THE UTILIZATION OF SOCIAL COMMERCE PLATFORM IN DEVELOPING ECONOMIES

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Abstract

Thailand has experienced significant growth in the e-commerce sector, with a particular emphasis on social commerce. Social commerce platforms, which integrate social networking and online shopping, have gained substantial popularity among Thai consumers. This unique market landscape makes Thailand an interesting context to explore consumer behaviour within the realm of social commerce platform migration (Hirankasi & Klungjaturavet, 2021). This study specifically focuses on consumer behaviour related to the decision to migrate from one social commerce platform to another in Thailand. A qualitative research approach was adopted, employing in-depth interviews with nine key informants who had undergone such migration. Purposive sampling was utilized to select participants with firsthand experience in switching social commerce platforms. The collected qualitative data were then analyzed through content analysis using NVivo software. The study's findings shed light on the factors influencing the choice of a social commerce platform. Notably, social support, motivation, and technology emerged as key drivers in consumers' decision-making processes. Providers of social commerce platforms are encouraged to prioritize these aspects to enhance customer satisfaction and retention. By focusing on improving social support, motivating factors, and leveraging technological advancements, social commerce platforms and online shopping marketplaces can increase customer satisfaction and potentially attract more users to switch their social commerce platforms.

Keywords: Consumer Behaviour, Decision to Migrate, Social Commerce

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1. INTRODUCTION

Globalization is entering a new stage of development in the digital age, as evidenced by advances in information and communication technology (ICT), as well as the spread of the Internet and mobile communications. Moreover, computers and newly created ICT are important technological attributes of the current stages of globalization, uniting the world into a single communication system, and creating an integrated financial and information space (Limna, Kraiwanit, & Siripipatthanakul, 2023; Jangjarat, Kraiwanit, et al., 2023). The rapid growth of the Internet and the increasing popularity of e-commerce and social commerce have transformed

the way people engage in online activities globally. This trend has prompted a surge in research to understand consumer behaviour in this evolving digital landscape (Nacar & Ozdemir, 2022). Furthermore, researchers are beginning to pay attention to social commerce, and a number of studies have recently been conducted that cover social commerce issues ranging from business applications to business strategies (Huang & Benyoucef, 2013). Social commerce studies advance multidisciplinary knowledge in the fields of psychology, sociology, computer science, and business marketing. Their development has been complicated by the involvement of numerous fields ranging from arithmetic patterns to marketing management (Han et al., 2018).

The concept of social commerce emerged in 2005 when the commercial use of social networking sites and other social media websites increased. This heralded a new era of electronic commerce (e-commerce). Unlike traditional e-commerce, in which consumers interact with individual online shopping sites, social commerce involves online communities that facilitate user interactions and user-generated content (Zhang & Benyoucef, 2016). The rapid development of social media and Web 2.0 has created enormous opportunities for transforming e-commerce from a product-oriented to a social and customer-centred environment. In essence, social media refers to Web 2.0-based Internet applications, whereas Web 2.0 refers to both a concept and a platform for harnessing collective intelligence. Customers have access to social knowledge and experiences in this environment to help them to have a better understanding of their online purchase purposes and to make more informed and accurate purchasing decisions. Meanwhile, online businesses can track their customers' behaviour, providing them with insights into their shopping experiences and expectations and assisting them in developing successful business strategies. Since such mutual benefits have been recognized by business organizations, e-commerce has undergone a new evolution by incorporating a variety of Web 2.0 features, functions, and capabilities in order to increase customer participation, foster customer relationships, and achieve greater economic value. This evolution of e-commerce is commonly associated with the birth of social commerce (Huang & Benyoucef, 2013). It is crucial to differentiate between two concepts: social shopping and social sharing on one hand, and virtual community-based topic-related user experience and knowledge consumption and provision on the other. This distinction is important because social shopping and social sharing are primarily driven by commercial activities. Therefore, in the realm of social commerce, establishing a reliable, trustworthy, and close relationship between the parties involved becomes especially crucial. The success of social commerce largely relies on building strong relationships. In contrast, the consumption and provision of general information often revolve around specific topics and occur within virtual communities. These communities consist of individuals who create and consume information without a clear commercial agenda (Chen & Shen, 2015).

