?

A: I feel is convenient and sometimes bad because maybe you saw advertisement about finding something and maybe it shows up and makes you want to buy. So, you will lose money.

Researcher: So, you are the type of person who likes to see the advertisement and you might buy their products?

A: Yes.

Researcher: How about the other students?

C: I use the Facebook and Instagram.

Researcher: And what do you usually do with the app?

C: I usually just check others posts and chat with other people.

Researcher: How many times a day or maybe a week do you use the app?

C: Once a day.

Researcher: Okay, thank you. And the others?

D: Yes, Hi I'm Simon.

Researcher: Hi Simon. So, what app do usually use in social media?

D: I use Instagram a lot!

Researcher: A lot? Oh! How many times a day or maybe a week?

D: I check my Instagram when it comes into my mind. So, it could be several times a day or a few times.

Researcher: And what do you usually do with the Instagram app?

D: I usually check those posts from the timeline from my friends or from those celebrities.

Researcher: Okay, thank you Simon. How about Alice and Penny?

E: I often use Instagram and Line and sometimes use Facebook. And most of the time I would use them for chatting and browsing information. I seldom shopping on Facebook because they have too many advisements.

Researcher: compared to Facebook, Instagram has less advertisement?

E: Yes.

Researcher: Okay. Penny? Penny are you here?

B: Yes, I'm here but it's not convenient.

Researcher: Oh, but what apps do you use.

B: I usually use Line, Instagram, and Facebook.

Researcher: And what do you usually do with it?

B: Receive the messages from the teachers and classmates.

Researcher: Okay, we can go to the next topic which is about the Instagram's shopping features. What do you guys feel about the shopping features of Instagram? Anyone can share.

A: I feel like this kind of thing will show you what you saw or find recently want to buy and it will recommend you what you saw recently.

Researcher: So, you feel good about this?

A: I feel not bad because it will show you maybe similar things you are finding and from different shops.

Researcher: So, did you purchase anything from shopping feature of Instagram.

A: On Instagram, I think sometimes.

Researcher: Sometimes? So, what do you think about it and can you tell us what your experience when you bought something from Instagram?

A: I feel not bad because few times I buy it, I'm always satisfied for the things.

Researcher: And, how about maybe you can tell us about the shipping fee or what's the shipping process? What do you feel about that?

A: Maybe sometimes some store will say that if you are over 1000, it's free shipping fee. Sometimes I would just buy maybe more than 1000 because I feel lots of things maybe I need it. So, I just buy 1000 over because it has some return policy. So maybe, something is I don't like, and I can return it, so I think it's convenient.

Researcher: How about the other students?

C: I think I won't buy things because I don't have any interest in this stuff.

Researcher: So, you are not really interested in it?

C: Yeah.

Researcher: So, you never open the shopping feature of Instagram?

C: Yeah, actually I never shopping anything from Instagram.

D & E: ah...

E: Simon first.

Researcher: Okay Simon.

D: Oh okay, I think that it's a little bit annoying because when I use Instagram, I just want to open the post on my timeline, but I will be distracted by those things in the shopping features.

Researcher: Oh, so you feel a little distracted about it?

D: Yeah.

Researcher: So, did you ever purchase from the shopping feature before?

D: No.

Researcher: And will you consider buying from it?

D: Well, if I am interested in that, I will purchase.

Researcher: Okay, thank you Simon. And Alice?

E: Yes, I think this category is very clear so I can choose what type I want to see and I think the videos is better than only have pictures.

Researcher: So, you feel good about it?

E: Not bad.

Researcher: Did you buy something from it before?

E: Actually, not from Instagram because nowadays many shops they have their own official websites or other access like Shopee. So, I would choose Shopee than Instagram.

Researcher: Okay, thank you. So, we can move on, Penny do you have anything else you want to say, or do you agree with the group?

B: I agree but cannot answer right now.

Researcher: It's okay.

B: Sorry.

Researcher: We can go to our next topic which is e-commerce. So, what e-commerce do you guys usually use?

A: I usually use Shopee almost and the bookstore, I use that seldom when I need to buy book. I would find it from that bookstore app first.

