

THE IMPACT OF SOCIAL MEDIA POWER ON THE SOCIAL COMMERCE INTENTIONS: DOUBLE MEDIATING ROLE OF ECONOMIC AND SOCIAL SATISFACTION

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ABSTRACT

Recently, social media has become a comprehensive source for attracting customers and has gained recent studies and policymakers' attention. Therefore, the current research also investigates the impact of social media expert power, social media referent power, and social media reciprocity power on the customers' economic and social satisfaction of the textile industry in the UAE. The goal of the study also includes the examination of the economic and social satisfaction impact on the social commerce intention of the textile industry in the UAE. The analysis of mediating impact of the customers' economic and social satisfaction among the nexus of social media powers and social commerce intention of the textile industry in UAE is also part of the present study objectives. This study has adopted the questionnaires to collect the data from the marketing department of the textile industry and analyze it by smart-PLS. The results exposed that social media expert power, social media referent power, and social media reciprocity power have a positive association with customers' economic and social satisfaction. The results also revealed that the customers' economic and social satisfaction has a positive impact on the social commerce intention. The results also revealed that customers' economic and social satisfaction positively mediates the links between the social media powers and social commerce intention of the textile industry in the UAE. This study is suitable for policymakers who want to develop regulations related to social media and customer satisfaction.

Keywords: Social Media Expert Power, Social Media Referent Power, Social Media Reciprocity Power, Customers' Economic and Social Satisfaction, Social Commerce Intention

INTRODUCTION

Social commerce is a subset of e-commerce that consists of online media and social media, which encourages social interaction and user contributions to facilitate the online selling and buying of products and services. In short, social commerce is the application of social networks in the context of e-commerce dealings. This term, social commerce was introduced by Yahoo! in 2005, which is a set of online integrated shopping instruments like user ratings, shared lists, and other user-generated content-sharing of online product ideas and information (Lin, Li & Wang, 2017). The purpose of social commerce is to facilitate the companies to achieve different goals. Firstly, social commerce is helpful to companies in engaging customers with their brands according to their social behavior. Secondly, it facilitates the customers to come back to their website. Thirdly, it provides a portfolio to the customers to share their views about their brand. Fourthly, it provides the consumers all the information which customers need to analyze, compare, and choose the products of concerned companies (Zhang & Benyoucef, 2016).

As the competition between the different companies is becoming strong, a countless number of companies have turned to social commerce so that by applying electronic ways of transactions, and social networks customers' engagement with brands and thus, marketing rate

can be improved (Abuhashesh et al., 2021; Al Kurdi & Alshurideh, 2021). In the beginning, the marketing through e-commerce was slow. It was not growing at a rapid speed as today is. This rapid change has occurred due to the collaboration of social media with e-commerce (Alalwan, Rana, Dwivedi & Algharabat, 2017; Almazrouei et al., 2020). Social media has expanded the scope of online selling and buying at a high rate (Al-Marouf et al., 2021; Kurdi et al., 2021; Alshurideh et al., 2019). Social media are interactive digitally mediated technologies that assist the creation and sharing of ideas, information, career interest, and other forms of expression through virtual communities and virtual networks (Alshurideh et al., 2021; Hanaysha, 2021). The power of social media, which is the influence of the online representatives of particular companies over the social commerce consumers, influences the beliefs, interests, and decisions of the online consumers (Aljumah et al., 2021; Khasawneh et al., 2021). This social media power affects the intention of consumers to participate in social commerce or their online buying intention (Van den Eijnden, Lemmens & Valkenburg, 2016). Some highlighted related to the e-commerce sales in UAE are given in Figure 1.