Furthermore, e-commerce has experienced rapid growth in Thailand. Alongside sales through e-marketplaces, social commerce has played a significant role in the expansion of the Thai online retail landscape. This trend is not limited to Thailand alone; the widespread popularity of social commerce has been observed globally. In fact, in January 2021, the global sales value generated through social commerce in 2020 was estimated to be around USD 240 billion (or THB7.2 trillion). Projections indicate that by 2026, this figure is expected to soar to USD1.95 trillion (or THB58.5 trillion). Despite the disruptions caused by the COVID-19 pandemic in the supply chain, the continuous advancements in technology and telecommunication infrastructure will ensure the sustained growth of social commerce. This trajectory suggests that social commerce will continue its rapid expansion with remarkable momentum (Hirankasi & Klungjaturavet, 2021).

Social commerce has transformed the way people buy and sell products in many countries, including Thailand. It has created new business opportunities, empowered entrepreneurs, and provided consumers with convenient and engaging shopping experiences. As social media continues to evolve, social commerce is expected to grow further and shape the future of e-commerce in Thailand (Taemkongka et al., 2022; Tan, 2022). Because of the important role of relationships in customers' decisions in a social commerce context, it is critical to study consumer behaviour in relation to the decision to migrate from one social commerce platform to another. Hence, this study explains consumer behaviour in relation to the decision to migrate from one social commerce platform to another in Thailand. This study aims to contribute to the understanding of consumer behaviour by explaining the decision-making process behind migrating between social commerce platforms in Thailand. Focusing on this specific context, it offers valuable insights and knowledge that can guide businesses and marketers in their strategies and decision-making. Furthermore, the findings of this study have the potential to enhance the existing literature on social commerce and consumer behaviour, laying the groundwork for future research in this field.

The structure of this paper is as follows. Section 2 reviews the relevant literature. Section 3 presents the research methodology. Section 4 details the results. Section 5 presents the study's discussion. Section 6 provides the conclusions, limitations, and recommendations.

2. LITERATURE REVIEW

With the rapid rise in the popularity of social media and social networks in recent years, a new subset of e-commerce known as social commerce has emerged. Unlike traditional e-commerce sites because they facilitate social interactions as well as the creation and distribution of user-generated content. As a result, it is not surprising that social media has piqued the interest of business executives and marketers in terms of how they can generate a competitive advantage. In response to this trend, an increasing number of businesses are launching social commerce initiatives, fuelled by several

promising early outcomes on business value (Baethge et al., 2016; Chen et al., 2018; Lin et al., 2019; Sitthipon et al., 2022). However, one of the differences between social commerce sites and traditional e-commerce portals is that product information is no longer created solely by marketers; a large portion of this power is now transferred to consumers. Product ratings, consumer reviews, and multimedia content, for example, can be uploaded to popular social commerce platforms to supplement existing marketer-generated content. This creates an interesting environment because potential customers must navigate and evaluate information from both marketers and previous customers before making purchasing decisions. As a result, there is a flood of information that consumers must process before making informed purchasing decisions (Kizgin et al., 2018; Mikalef et al., 2021).

As reported by Hirankasi and Klungjaturavet (2021), social commerce in Thailand benefits from several internal factors that align with the preferences of Thai consumers. One key advantage is the ability for consumers to chat with sellers before making a purchase, which resonates well with their buying behaviour. This feature allows them to engage in conversations, seek product information, and gain confidence before committing to a purchase. From the perspective of sellers, social commerce provides increased exposure to potential buyers and facilitates the development of stronger relationships with existing customers. This, in turn, fosters brand loyalty and repeat business. By leveraging the interactive nature of social commerce platforms, sellers can effectively engage with their target audience and create a personalized shopping experience. External factors have also contributed to the growth of social commerce in Thailand. The spread of COVID-19 has significantly increased consumers' familiarity with online shopping, leading to a surge in demand for social commerce platforms. Additionally, Thailand's robust transport and logistics infrastructure, coupled with intense competition in the sector, have contributed to lower costs and greater convenience for both buyers and sellers. The advanced state of the e-payment infrastructure further facilitates seamless transactions in the social commerce ecosystem. The convergence of these positive factors sets the stage for a promising future of growth for social commerce in Thailand. With the increasing adoption of online shopping, strong infrastructure support, competitive market dynamics, and efficient payment systems, social commerce is well-positioned to thrive in the Thai market.