Researcher: Can you tell me what you feel about it? The platforms that you are using, Shopee and the bookstore.

A: I think both of them are really convenient, and fast because last time I just. If I order the book today maybe it will come tomorrow. And the shipping fee is not really expensive.

Researcher: How much is usually, the shipping fee?

A: maybe it's around 20. And Shopee is a convenient platform because I think every seller will write the details really clearly and show the customer what we want, and we can connect the seller really directly.

Researcher: Do you have any experience you want to share to us?

A: I want to share that something good about Shopee. Last time, I bought something from Shopee, Shopee will tell the seller when they should send my things and if they don't send it then they would cancel my order.

Researcher: Okay, thank you. Do you have any other thing to share?

A: No.

Researcher: Okay, how about the other students? Yes, Hero?

C: I usually use the Rakuten website and the Bo Ke Lai (博客來).

Researcher: What do you usually buy from these stores.

C: I usually buy books.

Researcher: What do you like about it?

C: Usually I like these two shopping websites because the deliver time is really quick, I just need to wait for 2 to 3 days. I think these two shopping websites is convenient and safe.

Researcher: Do you want to share any experience to the group?

C: Actually, I don't have any experience about it.

Researcher: Okay, thank you.

E: Okay, I go first. Hi! I finally solve my problem of camera. I always use Shopee for shopping because I don't have any other membership because I think Shopee is more convenient for me because I can pay when the company arrives in the convenient store.

Researcher: What do you usually buy from it?

E: Make-up and clothes.

Researcher: Do you have any experience you want to share?

E: No.

Researcher: Okay, how about Simon?

D: Hi?

Researcher: Hi, what do you usually use in e-commerce.

D: I usually shop in Shopee.

Researcher: What products do you often buy online?

D: I usually buy clothes.

Researcher: What do you usually feel about the app when you are using it?

D: Well, I think it's convenient and some products are cheaper there.

Researcher: Do you have any experience you want to share to the group?

D: Well, nothing special happened to me but I would like to say please be careful to the material of clothes because sometimes they would send you the wrong material, so you need to contact them and send it back. But it's troublesome.

Researcher: Okay, thank you. How about Penny? If it's convenient for you, do you want to share?

B: Yes, I finally finish.

Researcher: So, do you want to answer about the social media usage a while ago? What do you usually use? Because a while ago I couldn't hear you about the social media you used. Can you share it again?

B: I usually use Instagram, Facebook, and Line.

Researcher: And how many times a day do you usually use the app?

B: I think besides I sleep I use them all the time because we need to receive the messages from the teacher or classmates or friends. So, besides I sleep I usually them.

Researcher: What do you feel about Instagram?

B: I think it's convenient to know friend's life, but one point makes me feel annoyed because of the advertisement. Once we google one product and the Instagram will show the product.

Researcher: So, its recommended to you already?

B: Yes.

Researcher: What do you feel about the shopping features?

B: I will feel that the seller is fake because we don't know the people who sell the product the account is real or not or if the photo is clear or not. So, I usually think its fake when I see it.

Researcher: So, you don't consider buying from Instagram?

B: Yes! Never.

Researcher: Okay, you share to us what you usually use in e-commerce.

B: Bo Ke Lai (博客來), books.com, and momo. I usually choose the big companies, the website.

Researcher: What do you usually buy from there?

B: Books or clothes or other things. Because like the Shopee we don't know the seller, so I feel not so trust it during the purchasing process.

Researcher: Do you have any experience you want to share to the group?

B: I once bought Moyu Shuang (魔芋爽), do you know? Its a kind of food in Shopee and its very, very, very oily. A lot of oil.

Researcher: How much did you spend?

B: 500, means I have 100 pack of Moyu Shuang (魔芋爽) and the seller used the water box to deliver my Moyu Shuang (魔芋爽). When I received my Moyu Shuang (魔芋爽), wow the books is full of oil. Oh my God!.

Researcher: So, you couldn't return it to the seller?

B: Yes, I couldn't return it because the box is fully of oil, and I had to wash it one by one. I even need to find the broken one to eat it first.