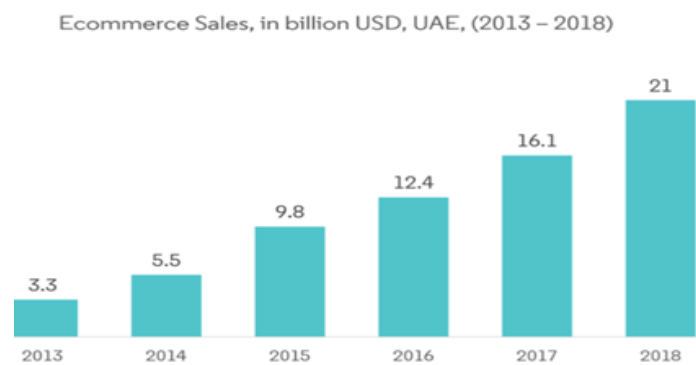


FIGURE 1
E-COMMERCE SALE OF UAE (2013-2018)

Thus, our paper aims at analyzing three forms of social media power over the consumers' social commerce intention. In this context, our study introduces social media expert power, social media referent, and social media reciprocity power as the determiners of economic and social satisfaction of online consumers and checks their influences on their social commerce intention. This study aims at analyzing the social commerce intention of online consumers under the presence of social media experts, referent, and reciprocity power in the economy of the United Arab Emirates (UAE) with reference to the textile industry. According to the reports issued by specialized regional and international organizations, in December 2014, UEA has been ranked as one of the most developed countries throughout the world (Ahmad, Ahmad & Bakar, 2018). According to these reports, the citizens and other residents of UAE are happy and contented, and there is sustainable growth in many other fields like economy, investment, technology, information, and trade, etc. The textile industry is one of the largest industries in the UAE. This industry is making rapid progress in UAE and has a large share in the economy's GDP. Several textile products are being exported, and a large amount of foreign exchange is earned out of the export of textile products (Abdulla, 2017). Many companies dealing in textile products have expanded their business scope by turning trade business over social commerce. Most of the textile companies have established websites and hire some representatives to interact with more consumers beyond the boundaries of the country. These online representatives use posts and different logs to access a large number of customers and to influence them to enhance their intention to buy the products from their social commerce community (Nuseir et al., 2021; Cao & Tian, 2020). The company's online representatives who have higher social power (expert, referent, and reciprocity power) over the social commerce consumers have a high marketing level as this power creates and develops economic and social satisfaction. The

economic and social satisfaction of the customers with the particular social commerce community increases the consumers' intention of buying online.

LITERATURE REVIEW

Social commerce which is the combination of online media and social media has raised the marketing level of companies. It facilitates the companies to interact with a large number of consumers. It assists them to engage customers with their brand and successfully motivates them to prefer to buy their products and services as compared to those of others (Alshurideh et al., 2015; Abu Zayyad et al., 2021; Hamadneh et al., 2021; Sways et al., 2021). The representatives of the companies at the social commerce communities may have some sort of over the online consumers, which influences their thinking, interest, values, and buying intentions. Some previous studies like Alnjadat, Hmaid, Samha, Kilani & Hasswan (2019) have addressed the social media power which influences consumers' satisfaction and the consumers' social commerce intentions. Some of these studies have been cited by this ongoing study to support the propositions.

According to the social power theory, the social media expert power, which is the power of expertise, knowledge, and experiences of a company's online representative over beliefs and behavior of consumers of the social commerce community, affects the economic satisfaction of the consumers (Kupfer, Pähler vor der Holte, Kübler & Hennig-Thurau, 2018). The social commerce consumers' economic satisfaction with the particular social portfolio increases when they perceive they will gain their economic outcome from the expertise, knowledge, and knowledge of the company's online representative. Their economic satisfaction with a particular social commerce community arises from the thinking, the company's online representative, who has rich knowledge and experience in the relevant field, will present high-quality products and services, and they will give better online shopping information (Mashaqi et al., 2020; Al-Dmour et al., 2021; Al-Khayyal et al., 2021; Al Kurdi et al., 2021). Moreover, the consumers' economic satisfaction with the particular brand on social media increases in the sense that the company's online representative having large experience in the same area knows all the ins and outs of the relevant brand or company, and the interaction with him would help gain economic goals (Lund, Cohen & Scarles, 2018).