Sohn and Kim (2020) investigated the evolving landscape of real-time social commerce and its potential for significant sales growth. They aimed to enhance customer response by understanding social commerce attributes. The study identified five key attributes — economy, necessity, reliability, interaction, and sales promotion – through factor analysis. Their research also demonstrated that economy, necessity, reliability, and sales promotion significantly influence purchase intentions, as revealed by multiple regression analysis. Kemor et al. (2020) used a partial least square model to investigate the factors behind the perceived benefit of social commerce platforms and found that these were integrated motivation, intention to share information through the social commerce platform, and social commerce information sharing behaviour.

Furthermore, Adaji et al. (2020) proposed the application of six commonly used influencing strategies based on shoppers' online shopping motivations: scarcity, authority, consensus, liking, reciprocity, and commitment. Their study determined how these influencing strategies can be tailored or personalized to e-commerce shoppers on the basis of their shopping motivation. The findings of the structural model suggest that persuasive strategies can influence an e-commerce shopper in a variety of ways, depending on the shopper's shopping motivation. Wang et al. (2022) discovered a consistent effect of trust on consumers' purchase intentions, as well as a moderating effect of social commerce constructs in social commerce platforms. They showed that trust has a positive influence on consumers' purchase intentions. Meanwhile, the moderation analysis showed that trust in sellers has a more significant effect than other types of trust. Meanwhile, consumers in forums and communities can build trust, which influences their purchasing decisions. When it comes to website types, trust has a similar impact on purchase intent.

The literature review conducted in this study has highlighted the growth of the e-commerce sector, specifically in the area of social commerce. As the rapid expansion of e-commerce in Thailand has indeed been accompanied by the significant influence of social commerce on the online retail landscape, this study focuses on understanding consumer behaviour related to the decision to migrate from one social commerce platform to another in Thailand. Understanding consumer behaviour in social commerce platform migration is important because it allows platform providers to better cater to the needs and preferences of their target audience. By exploring the factors that influence platform migration decisions, this study contributes to a deeper understanding of consumer behaviour in the context of social commerce. Overall, the literature review establishes the background and significance of the study by highlighting the growth of the e-commerce sector, particularly social commerce in Thailand. It sets the stage for the investigation of consumer behaviour related to social commerce platform migration, providing a rationale for the study's focus on this specific aspect within the Thai market.

3. RESEARCH METHODOLOGY

The current study adopted a qualitative approach as a research strategy. In addition, in-depth interviews were conducted. The researchers followed a systematic process: established objectives and questions, selected participants, created interview questions, conducted pilot tests, obtained consent, scheduled comfortable interviews, practised active listening, transcribed recordings, analyzed data using qualitative techniques, validated findings through triangulation and participant feedback, and interpreted results to uncover key insights.

The goals of qualitative research are to investigate every context in which people or groups make decisions and act, as well as to explain why an observed phenomenon occurs in a particular manner (Limna et al., 2022). Furthermore, in-depth interviews provide detailed answers on a specific topic, resulting in accurate information that meets the research objectives (Sonsuphap, 2022). To obtain

the primary data results, the secondary data were reviewed for appropriate key survey questions to be used in the interviews. The questions asked during the interview were as follows:

• *Do you feel that having a variety of social commerce platforms to choose from impacts your decision-making process?*

• *How does the quality of a platform influence your choice, and what factors contribute to your preference for platforms that benefit a larger user base?*

• *How does social support, such as independent experts, family, friends, and online reviews, influence the decision to use a social commerce platform?*

• *How does reading online reviews, particularly positive ones, influence the decision to use and purchase from social commerce platforms?*

• *How does electronic word-of-mouth (e-WOM) contribute to the decision-making process for using social commerce platforms?*

• *How does motivation, including knowledge and trust in social commerce platforms, affect your decision to use a particular platform?*

• *What factors influence your decision to continue using a social commerce platform rather than switching to another?*