Researcher: So, because of this incident was this the reason why you don't want to shop in Shopee anymore?

B: Yes.

Researcher: Okay, thank you.

B: Thank you.

Researcher: We can go to the next segment which is about social commerce. What thoughts, feelings, and associations come to mind first when you think of the word social commerce? Maybe Alice?

E: So, you said social commerce?

Researcher: Yes, what first come to your mind when you saw it.

E: When it comes to social commerce, I would say it's very popular recently and very convenient for customers. And I would think about more discount.

Researcher: When did you become aware of its existence?

E: I'm not sure, maybe social media is one of the factors because sometimes I would notice this word from the news.

Researcher: Will you ever buy from social commerce, like Instagram maybe?

E: I'm not sure because I often see the products from Instagram but when I click into their links it just goes to their Shopee so I'm not sure if it's the account for social commerce.

Researcher: How about the other stores that direct you to their official stores?

E: Sometimes they will put the official link on their Instagram profile.

Researcher: Do you prefer buying from those official stores?

E: Yes, or Shopee.

Researcher: How about the other students? Yes, Hero?

C: I think social commerce is shopping in social media.

Researcher: And when did you become aware its existing?

C: Actually, I don't quite remember.

Researcher: In the future, will you purchase things using social commerce? Why or why not?

C: Yes, I think I will try if the things are interesting to me,

Researcher: What do you think big or small business can do to get your attention, as their potential customer. How can they grab your attention?

C: I think can have some special event like discount or invite some celebrity like YouTuber. I think this can attract people to purchase.

Researcher: So, it will increase your buying intention from social commerce?

C: Yes.

Researcher: Okay, thank you. How about the other students?

A: I think social commerce is kind of trend recently.

Researcher: Why do you think it's a trend?

A: Because lots of people use cellphone all day and we download some social apps and we always saw some news or something we don't know from these kinds of social apps.

Researcher: When did you become aware of social commerce

A: Maybe when the smartphone became famous.

Researcher: You already bought something from social commerce, right?

A: Yes.

Researcher: Will you continue buying from it?

A: I think yes because it is convenient for me. Maybe sometimes I have work and I don't have time to go shopping or something.

Researcher: What do you think big or small business can do to get your attention, as their potential customer. How can they get your attention?

A: Maybe they buy the advertising or spend lots of money on advertising because it will always show up in our Instagram.

Researcher: Okay, how about the other students? Simon or Penny?

D: Well, I go first.

Researcher: okay, what do you think about it, the word social commerce?

D: I agree with Hong-Ming (泓名), Hero. I think it makes me no need to check two app so I can do shopping and check the advertisements.

Researcher: So, you feel good about it?

D: Yeah, because I think that is smart.

Researcher: So, in the future you're willing to purchase something from social commerce?

D: I will give it a try.

Researcher: What do you think big or small business can do to get your attention using social commerce?

D: I would say the quality of their products is important

Researcher: Okay, thank you. Do you have anything else you want to share?

D: No.

Researcher: How about penny? Sorry Penny I can't hear you, it's a little bit too noisy.

B: Sorry.

Researcher: It's okay, if it's a little bit quiet, you can share it to us.

B: Can I type it?

Researcher: Okay, you can type it and I can say it. "Compare with online, shop, I still prefer buying products in the real shop because I think it can ensure my right". So, you feel that trust is important? "Yes". Okay thank you Penny. What do you think small or big companies can do to grab your attention? "Discount". Okay, thank you Penny. You can close your microphone. So, before we end do you guys have anything else you want to share to the group?

Some: No.

Researcher: Okay, thank you all for participating my interview.

E: I want to say, many people will choose Instagram maybe the photo in Instagram is more beautiful rather than Facebook, I think. Because we will think pictures in Facebook is more traditional and less design. I don't know maybe the arrangement of Instagram seems more high quality.

Researcher: So, it grabs your attention, the pictures?

E: Yes.

Researcher: Will you ever buy if big companies use high quality photos?