***H1:** Social media expert power has a positive impact on the social commerce consumers' economic satisfaction.*

Social power implies that the referent power of companies' online representatives reforms the beliefs, interests, behavior, and evaluation of the social commerce consumers (Nawaz et al., 2021). The referent power of companies' online representatives over the consumers of the social commerce community comes into existence when they perceive similarity, attractiveness, identification, or some sort of friendship with the influencers (Nuseir et al., 2021; Awan, 2017). Consumers usually have to face an overload of information in the online shopping context. Under the presence of a bundle of information, the online commerce consumers get confused, and they are unable to pick the right things out of the overload of information and evaluate the economic outcomes from online shopping. While the perception of similarity in values and goals, and personal identification with companies online representative in particular social commerce portfolios, gives them a sense that they are given exact and accurate information according to their requirements, and now they can make a better decision about online shopping to achieve economic goals. Thus, the referent power of companies' online representatives increases the financial satisfaction of the consumers (Ghezzi, Gastaldi, Lettieri, Martini & Corso, 2016).

***H2:** Social media referent power has a positive impact on the economic satisfaction of the consumers.*

Social power theory suggests that the final form of social media power, reciprocity power left by the company's online representative at a particular social media portfolio over consumers, reshapes the beliefs and behavior of the consumers (Sherman, Payton, Hernandez, Greenfield & Dapretto, 2016). Social media reciprocity power arises from the sense of reciprocity norm in the consumers. This sense of reciprocity implies that if the company's online representative has done something good for the consumers, they must also form their intentions and actions accordingly. The company's online representative' struggles to show a reciprocity impression on the consumers like providing timely and accurate information and cooperate with the customers, help the customers in identifying better products, and shopping efficiently to attain the economic goals (Obeidat et al., 2019; Al-Dmour et al., 2021; Nuseir et al., 2021). This results in enhanced economic satisfaction in the social commerce consumers as it provides them with the right information about the products and services and gives the right way how to gain maximum economic benefits from online shopping (Sherman et al., 2016). Therefore, we hypothesize:

H3: *Social media reciprocity power has a positive influence on the consumers' economic satisfaction.*

Social power theory implies that the social media expert power, the deep influence of the expertise, knowledge, and experience of company's online representative of different brands over the intensions and behaviors, enhances the social satisfaction of the consumers with the particular companies (Spaiser, Chadeaux, Donnay, Russmann & Helbing, 2017). Social media expert power is the consumers' perception of companies online representative' expertise (Nawaz et al., 2020), knowledge, and experience that they politely interact with their customers, fully cooperate with customers and properly guide them on how to discover about the products and services and how to buy them easily. The influence of expertise, knowledge, and experience of companies online representative at a particular social portfolio over the consumers increases the social satisfaction with that portfolio that it will be easy for them to get proper information about the products and shopping without any hurdle as they will be favorable social environment (Kim & Johnson, 2016).

H4: *Social media expert power has a positive impact on the social satisfaction of consumers.*

Social media referent power also results in the existence of social satisfaction in the social commerce consumers. The perception of similarity and shared identity with the companies' online representatives smoothens the interaction and communication between the company's online representative and the social commerce consumers (Van den Eijnden et al., 2016). Having such experiences, the consumers have good feelings while shopping in the social commerce community; thus, they feel socially satisfied (Alshurideh et al., 2012; Al-Hamad et al., 2021; Alshurideh et al., 2021). The attractiveness of digital consumers towards consumers creates feelings of some sort of gratification, happiness, and enjoyment at the time of interaction with this company's online representative. The stronger referent power on the part of the company's online representative over the social commerce consumers creates a sort of friendship between the company's online representative and the consumers. This makes the interaction experience happy and enjoyable (Lee, Kim, Chung, Ahn & Lee, 2016). Thus, we can hypothesize:

H5: *Social media referent power has a positive impact on the consumers' social satisfaction.*

The perception of special concern and warmth from the companies online representative under the struggle of implying reciprocity power makes the consumers feel highly satisfied with their social experiences with the companies online representative (Yahia, Al-Neama & Kerbache, 2018). The high level of social media reciprocity means that the company's online representative does something very good for social commerce consumers, such as providing the exact information as soon as possible to consumers. This makes the customers feel

warmer and more concerned. The positive things done by the company's online representatives for the consumers improve their ability to evaluate the social interaction within the particular social commerce community. Thus, the consumers' experience to operate socially in the community improves (Lin et al., 2017).

H6: Social media reciprocity power has a positive influence on the consumers' social satisfaction.

