



Identifying the Factors Affecting the Perceived Benefits of Social Commerce For Female Online Retail Customers

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Abstract

The present study aimed to identify the factors affecting the perceived benefits of social commerce for female online retail customers. The study population was all scientific works related to the principles and dimensions of perceived benefits of social commerce of female online retail customers which included 50 retrieval domestic and foreign scientific articles from 2000 to 2021. 30 articles of the mentioned articles were selected as sample. The research was designed as descriptive analytic one. To collect data library method was utilized. By referring to the translated and authored books the necessary note taking on index cards was done and the articles which had the most content concordance and similarity; concerning the subject, key words and the model were reviewed. Finally, the findings showed that the most important factors affecting the perceived benefits were categorized in seven dimensions which included; motivation, willingness to contribute to social business information, social business participation behavior, dimensions of social business, variables and underlying factors of trust and sharing behavior, factors of social and individual interaction and finally gender.



Extended abstract

Introduction: The main goal of social media marketing is to create a business based on the customer orientation and reputation of a company in order to develop and manage business. Social media marketing involves developing and establishing marketing strategies using a social media platform to connect with related brands and manage customer relationships. Social commerce is a concept in which people can collaborate online, get advice from multiple people, find goods and services, and then buy them. Social commerce may be one of the most important areas of information systems and marketing research in the next decade. Social commerce literature has been introduced as a new method in business since 2005 with reference to e-commerce. Social commerce has benefited consumers from online shopping results. Today, retailers are turning to social commerce because social media and social commerce have become an integral part of 21st century business. Social commerce is a new form of e-commerce that integrates social media with e-commerce policy. According to the above mentioned statements, the purpose of this study was to identify the factors affecting the perceived benefits of social commerce for female online retail customers.

Method: The study universe was all scientific works related to the principles and dimensions of perceived benefits of social commerce of female online retail customers which included 50 retrieval domestic and foreign scientific articles from 2000 to 2021. 30 articles of the mentioned articles were selected as sample. The research was designed as descriptive analytic one. To collect data library method was utilized. By referring to the translated and authored books the necessary note taking on index cards was done and the articles which had the most content concordance and similarity; concerning the subject, key words and the model were reviewed.

Results: Finally, the findings showed that the most important factors affecting the perceived benefits were categorized in seven dimensions which included; motivation, willingness to contribute to social business information, social business participation behavior, dimensions of social business, variables and underlying factors of trust and sharing behavior, factors of social and individual interaction and finally gender.

Conclusions: The present study showed that the use of a number of factors can have a positive and significant impact on the perceived benefits of the customer compared to social business. The results of previous studies also showed that external factors such as the use of rewards can motivate customers to participate more in sharing information in social business. This has a positive effect on strengthening the customer's understanding of the benefits of social business. On the other hand, based on the research, it can be concluded that the most important factors affecting the perceived benefits in the following seven dimensions include: motivation, desire to participation in sharing information in social commerce, participatory behavior in social commerce, social commerce dimensions, Variables and factors that establishing and facilitating trust and participatory behavior, individuals and social interactions factors and finally the sexual. Indirectly, all of the above issues affect the perceived benefits of social commerce. In social commerce, consumers experience two types of outcomes from using social commerce features in e-commerce: Improving the shopping and pleasure decisions that have been raised in the



last cases brings these two results as perceived benefits of female customers.

Authors Contributions: Monira Ghahraman Shahraki: General planning of the framework, content, editing and analysis, submission and correction. Dr. Sohela zarin Joy Alvar: Collaboration in planning the general framework, selection of approaches, final review and corresponding author. Dr. Narges Ebrahimi: determination and implementation of approaches. All authors have reviewed and approved the final article extracted from the master's dissertation of Monire Ghahreman Shahraki, supervised by Dr. Soheila Zarrinjoy Alvar and consulted by Dr. Narges Ebrahumi.

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