E: I think big companies have more assurance we can tell this company if its good or bad from its followers. Small companies like who have followers under 500 people I would say that is small company. Okay, that's all. Did I answer all your questions, if there are any questions or if there are unclear you can ask me again?

Researcher: Okay, let me think about it. So, a while ago you told me you will not purchase anything from Instagram.

E: Maybe no, because I'm not sure because some products in Instagram link to their official website so I'm not sure if that's account for shopping from Instagram.

Researcher: Social commerce is mostly like, you use Instagram, you're using it for daily use, and you suddenly saw a product you like from Instagram, and you click on it. And then, it directs you to their official store, and you buy from it. But you don't leave from Instagram. So, after you bought from it, you can continue using Instagram app. That's basically what social commerce is, you don't have to leave and go to another store to shop.

E: Oh! If in this case I would shop in Instagram.

Researcher: Oh, okay. Thank you!

Focus Group C

Researcher: Good evening, I would like to thank all of you for participating my interview for today. My research topic is about social commerce and why Taiwan College students' not buying from Instagram. So, if you guys have any confusion about social commerce, I will be explaining it to all of you guys. So, social commerce is basically social media and e-commerce put together. You do things on social media like searching for the product and you can buy the product without leaving the platform. So, you don't have to go to other e-commerce platforms like Shopee and you just do everything within the social media that you are using. And, without further ado, let start with introduction. Let's start with Annie. May you please introduce yourself to the group?

A: Okay, my Chinese name is Lin Yu-Han (林郁涵), and my English name is Annie. I'm 21 years old and I'm the fourth grade from the Department of International Affairs.

Researcher: May you tell us roughly how much is your monthly allowance?

A: I think it depends on my mother, my monthly allowance from my mother is 5000 and I'm working now, and I earn mostly 7000 in one month.

Researcher: Okay, and how frequent do you shop online and when did you last purchase a product from online?

A: Last week, and I shop the products from Shopee.

Researcher: And how much do you usually spend on online shopping?

A: I spend online once a month or sometimes once a week.

Researcher: So, how much money do you spend on online shopping?

A: More than 500.

Researcher: Okay, can you describe what kind of online shopper are you?

A: I think I am a discount seeker. I always found the discount which... for example if Shopee have a discount, I bought from Shopee but if momo is cheaper than Shopee then I always bought from momo.

Researcher: So, if the store you are buying from is discounted you prefer the one that's less expensive, right?

A: Yeah.

Researcher: Okay, thank you! Luis? May you please introduce yourself to the group?

B: Okay, Hi everyone my name is Luis and my Chinese name is Zhu You-Cheng (朱宥丞) and I'm a 19 year old boy majoring in Spanish, and this is my second year in Wenzao. And this is my first time participating an interview in English.

Researcher: Thank you for participating. And may you please tell us roughly how much is your monthly allowance and if you are working how much do you usually earn in a month?

B: I'm not working now because I want to focus on my studies, and I have a monthly allowance of about 7000.

Researcher: Okay, thank you. And can you tell us how frequent do you shop online and when did you last purchase a thing from online?

B: As of last month, I rarely bought anything from online store but now I do. And the frequency is about twice a month, I think. And the last time was 3 days ago.

Researcher: So, what product did you usually buy from online?

B: I bought an English book about TOEIC.

Researcher: Okay, thank you. How much do you usually spend on online shopping?

B: Around 200 to 300.

Researcher: Can you describe what kind of online shopper are you?

B: I think I am need-based shopper cause I only shopping when I need it.

Researcher: Okay, thank you so much Luis, Let's go to another student. Nini? May you please introduce yourself to the group?

C: Okay, Hi everyone my name is Nini, and Chinese name is Pan Hui-Chen (潘佩辰). I'm from the Department of International Affairs and I'm a fourth-year student.

Researcher: May you tell us roughly how much is your monthly allowance or if you are working how much do you usually earn in a month?

C: I'm not working so my monthly allowance is based on my mother give me. It's about 8000 a month.

Researcher: Okay, and how frequent do you shop online and when was the last time you bought something from online?

C: I think the last time is last month. I bought a skincare product and I usually shop online once a month.