The social commerce intention is the intention of online consumers to purchase the products and services of the particular brand within the social commerce community (Wang, Chen, Ou & Ren, 2019). This social commerce intention of consumers may change with the degree of consumers' economic satisfaction with the relevant social portfolio and the company's online representative. When the consumers feel satisfied that they would successfully get the economic goals from a certain social commerce community, they pay more attention to the posts and logs set and play an active role in online shopping. Consumers prefer to buy products and services from those social portfolios where they can buy maximum products having good quality within minimum costs. So, where the consumers feel they can save more, they want to interact and buy (Yadav & Rahman, 2017). Thus, the economic satisfaction of the online consumers with the specific social commerce community results in the greater social commerce intention of the consumers.

H7: Consumers' economic satisfaction has a positive influence on the consumers' social commerce intention.

Naturally, the people turn to where they feel they would be welcomed warmly, where they have full cooperation and friendliness (Akman & Mishra, 2017). It is like the same with the social commerce consumers. Their online shopping intention is dependent on their social satisfaction with the particular websites or social commerce community. When the consumers are impressed by the customer interaction and customer service of companies online representative, and they are sure that they will have full cooperation in seeking information about the products and services (their quality, price, and delivery), they prefer to interact with those companies online representative in search of desired products and services (Aljumah et al., 2021. Hanaysha & Pech, 2018). Where the customer is made feel happy and friendly at the interaction, it triggers their online shopping intention (Yan et al., 2016). Thus, the following hypothesis is made:

H8: Consumers' social satisfaction has a positive influence on the consumers' social commerce intention.

Social media power has a strong influence on the economic satisfaction of online consumers, which results in a change in the social commerce intention of consumers. The consumers' perception of the expertise, knowledge, and experience of the companies online representative creates confidence in the consumers that shopping from this particular social portfolio will give economic benefits, thus, decide to seek products from this portfolio (Busalim, 2016). The attractiveness, similarity, and friendliness of the company's online representative create financial satisfaction in the consumers, which results in the improvement in the consumers' social commerce intention. The reciprocity power of the company's online representative affects the consumers' interests, beliefs, and actions. The actions of the company's online representative to do something good to the consumers make it clear to the consumers the commercial entities behind the companies' online representative will never fraud and do not charge much. This economic satisfaction further creates and improves the online buying intention of the consumers (Baghdadi, 2016).

H9: Economic satisfaction is a significant mediator between social media power and consumers' social commerce intention.

The social media power puts strong influences on the social satisfaction of online consumers, which leads to the change in the social commerce intention of the consumers. The

sense that the company's online representative who is interacting has great expertise, knowledge, and experience in the concerned field increases the consumers' belief that they would be interacted with by the company's online representative in a respective and friendly manner. This boosts up the consumers' social commerce intentions (Yadav & Rahman, 2018). Similarly, the development of the referent power of social media arouses the sense of friendly and warm interaction from the particular social commerce community. This social satisfaction on the part of social commerce consumers leads to enhanced consumers' social commerce buying intentions. When the company's online representative takes certain actions in favor of consumers, a sense of friendly interaction automatically arises in online consumers, which results in the consumers' high participation in the social commerce community (Braojos, Benitez & Llorens, 2019). Thus, we can hypothesize:

H10: Social satisfaction plays a mediating role between social media power and consumers' social commerce intention.

RESEARCH METHODS

The ongoing study investigates the impact of social media powers on the customers' economic and social satisfaction and examines the impact of economic and social satisfaction on the textile industry's social commerce intention in the UAE. The analysis of mediating impact of the customers' economic and social satisfaction among the nexus of social media powers and social commerce intention of the textile industry in UAE is also part of the present study objectives. This study has adopted questionnaires to collect the data from the marketing department of the textile industry. This study has adopted the questionnaire from the past study of Mehraliyev, Choi & King (2020). In addition, the questionnaires were sent to the respondents by using simple random sampling. A total of 520 questionnaires have been forwarded to the respondents but received only 310 after one month that represents about 59.62 percent rate of response.