• *In what ways does technology, including the quality of information, service, and system, influence your decision to use a social commerce platform?*

• *How important is it for you to have confidence in a platform's data protection measures before engaging in transactions and sharing personal details?*

Purposive sampling is a qualitative research technique in which researchers use their expertise to select the most useful sample. Its goal is to know everything there is to know about a specific phenomenon or population (Limna, Kraiwanit, Jangjarat, et al., 2023; Siripipatthanakul et al., 2022a). Thus, purposeful sampling was used as the sampling method. According to Francis et al. (2010) and Namey (2017), a minimum of six interviews appears to be the optimal number for achieving data saturation in qualitative research. Hence, the participants were 9 people who used and had migrated their social commerce platforms. Moreover, they were all over the age of 18 and were all Thai people living in Bangkok, Thailand. To mitigate potential ethical concerns, this study's surveys underwent validation by 3 experts who specialize in the fields of business and social science. Stringent measures were also taken to ensure that participants adhered to ethical guidelines. Specifically, individuals below the age of 18 were explicitly excluded from participating in the study. The research objective was transparently communicated to participants, accompanied by a clear statement emphasizing their right to withdraw from the study at any time if they wished to do so. The interview data were gathered in December 2022.

Content analysis is a qualitative method for systematically and objectively describing and quantifying specific phenomena by drawing valid inferences from verbal, visual, or written data (Jangjarat, Klayklung, et al., 2023; Limna, 2023). In addition, Mortelmans (2019) claims that NVivo is a useful tool for increasing the depth and breadth of

analysis. Thus, the content analysis method and the NVivo software program were used to analyze the qualitative data gathered through in-depth interviews, as recommended by Limna, Kraiwanit, Jangjarat, et al. (2023) and Limna and Kraiwanit (2023). Moreover, a documentary analysis was also conducted. Documentary analysis is a useful method for collecting data in qualitative research (Altheide & Schneider, 2013). According to Krippendorff (2013), this method involves the systematic examination of documents to extract meaning and gain insight into a particular phenomenon. Documentary analysis is commonly used in social sciences, including education, sociology, and psychology (Tight, 2019). Documentary analysis is often used in conjunction with other qualitative research methods, such as interviews. This method can provide a wealth of data, including historical context, policy documents, and media coverage, which can be used to explore complex social phenomena (Altheide & Schneider, 2013). Documentary analysis can also be used to identify patterns and themes in data that may not be evident from other sources (Tight, 2019; Wood et al., 2020).
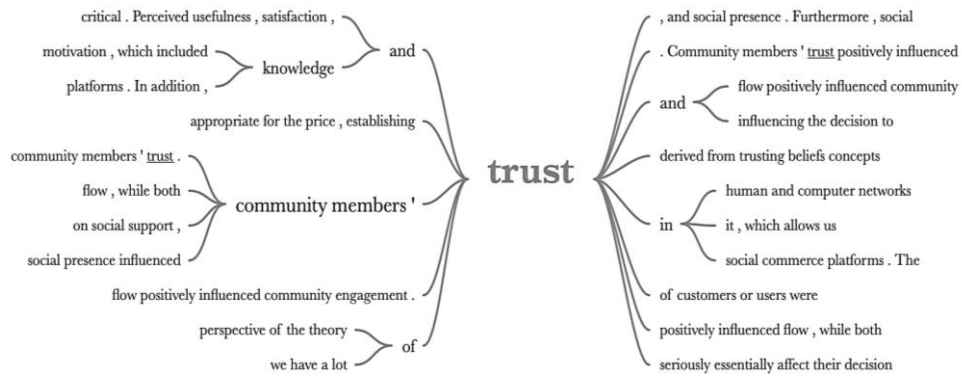
4. RESULTS

Nine respondents who used and had changed their social commerce platforms were interviewed. Table 1 shows the respondents' demographic profiles. Respondent 1, a 27-year-old female, worked as a government employee. Respondents 2, 3, 4, and 5 were company employees aged 32, 35, 30, and 30 years old, respectively. Respondent 6, a 40-year-old female, worked as a state regulatory employee. Respondent 7 was a 42-year-old female who worked as a government officer. Respondent 8 was a 31-year-old female who worked as a private sector employee. Respondent 9, a 24-year-old male, was a company employee. All of the respondents were Thais and were over the age of 18.

