

## Social Shopping: the Good the Bad and the Ugly

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With the emergence in online social networks (OSN) like Facebook and Twitter, more studies appear with regard to information search using OSN. Online social media such as blogs, wikis, and social networks are improving speed and reinventing communication. Furthermore, the burgeoning use of OSN is changing our e-commerce society from transaction-based to relationship-based. OSN are increasingly being used to obtain information, opinions, recommendations, and comparisons and to view discussions to make shopping decisions. Often consumers are faced with purchase dilemmas and there are many questions in one's mind that could potentially affect the outcome of the purchase decision.

How shopping decisions are taken with the support of OSN and how these networks influence purchase behavior has not been explored sufficiently in research. Although the usage of OSN is growing rapidly, there is a poor understanding of how OSN can provide support and influence purchase decisions in general.

The objective of this mini-track is to obtain insights and develop theoretical and practical understanding on topics and issues related to the influence of OSN on consumption orientated shopping decisions.

The mini-track welcomed conceptual, theoretical, and empirical papers that enrich our understanding of OSN and its design

and how they support, influence and manipulate shopping decisions. All methodological approaches were welcome.

Topics of interest included but were not limited to:

- Shopping Decision Making and Decision Support
- Consumerism, compulsive and addictive shopping
- Co-creation of value on multisided platforms
- Influence, persuasion, and peer pressure
- Advertising, marketing and recommender systems
- e-commerce, mobile commerce, and social commerce
- Gen-X, Y, Z, millennial shopping
- Age, gender, and demographics
- Fraud, deception, governance, risk, compliance, security and privacy
- Shopping gamification and shopping games
- Group shopping sites, communities and marketplaces
- Market manipulation and incentives
- OSN post purchase cognitive dissonance
- Processes, systems, tools and technologies to support social shopping

The mini track continues to attract interesting papers. This year we had a variety of papers submitted. The two most interesting are introduced below.

The first paper is an experimental investigation into, *Time-contingent Impact of Inconsistent 'Action-based' Information Cues on Social Commerce Purchase*. Social commerce websites predominantly display two types of action-based online social information: product's past purchases and bookmarks (e.g. wish-lists). The impact of inconsistency between these two information cues on consumer decision making is uncertain and is expected to be dependent on the purchase context. In this paper the authors investigate the effect of (action-based) online social information inconsistency on consumers' likelihood of purchasing a product for temporally proximal and distant purchases. Using a controlled experimental set-up with Latin-square design and linear mixed model analysis they find significant interaction effect of information inconsistency type and temporal distance of purchase on purchase likelihood of product, establishing the purchase timing dependent impact of information inconsistency. The paper offers several academic implications, and valuable insights for website managers to elicit favourable consumer responses even under information inconsistency and effectively design their product recommendation strategies.

The second paper titled, *The Influence of E-Commerce Live Streaming on Lifestyle Fit Uncertainty and Online Purchase Intention of Experience Products*, derives from the existing research in the product uncertainty literature. The authors propose a new type of uncertainty that is an important predictor of purchase intention on e-commerce websites: lifestyle fit uncertainty. This uncertainty is distinct from uncertainties regarding description or performance, and targets the uncertainty that results from not knowing how much a product will help a customer reach their broader life goals and values. By integrating mean-ends chain of lifestyle (MECL) theory, socialized charismatic leadership (SCL) theory and product uncertainty theory, they explore how IT-mediated marketing service content of e-commerce live streaming mitigates lifestyle fit uncertainty. The authors also identify ICT-enabled information retrieval capabilities in live streaming platforms as moderators which regulates the effects of IT-mediated marketing service content on lifestyle fit uncertainty.