This study has adopted the smart-PLS to examine the nexus among the variables along with the checking of discriminant and convergent validity. The smart-PLS selected because the purpose of the study is hypotheses testing, and a complex framework was adopted by the study (Hair Jr, Babin & Krey, 2017). This study has taken Social Commerce Intention (SCI) as a predictive variable that has five items. Moreover, Economic Satisfaction (ES) with six and Social Satisfaction (SS) with four items have been used as mediating variables in the study. Finally, three predictors have been used by the survey named as Social Media Expert Power (SMEP) with six items, Social Media Referent Power (SMRP) with four items, and Social Media Reciprocity Power (SMRP) with three items. These constructs are shown in Figure 2.

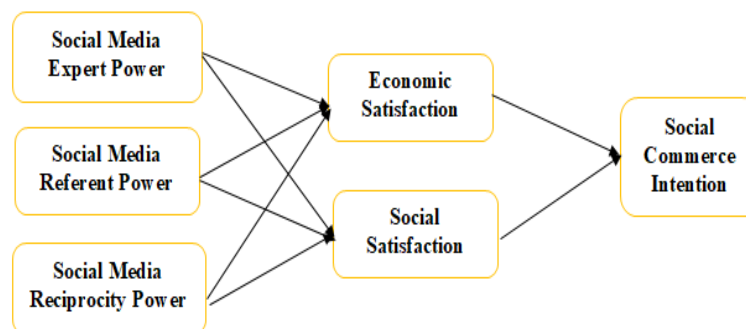


FIGURE 2
THEORETICAL MODEL

Findings

The finding section shows the convergent validity that is about the relationships among items, and the figures show that Alpha along with Composite Reliability (CR) values are not less than 0.70 and AVE, and loading values are not smaller than 0.50. These values exposed that the valid convergent validity and the high relationship between items. These values are highlighted in Table 1.

Constructs	Items	Loadings	Alpha	CR	AVE
Economic Satisfaction	ES1	0.870	0.887	0.918	0.691
	ES2	0.825			
	ES3	0.878			
	ES5	0.841			
	ES6	0.733			
Social Commerce Intention	SCI2	0.852	0.849	0.898	0.688
	SCI3	0.834			
	SCI4	0.818			
	SCI5	0.813			
Social Media Expert Power	SMEP1	0.818	0.869	0.901	0.602
	SMEP2	0.727			
	SMEP3	0.702			
	SMEP4	0.805			
	SMEP5	0.787			
	SMEP6	0.816			
Social Media Referent Power	SMRP1	0.788	0.840	0.893	0.676
	SMRP2	0.826			
	SMRP3	0.847			
	SMRP4	0.827			
Social Media Reciprocity Power	SMRPP1	0.854	0.775	0.820	0.605
	SMRPP2	0.747			
	SMRPP3	0.726			
Social Satisfaction	SS1	0.792	0.773	0.803	0.511
	SS2	0.517			
	SS3	0.743			
	SS4	0.773			

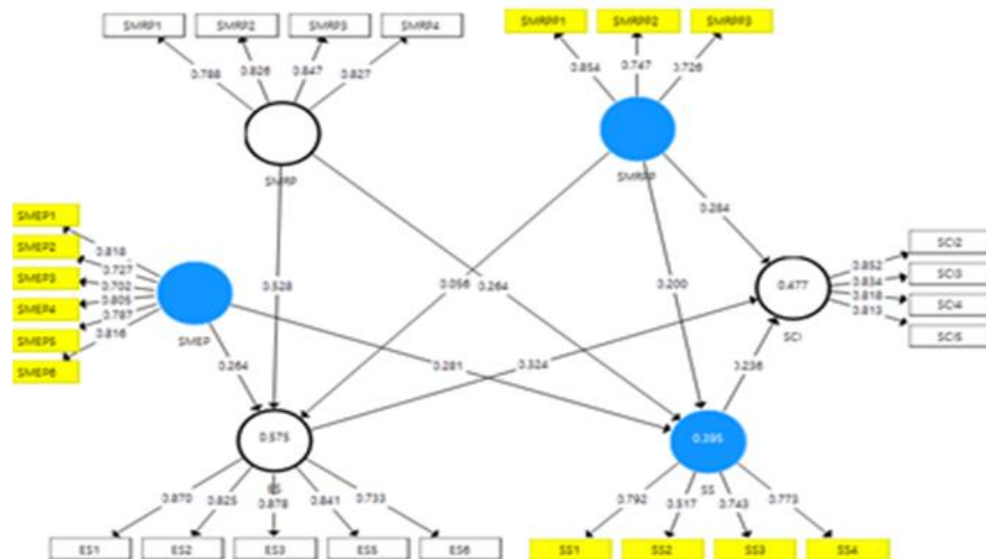
The finding section also shows the discriminant validity that is about the relationships among variables. Firstly, this study has used the Fornell Larcker and cross-loading to test the discriminant validity. The figures show that the statistics that show the relationship with the variable itself are not less than the figures that show the relationships with other variables. These values exposed that the valid discriminant validity and the low relationship between variables. These values are highlighted in Table 2 and Table 3.