Table 1. Respondents' demographic profiles

No.	Age	Gender	Occupation	Date and time of interview
Respondent 1	27	Female	Government employee	December 19, 2022, at 10:00 am
Respondent 2	32	Female	Company employee	December 19, 2022, at 07:00 pm
Respondent 3	35	Female	Company employee	December 20, 2022, at 04:00 pm
Respondent 4	30	Female	Company employee	December 21, 2022, at 04:30 pm
Respondent 5	30	Female	Company employee	December 21, 2022, at 07:00 pm
Respondent 6	40	Female	State regulatory employee	December 22, 2022, at 07:00 pm
Respondent 7	42	Female	Government officer	December 23, 2022, at 09:00 am
Respondent 8	31	Female	Private sector employee	December 24, 2022, at 02:00 pm
Respondent 9	24	Male	Company employee	December 24, 2022, at 05:00 pm

4.1. NVivo analysis

The interpretation and analysis were based on NVivo. The following images depict the word frequency query — word cloud and text search — word tree.

Figure 1. Word cloud

Souce: Authors' elaboration, using NVivo.

Figure 2. Word tree (Social commerce)

Souce: Authors' elaboration, using NVivo.

Figure 3. Word tree (System)

Souce: Authors' elaboration, using NVivo.

Figure 4. Word tree (Trust)

Souce: Authors' elaboration, using NVivo.

Figure 5. Word tree (Satisfaction)

Souce: Authors' elaboration, using NVivo.

4.2. Content analysis

The interviews showed that the decision to use a social commerce platform was influenced by social support. Before deciding to use a platform, the respondents had frequently asked independent experts, as well as their families and friends. They also read platform reviews. The respondents were more likely to use a platform if the reviews were positive. In addition, electronic word-of-mouth (e-WOM) played a vital role. Hence, social support, such as online reviews and comments, influenced their decisions.

"Reading online reviews on Facebook groups influenced my decision to use and purchase from the platforms. It is easier for me to make a decision" (Respondent 1, personal communication, December 19, 2022).

"When deciding to use social commerce on each platform, I gather information about the experience of others, including my family and friends, to be convinced. Also, I always read online reviews, and I think it is very helpful" (Respondent 3, personal communication, December 20, 2022).

"As we all know, humans are social animals. When it comes to communication between individuals, groups, or communities, peer reviews affect the credibility and attractiveness of a platform, influencing users to use it" (Respondent 4, personal communication, December 21, 2022).

From the interviews, the decision to use a social commerce platform was also influenced by motivation, which included knowledge of and trust in social commerce platforms. The respondents indicated that if they were familiar with a platform and the platform was good and appealing, they would continue to use it. In contrast, if it appeared to be having problems, they would change platforms. In addition, knowledge and trust seriously essentially affected their decision to participate in social commerce. Therefore,

motivation influenced their decision to use a social commerce platform.

"If the system is good and appealing, we will not want to switch to other platforms because we are already comfortable with it. However, if there are other platforms that are easier to use, it may prompt us to consider switching. Moreover, if the system is good, we have a lot of trust in it, which allows us to keep buying products from the platforms on a regular basis" (Respondent 2, personal communication, December 29, 2022).

"If I am familiar with the platform, I will not change unless the current platform's service has issues, such as system freezes. I will start looking for reviews to go to other alternative services on other platforms" (Respondent 5, personal communication, December 21, 2022).

"As I usually buy things online through the Facebook channel, which will have a regularly followed page. The seller provided clear information and quality products appropriate for the price, establishing trust and influencing the decision to buy products online on this page on a regular basis. Moreover, Facebook, to me, is a familiar channel with simple access" (Respondent 6, personal communication, December 22, 2022).

The interviews demonstrated that the decision to use a social commerce platform was influenced by technology. The respondents agreed that the quality of the information, the service, and the system influenced the decision to use a social commerce platform. Additionally, not only policy and system measures, such as usage rules and system restrictions but also customer satisfaction and the benefits received by users from using social commerce influenced their decision to use a social commerce platform. Moreover, the respondents indicated that content and security played a critical role in influencing their decision to use a social commerce platform.