Researcher: And how much do you usually spend on online shopping?

C: Usually about 1000 dollars.

Researcher: Can you describe what kind of online shopper are you?

C: I think I am a need-based shopper. I only buy things that I need.

Researcher: Okay, let's go to the next student, Helen? May you please introduce yourself to the group?

D: Hi, I'm Helen and My Chinese name is Zhang Ting-Yu (張庭郁). I am a senior student from International Affairs.

Researcher: And how old are you, Helen?

D: I'm 21 years old.

Researcher: Can you please tell us how much is your monthly allowance or if you are working how much do you usually earn?

D: I didn't have work now, I have about 4000 a month.

Researcher: How frequent do you shop online and when did you last purchase a product from online?

D: I shop online once a month and I buy books.

Researcher: How much do you usually spend on online shopping?

D: Usually around 1000 NTD

Researcher: Okay, can you describe what kind of online shopper are you?

D: I think I will buy what I need, and sometimes I compare about the price like which store is cheaper.

Researcher: Okay. And lastly, Sunny? May you please introduce yourself to the group?

E: Okay, Hello, my name is Xu Zhu-Xuan (許筑瑄), and my English name is Sunny. And now I'm in the Department of Japanese. And now I'm in fourth grade

Researcher: Can you tell us roughly how much is your monthly allowance or if you are working how much do you usually earn?

E: And now, I am working as an English teacher and maybe I earn about 5000 in a month and my mom would send me about 5000 dollars in a month too.

Researcher: Okay, and how frequent do you shop online and when was the last time you purchase a product from online?

E: I rarely shop online, and I often shop once in a half year. Recently, I bought about 10 clothes and a green screen that I need to use when taking the video. So, I need the background, so I just bought the green screen.

Researcher: How much do you usually spend on online shopping?

E: not more than 500 dollars.

Researcher: Can you describe what kind of online shopper are you?

E: I think I am a totally a need-based shopper because I just want to buy things that I really need to use it. It is necessary to buy it.

Researcher: Thank you so much. So, let's go to another part which is about the social media usage. Anyone can start answering this and it doesn't have to be in order. So, first is what social media do you guys use and how often do you guys use it? Yes, Annie?

A: Okay, um momo and Shopee are the social media that I usually use.

Researcher: Annie sorry, social media.

A: Ah! Social media. I usually use Instagram and I use it every day.

Researcher: How often everyday do you use Instagram?

A: Maybe 2 hours every day.

Researcher: What do you usually do with the app?

A: I usually check everyone's stories.

Researcher: Can you tell us what you feel about the Instagram app?

A: I think I can know somebody's life through this app and can also make friend from Instagram.

Researcher: and what do you feel about the shopping features of Instagram?

A: I think it made me feel it didn't have any guarantee so I'm afraid of buying products from Instagram.

Researcher: How about the other students?

D: I usually use Instagram and Facebook.

Researcher: And how often do you use it?

D: Instagram will be every day and Facebook will be like twice a week.

Researcher: Can you tell us what you feel about the Instagram app?

D: Instagram app for me, I just view photos and I seldom read the words below. For me, it's just like viewing photos from others.

Researcher: Okay, and what do you feel about the shopping feature of Instagram?

D: Actually, I seldom go in there and for me, it's actually really an extra work for me. I didn't interest in going there to shop. So, I think is if they don't put much it won't be in the same step and it won't go to the next level.

B: May I? I use Instagram and Facebook almost every day and about two hours per day. I just like watching friend's stories and follow those influencers that I like and watch some videos on Facebook.

Researcher: And can you tell us what you think about the shopping features of Instagram?

B: Shopping features... I think...I don't know how it work so I can't give a concrete answer, but I think for me it's kind of unnecessary and a little bit useless.

Researcher: Okay, how about Nini and Sunny?

C: Okay, I usually use Instagram and Facebook. I think for Instagram I use two hours per day and Facebook is once a week.

Researcher: What do you usually do with the app?

C: Just like checking friend's posts and what's going on like recently happening.

Researcher: What do you feel about the shopping feature of Instagram?