	ES	SCI	SMEP	SMRP	SMRPP	SS
ES	0.831					
SCI	0.586	0.830				
SMEP	0.623	0.702	0.776			
SMRP	0.726	0.623	0.628	0.822		
SMRPP	0.484	0.551	0.472	0.572	0.778	
SS	0.537	0.549	0.544	0.555	0.484	0.715

	ES	SCI	SMEP	SMRP	SMRPP	SS
ES1	0.870	0.441	0.432	0.600	0.418	0.481
ES2	0.826	0.563	0.585	0.593	0.342	0.415
ES3	0.877	0.479	0.510	0.668	0.482	0.493
ES5	0.841	0.473	0.472	0.673	0.447	0.502
ES6	0.733	0.473	0.588	0.466	0.317	0.332
SCI2	0.521	0.840	0.554	0.552	0.554	0.423
SCI3	0.455	0.847	0.622	0.494	0.410	0.484
SCI4	0.463	0.831	0.602	0.501	0.392	0.470
SCI5	0.508	0.800	0.552	0.519	0.472	0.445
SMEP1	0.489	0.668	0.825	0.506	0.395	0.547
SMEP2	0.594	0.630	0.731	0.576	0.409	0.413
SMEP3	0.428	0.557	0.711	0.368	0.400	0.442
SMEP4	0.470	0.448	0.796	0.493	0.331	0.354
SMEP5	0.445	0.416	0.778	0.483	0.340	0.348
SMEP6	0.438	0.468	0.810	0.473	0.293	0.375
SMRP1	0.571	0.522	0.505	0.794	0.332	0.452
SMRP2	0.589	0.553	0.555	0.833	0.365	0.441
SMRP3	0.634	0.486	0.491	0.841	0.563	0.477
SMRP4	0.593	0.487	0.515	0.821	0.622	0.456
SMRPP1	0.451	0.505	0.441	0.564	0.854	0.471
SMRPP2	0.279	0.369	0.273	0.331	0.747	0.319
SMRPP3	0.377	0.394	0.364	0.403	0.726	0.314
SS1	0.385	0.417	0.400	0.418	0.389	0.792
SS2	0.242	0.273	0.279	0.309	0.264	0.518
SS3	0.486	0.486	0.476	0.482	0.365	0.743
SS4	0.377	0.351	0.362	0.346	0.350	0.773

Secondly, this study has used Heterotrait Monotrait (HTMT) ratio to test the discriminant validity. The figures show that the HTMT ratios are not bigger than 0.85. These values exposed that the valid discriminant validity and the low relationship between variables. These values are highlighted in Table 4.

	ES	SCI	SMEP	SMRP	SMRPP	SS
ES						
SCI	0.675					
SMEP	0.701	0.796				
SMRP	0.838	0.737	0.728			
SMRPP	0.611	0.716	0.593	0.737		
SS	0.677	0.711	0.684	0.727	0.697	