"Obtaining information, services, or the quality of a quality system affects the platform's reliability and makes users want to continue using it. In addition, if the rules or prohibitions are more than necessary until they cause difficulty or difficulty in using the platform, users will find and use a platform that is easier to use because there are many competitors at the moment" (Respondent 7, personal communication, December 23, 2022).

"In my opinion, customer satisfaction plays an important role, as I personally will stick with the platform that I am happy with. Moreover, while the online world is easy to use, choosing to use and checking the quality of each platform also affects the choice of use, including the personal information's security, which is vital, as well as access to necessary information that each platform requires" (Respondent 8, personal communication, December 24, 2022).

"Having a variety of good policies and measures, in my opinion, is crucial as it can catch the user's attention and build confidence in choosing that platform. In addition, because there are so many channels to choose from these days, if the platform is of poor quality, it will not be chosen. The more users who benefit from the platform, the more likely they are to use it again" (Respondent 9, personal communication, December 24, 2022).

5. DISCUSSION

This study explains consumer behaviour in relation to the decision to migrate from one social commerce platform to another in Thailand. The findings indicate that social support, motivation, and technology all play a role in the decision to use a social commerce platform. Social support played a significant role in the decision-making process. The respondents sought advice and opinions from independent experts, family, and friends before deciding to use a social commerce platform. They also relied on online reviews and comments from other users. Positive reviews and word-of-mouth recommendations had a strong influence on their decision to use a particular platform. Moreover, motivation, particularly knowledge and trust in social commerce platforms, played a crucial role. If respondents were familiar with a platform and found it appealing, they were more likely to continue using it. On the other hand, if they perceived problems or issues with a platform, they would consider switching to an alternative. Knowledge and trust were key factors in their decision to participate in social commerce. Lastly, technology factors such as the quality of information, service, and system played a significant role in influencing the decision to use a social commerce platform. Respondents emphasized the importance of reliable and user-friendly platforms, as well as policies and measures that enhance customer satisfaction. Content quality and security also played a critical role in their decision-making process.

The findings of this study align with previous research conducted in the field. Stephen and Toubia (2010) indicated that social commerce platforms enable people to participate actively in the marketing and selling of goods and services in online marketplaces and communities. The findings

support the previous findings of Hsieh and Lo (2021) that reciprocity and community participation exhibit a significantly positive effect on information sharing. Reciprocity and community participation were also found by Hsieh and Lo (2021) to have partial mediation effects on the consumer-community and consumer-platform relationships. Wahab et al. (2018) confirmed that online shopping based on hedonic motives had a significant and direct effect on both product browsing and impulse buying. Utilitarian motivation had a significant and direct effect only on product browsing. Algharabat and Rana (2021) discovered that social commerce constructs had a positive impact on social support, community members' trust, and social presence. Furthermore, social support and social presence influenced community members' trust. Community members' trust positively influenced flow, while both community members' trust and flow positively influenced community engagement. Furthermore, Susilo et al. (2022) confirmed that trust derived from the concept of trusting beliefs and the perspective of the theory of trust in human and computer networks underpins the intention to purchase through social commerce. Additionally, Limna and Kraiwanit (2022) affirmed that increasing customer satisfaction and loyalty is critical for a business. Hassan and Shahzad (2022) confirmed that perceived usefulness, satisfaction, and the trust of customers or users are important factors in determining the success of social commerce in Malaysia. Sitthipon et al. (2022) revealed that customer satisfaction is a significant mediator between gamification and customers repurchase intentions in e-commerce in Thailand. Napawut et al. (2022) concluded that customers' purchase intentions are significantly influenced by e-WOM. Siripipatthanakul et al. (2022b) indicated that content marketing significantly influenced e-WOM and individuals' intentions to book hotel rooms in Thailand. Moreover, e-WOM was a significant mediator between content marketing, electronic promotion (e-promotion), and intentions to book hotel rooms.