C: Actually, for me, I think it's really unfamiliar with that because I don't really know what's about the shopping on Instagram.

Researcher: Okay, thank you. Lastly Sunny, what social media do you use?

E: I usually use Instagram on my leisure time, I seldom use Facebook because my dad and mom will look at my Facebook, so I seldom use it.

Researcher: So, what do you usually do with Instagram?

E: Same as other people, I use it to see my friend's stories and some influencers. I will also use Instagram to find some restaurants.

Researcher: Can you tell us about the shopping features of Instagram?

E: I rarely use the shopping website of Instagram and also, I think I get to use buying the things on the official websites like Shopee or like other app. To me, I think that the merchandise on Instagram is not guarantee and also the style isn't less than other website and some of the merchandise is second hand. So, I can't really sure if I bought these things is it secure or not.

Researcher: So, to everyone, it's safe to say you haven't purchased anything from Instagram shopping? Yes? I see people nodding. Let's move on to the next topic which is about e-commerce. Anyone can start answering the question. So, what platform do you usually shop online?

D: I usually shop online use momo and Shopee.

Researcher: What products do you usually buy in momo and Shopee.

D: For me, I usually buy accessories.

Researcher: Can you tell us what you feel about the shopping platform that you are using?

D: Actually, if I buy, I will choose Shopee more because on the Shopee there is more choices, and they have many prices and stores you can choose. And also for the same product, you may find a different price in Shopee so you can just compare the price immediately.

Researcher: Do you have any experience you want to share to the group?

D: I think for me is when I buy the things in Shopee sometimes the seller's attitude is not good like when I am asking about the product, and they show the attitude is not good or is just rude. Like I need to buy it immediately otherwise they will just use some rude words. Sometimes when I get the product and the things is not what I expect and when I make a reflection to them. They also use the same way to say I cannot return the product I don't like.

Researcher: After experiencing this, does this affect you from buying from their store?

D: Yes, I will choose another store next time, but it will not affect me to choose this platform, but it will affect me buy again from this store.

Researcher: So, it won't affect you buying from this platform, why so? Can you tell me why?

D: Cause if I don't like it, I can leave the comment in that store so I can share my opinion to other buyers. The comment section is important cause if I want to buy things in a new store, I also view the comments. So, it can be the references if I buy it or not.

Researcher: How about the other students? Yes, Sunny?

E: I usually use Shopee and before when I was a senior high school student, I usually use TaoBao. It's from China.

Researcher: And what products do you usually buy there?

E: I buy clothes like drama. When I'm playing drama, I bought that clothes which is difficult to buy from Taiwan.

Researcher: Oh, you mean the costumes?

E: Yes, costumes.

Researcher: Oh okay, what do you feel about the platform when you are using it?

E: I feel that it takes a lot of time to send the merchandise to Taiwan. And also, I think that the shipping fee is really expensive and also the remittance is complex. So, I don't use it anymore.

Researcher: And how about Shopee?

E: I think Shopee there isn't any. I think it's good and also convenient and the service is good too. So, I never met anything that's like what Helen said that they are rude or anything.

Researcher: Do you have anything else you want to share to the group?

E: My experience?

Researcher: Yes, you can share about that.

E: I have bought clothes. Not in Shopee but it's in an official site called Miustar. I bought the 10 clothes in this shopping app but when I receive the clothes, the size of the clothes and materials are totally different to the models. So, I need to spend more time to contact the customer service to send back those clothes and they will send the money back to me. I think that shopping online which the thing for clothes is really unguaranteed.

Researcher: Okay, thank you. How about the other students? Annie? You raised your hand.

A: I usually use Shopee, this platform since I was freshman because I can buy secondhand books from here and I think it's really cheaper than my homeroom teacher asking us to buy new books.

Researcher: So, what products do you usually buy? Just bought books?

A: No, I also bought some cosmetic in Shopee because I think it's very cheaper than other shops.

Researcher: Can you tell us about the shopping platform you are using?

A: I think its design is very good, just as Helen said it has comment. I can comment other shop whether it is good or not. If it's good, then I would buy it next time.