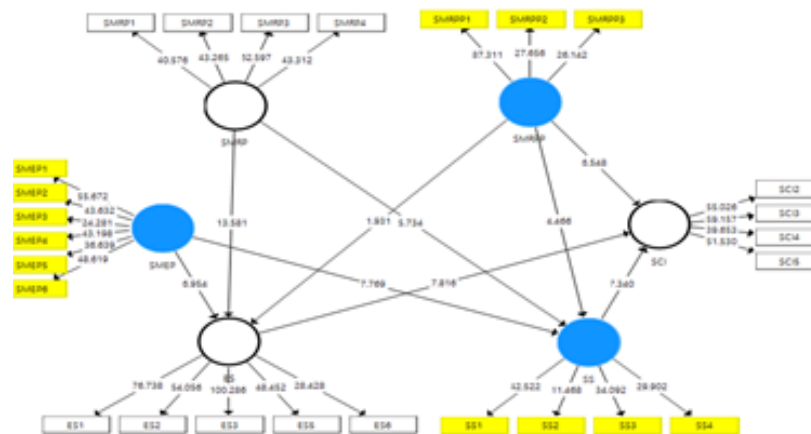


**FIGURE 3
MEASUREMENT ASSESSMENT MODEL**

The results section also shows the nexus among the variables, and the results exposed that social media expert power and social media referent power have a positive association with customers’ economic satisfaction and accept H1 and H2. In addition, social media expert power, social media referent power, and social media reciprocity have a positive association with social satisfaction and accept H4, H5, and H6. The results also revealed that the customers’ economic and social satisfaction has a positive impact on the social commerce intention and acceptance H7 and H8. The results also revealed that customers’ economic and social satisfaction positively mediates the links among the social media expert power, social media referent power, social media reciprocity power, and social commerce intention of the textile industry in UAE and accept H9 H10. These values are highlighted in Table 5.

Relationships	Beta	S.D.	T Statistics	P Values	L.L.	U.L.
ES -> SCI	0.324	0.041	7.816	0.000	0.259	0.401
SMEP -> ES	0.264	0.038	6.954	0.000	0.183	0.330
SMEP -> SS	0.281	0.036	7.769	0.000	0.208	0.336
SMRP -> ES	0.528	0.039	13.581	0.000	0.435	0.599
SMRP -> SS	0.264	0.046	5.734	0.000	0.181	0.348
SMRPP -> ES	0.056	0.029	1.931	0.056	0.001	0.118

SMRPP -> SCI	0.284	0.043	6.548	0.000	0.199	0.361
SMRPP -> SS	0.200	0.045	4.466	0.000	0.110	0.275
SS -> SCI	0.236	0.032	7.340	0.000	0.161	0.284
SMEP -> ES -> SCI	0.085	0.020	4.354	0.000	0.051	0.123
SMRP -> ES -> SCI	0.171	0.024	7.007	0.000	0.134	0.221
SMRPP -> ES -> SCI	0.038	0.010	3.800	0.002	0.012	0.043
SMEP -> SS -> SCI	0.066	0.014	4.776	0.000	0.034	0.087
SMRP -> SS -> SCI	0.062	0.014	4.453	0.000	0.038	0.087
SMRPP -> SS -> SCI	0.047	0.012	3.894	0.000	0.022	0.067



**FIGURE 4
STRUCTURAL ASSESSMENT MODEL**

DISCUSSIONS & IMPLICATIONS

The study results have indicated that social media expert power has a positive association with the economic satisfaction of the consumers. The study implies that through better skills to manage the company interaction with the consumers through social media, by providing exact information, and management of the delivery of products in such a way that the consumers get the satisfaction that they will successfully attain their economic goals which they want through online shopping. These results are in line with the past study of Lin, Wang & Hajli (2019), which shows that through the expertise and goods skills of the company's online representative in digital marketing, the social commerce consumers' economic satisfaction can be achieved. Through better skills to interact with the consumers on social media channels, the company's agents form such offers as they can satisfy the consumers from an economic perspective without upsetting the company's economic goals. The study results have also indicated that the social media referent power, the power of a company's online representative, has a positive association with the economic satisfaction of the consumers. These results are in line with the past study of X. Wang, Lin & Spencer (2019), which implies that when the consumers feel similarity or identification with the companies online representative in the personal goals, values, or interests, they gain economic satisfaction in the sense that they are given the right information, and the products have good quality; thus, shopping with these companies online representative would not result in economic loss. It has also been indicted by the results that the form of social media power, the reciprocity power of a company's online representative, has an insignificant impact on the economic satisfaction of the consumers. These results are approved by the past study of Hew, Leong, Tan, Ooi & Lee (2019).