According to Kennedy et al. (2021), there are currently no official guidelines or laws governing the decision of social commerce platform migration. It is ultimately up to individual users to decide which platform they prefer to use and if they want to switch to another one. However, social commerce platforms often have their own terms and conditions, which users must agree to when signing up. These may include rules regarding cyber security, data privacy, intellectual property rights, and prohibited activities. In addition, social commerce platforms may also have policies in place to prevent users from engaging in fraudulent or illegal activities, such as the sale of counterfeit goods or the practice of spamming or phishing. These policies aim to protect users and prevent illegal activities on the platforms (Attar et al., 2022; Sheehan, 2022; Tracer, 2023).

These findings highlight the importance of social support, motivation, and technology-related factors in shaping individuals' decisions to use social commerce platforms in Thailand. Understanding these factors can help platform providers and marketers design strategies to attract and retain users, ensuring a positive and trustworthy social commerce experience.

6. CONCLUSION

This study sheds light on consumer behaviour regarding the decision to migrate from one social commerce platform to another in Thailand. Through in-depth interviews with 12 key informants and the use of qualitative analysis methods, the study revealed the significant influence of social support, encompassing advice from independent experts, family and friends, as well as positive online reviews and comments, on the decision-making process regarding the utilization of social commerce platforms. The respondents exhibited a proclivity to rely on e-WOM and platform reviews as precursors to committing to a specific platform. These findings underscore the paramount importance of online social support in shaping consumer behaviour within developing economies' social commerce platforms. To enhance customer satisfaction and foster platform migration, social commerce providers should prioritize the cultivation of social support, motivation, and technological advancements. This implication holds practical value for social commerce platforms and online shopping marketplaces, as it empowers them to augment customer satisfaction through targeted improvements in social support, motivation, and technology. Consequently, an upsurge in migration decisions towards social commerce platforms can be anticipated.

Presently, no official guidelines or legislation govern the process of social commerce platform migration. Ultimately, individual users retain the prerogative to select their preferred platform and decide whether to switch to an alternative option. Nonetheless, it is noteworthy that social commerce platforms typically institute their own terms and conditions, mandating user compliance upon registration. These regulations encompass diverse aspects, such as data privacy, intellectual property rights, and proscribed activities. Furthermore, social commerce platforms commonly implement policies to deter users from engaging in fraudulent or illicit practices, including the sale of counterfeit goods or involvement in spamming and phishing activities. It is advisable for users to acquaint themselves with the terms and policies governing any social commerce platform they employ, thereby ensuring adherence to the stipulated rules and regulations.

The findings of this study have several implications for research and practice in the field of social commerce. Firstly, the study highlights the importance of considering social support, motivation, and technology in understanding consumer behaviour and decision-making processes related to social commerce platform migration. Future research can delve deeper into these factors, exploring their specific mechanisms and interactions to provide a more comprehensive understanding of their impact on consumer behaviour. Furthermore, the findings suggest practical implications for social commerce platform providers and online shopping marketplaces. These entities should prioritize the development of social support systems, motivational strategies, and technological advancements to enhance customer satisfaction and facilitate platform migration. By focusing on these aspects, social commerce platforms can attract and retain users, leading to increased engagement and usage. Furthermore, from a regulatory standpoint, the study highlights the absence of official guidelines or laws governing social commerce platform migration decisions. As social commerce continues to grow, policymakers and regulatory bodies may need to consider establishing frameworks that address user rights, data privacy, intellectual property, and fraudulent activities. This will ensure a secure and trustworthy environment for users while providing a clear legal framework for platform providers. Last but not least, this study also contributes to the existing body of knowledge on consumer behaviour in the context of social commerce platform migration. By uncovering the influence of social support, motivation, and technology on consumer decision-making, the study expands our understanding of the factors that drive platform migration behaviour.

Throughout the study, a limitation is that the respondents who participated were individuals residing in Bangkok, Thailand, who had migrated their social commerce platforms. As such, one province alone may not be a sufficient representation of the entire country. Therefore, it is recommended that this research is expanded to encompass a broader geographic area. Future research could explore how social support influences the decision to migrate from one platform to another, as well as how social support can be harnessed to promote the adoption of social commerce platforms in the developing economy. Moreover, a quantitative study, such as survey questionnaires, should be considered in future research to explain the general relationships between the phenomena for a larger sample.

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