Researcher: Do you have any experience you want to share to the group?

A: I can share one thing, one time I get the inferior product and Shopee has a guarantee. I can change it from the shopper. I think it's good thing, it has a guarantee. Guarantee is very important.

Researcher: Okay, how about the other students?

B: For me, I always use Shopee, and I only bought books.

Researcher: When you use Shopee, can you tell us what you feel about it?

B: I feel convenient, and I only use Shopee is because my mom uses it. So, I use it, but I don't use other platform like momo or TaoBao. And I think it is because Shopee is iconic for me. It is an iconic platform for online shop.

Researcher: Do you have any experience you want to share to the group?

B: No because I don't have much experience on it.

Researcher: Okay, thank you. Lastly, Nini?

C: I usually use Shopee and another platform, I don't know if you guys heard about it but it's called Pinkoi. P-I-N-K-O-I. Maybe you can try to search this platform. For me, Shopee is something for me to buy something like more cheaper and another one, the Pinkoi, is for me to buy better quality products. When I need to buy gifts for my friends.

Researcher: What products do you usually buy?

C: I usually buy skincare products or hair care products or my friend's gift.

Researcher: When you use these two platforms you mentioned, what do you usually feel about it?

C: I think it's both good but for Shopee, I think its... for me is like sometimes I will feel like a little bit concern because I don't know if this product is good or bad product because the price is maybe low or high due to different store but the same product. But, if it's in the Pinkoi, they will say it's their official store and I will say that it is the correct thing I will buy. So, I don't need to return if it's the wrong thing or low-quality product.

Researcher: Do you have any experience you want to share to the group?

C: I think that if you guys want to buy something unique or something you can't find anywhere you can use Pinkoi. I think for me it's like you can buy things from other countries and it's like

original things from designers. So, it's different from the things you guys buy from momo or Shopee.

Researcher: Okay, thank you. Let's move on to the next topic which is about social commerce. My question is for you guys is what thoughts, feelings, and associations come to mind first when you think about social commerce? Anyone can answer this. I give you guys few minutes to think about it and you guys can tell me about what you guys feel about this word.

D: First impression of social commerce for me is that it's all scam on it because in Taiwan there is a lot of news is talking about someone buy something from Facebook, from Instagram and they didn't get the product, but they already give them money. So, it's a scam for them. Sometimes it will influence me to buy on social commerce. But it also in the social media like Facebook club also have the similar things and they also sell the products where you don't know where it came from.

Researcher: Do you mean the Facebook groups?

D: Yes.

Researcher: When did you become aware of social commerce?

D: Accidentally click it.

Researcher: In the future, will you purchase things using social commerce, why or why not?

D: I don't think I will use social commerce because like what I said if I don't like the product, it might be a scam. So, I'm afraid I cannot find the seller and say I don't want this product can you return my money back? Also, the products on it is not what I want and I can't find what I want on it. If I type the keyword in Shopee, they will have many kinds of store, but I never tried but I don't think... it mostly looks like a secondhand for me when I type the keyword on it. So, it will affect me, and I don't want someone to use it. Also, because what I want to buy is accessories, clothes, and make-up and I don't want to buy someone might have used and someone re-sell it.

Researcher: So, you are looking for guaranteed products?

D: Yes.

Researcher: What do you think big or small business can do to get your attention, as their potential customer and increase your purchasing intention on buying their products in Instagram? Because like you said you weren't really into buying from social commerce so what can business do to get your attention?

D: I think they should create a system like to have a guarantee. Like there is some way I can get my things back without just talk directly to the sellers. Like, I use my account to talk to the sellers and if he or she, the seller blocks me I cannot find the seller again and the record I buy is also gone. So, it will become a scam if he blocks me, so it needs to have a third person, the middle guy between me and the seller. Otherwise, I don't think I will buy from the social commerce.

Researcher: So, if small and big business do this, you will feel comfortable and buy from social commerce, right?

D: Yes, I think I just want to have guarantee if I don't like it, I can return it.

Researcher: Okay, yes, Annie you raised your hand?

A: I think sometimes social commerce the shopper types some attracting word for someone to buy it but one time I saw the Facebook comment from its shopper. The comment is also bad, so I always think maybe the social commerce is always sell the fraud product because my mom bought from Facebook's commerce and when my mom saw its sponsored, she bought the product for 990 dollars and when she got the product she found out that it is a fraud product.

Researcher: When was the first time you noticed that social commerce existed?

A: When my mom told me she bought the product from Facebook, and I told her where did you buy it and she said from Facebook. So, at that time I know about social commerce.

Researcher: In the future, will you purchase things from social commerce, why or why not?

A: No because I still afraid because of the experience of my mother.

Researcher: A while ago just like what I asked Helen, what do you think small and big business do attract your attention from buying from Instagram?

A: Maybe I think they should post positive comments from others and continue to post and post. I will be attracted by it and maybe I will buy in the future.

Researcher: So, you think the reviews are very important? How about the other students?

B: Me!

Researcher: Yes, Luis?

B: Okay, I think I'm always worried about like there might be some issues like my purchase has some defect like this is not the bag I want, or this is not the color I want, or the bag has a hole in there. There are a lot of issues that maybe could happen.

Researcher: When was the first time you hear about social commerce, when did you feel it existed already?

B: It's about a few months ago, there was an update of Instagram and I found out that there are some changes in Instagram, and I click them, and I found out that thing and I think not really need it so I left but sometimes it will merge on my screen. Like there was a microphone but I didn't buy it in Instagram, but I searched it on Shopee.

Researcher: In the future, will you anything from social commerce?

B: No because... Maybe I will but not now because I still not having that desire to pay too much attention on it.

Researcher: So, you are also not familiar and not into buying it right now, what can small and big business do to attract you?

B: I don't know, sorry.

Researcher: It's okay, how about the other students? Nini and Sunny?

C: I think social commerce, for me, because I saw one of my friends, I think she is kind of using social commerce to sell things but I didn't I never buy things on like social commerce. I just feel a little bit worried about that because I think people will always say this thing is the best one and maybe better than some big brand, but you don't know, you never heard about that product. So, I just will be a little bit concern about like things on the social commerce.

Researcher: In the future, will you purchase anything on social commerce, why or why not?

C: I think maybe I will, if my friends really buy something on the social commerce and they find the seller trustworthy or is a good quality product, I think I will give it a try.

Researcher: How can small and big business do to attract you without going through your friends?

C: My opinion is like what Helen said. I think there should be a system that maybe can be guarantee that this product if you buy it it's a good quality product or if the product has something wrong you can just return it.

Researcher: Thank you so much Nini, Lastly, Sunny? What's your opinion about social commerce?

E: I think my... what comes to my mind, I think the social commerce is insecurity and it is hard to ensure the qualities of the commodities. I think there's an experience that my mom's friend they have invited my mom to have buying the commodities who do group buying. When the things come, my mom complain to me that even though the commodities is cheap but the quality is such awful.

Researcher: When did you become aware of social commerce?

E: I'm aware of social commerce when I found out that the companies which I can't find at the physical... physical store or the things I want to buy is too far. Like, when I'm in Taichung, the physical store is in Taipei or in Kaohsiung. So, I think I will probably be thinking of using this shopping, online shopping.

Researcher: So, in the future, will you purchase things using social commerce?

E: I think it will depend on what I want to buy, I think some daily necessities like the catnips or the furniture I will use it but the things like the clothes or some things that will exposure to my skin I probably not to buy the things.

Researcher: So, it's safe to say you are going to purchase something from social commerce?

E: Yes.

Researcher: What do you think big or small business can do to get your attention, as their potential customer and increase your purchasing intention on buying their products in Instagram?

E: I think the commodities can be more diversify like the style of the clothes or maybe the shipping or the delivery fee is free or is cheaper, I will consider to buy from the Instagram.

Researcher: Okay, thank you Sunny. Before we end the interview, does anyone have anything else you want to share? No? Okay, so I would like to thank all of you joining my interview and for participating. Thank you, guys, so much, you may leave the chatroom.

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