This study examines the role of social media power in the social commerce consumers' intentions. The reciprocity power of a company's online representative forces the consumers to make purchases more efficiently and more potentially, as they feel satisfied with economic goals having the right comprehensive information. The study results have indicated that social media expert power has a positive influence on the social satisfaction of the consumers. These results are in line with the past study of Jussila, Kärkkäinen & Aramo-Immonen (2014), which indicates that the social commerce consumers' perception of companies online representative's expertise, knowledge, and experience in the particular social community creates a strong sense in the consumers of social cooperation in shopping from the companies online representative. The study results have also indicated that the social media referent power has a positive association with the consumers' social satisfaction. These results agree with the propositions of the study of Georgescu & Popescu (2015), which states that the attractiveness and the shared identity from the companies online representative creates a feeling of friendliness and easy interaction in the social commerce community. It has also been indicated that the form of social media power, the company's online representative' reciprocity power, has a positive association with the social satisfaction of consumers. These results are supported by the study of Zubi, Spertino, Carvalho, Adhikari & Khatib (2017), which indicates that the companies' online representative' struggle of showing reciprocity power on the consumers make them feel concerned and warm, which increases their social satisfaction of the consumers.

The study results have revealed that the consumers' economic satisfaction with the particular social commerce community and the products introduced by the company's online representative positively influence the social commerce intention of the consumers. These results are in line with the past study of Iankova, Davies, Archer-Brown, Marder & Yau (2019), which throws light on the fact that the high degree of satisfaction of online consumers with the social commerce community to get the economic goals boosts up their online shopping intention. Moreover, the results have shown that the online consumers' social satisfaction with the company's online representative has a positive relationship with their online buying intention. These results are supported by the literary work of Jones, Borgman & Ulusoy (2015), which highlights that the creation of a feeling of friendship and interpersonal interaction with the companies online representative enhances the intention of online consumers to seek information about the products and services and to acquire them through the relevant social media portfolio. It has also been shown by the study results that the online consumers' economic satisfaction plays a mediating role between the social media power and the consumers' social power intentions. These results are approved by the study of Sun, et al., (2018), which implies that the social media power creates and enhances the economic satisfaction in the consumers while shopping with the relevant social portfolio, and this economic satisfaction increases the consumers' social commerce intention. Besides, our study results have represented that the consumers' social satisfaction plays a mediating role between the social media power and the consumers' social commerce intention. These results are supported by the past study of Grizane & Jurgelane (2017). This study suggests that all the three forms of social media power, such as expert power, referent power, and reciprocity power, on the part of the company's online representative, enhances the social satisfaction of the online consumers and triggers their social commerce intentions.

The ongoing study carries both the theoretical and empirical implications study. It has great theoretical significance as it proves to be a dramatic addition to the literature based on commerce. Here in this study, the role of social media power has been addressed in increasing the consumers' intention of taking an active part in social commerce and online shopping. First, this study introduces the three forms of social media power, such as expert power, referent power, and reciprocity power, as three determiners of creation and development of social commerce consumers' economic satisfaction and their social satisfaction with the particular social media portfolio. This study has made a great contribution to the existent literature because it introduces two mediators at the same time, such as consumers' economic satisfaction and their social satisfaction between the social media power (expert, referent, and reciprocity power) and

the social commerce consumers' buying intention. The study has much empirical significance to the industries rendering online marketing services. This study gives a guideline on how to promote online marketing with the development of a high degree of social media power. This study guides on how to promote online consumers' economic and social satisfaction and, thereby, their social commerce intention through the great social media expert power, referent, and reciprocity power of the company's online representative over the social commerce consumers.

CONCLUSION & LIMITATIONS

The study examines the development of social commerce consumers' intention to buy online. In this regard, it addresses the social media power such as the expert power, referent, and reciprocity power of the company's online representative as the determiners of economic and social satisfaction of the consumers. The study states that the digital media expert power is the consumers' perception of the expertise, knowledge, and experiences in social commerce, which indicates that they would gain the economic goals while shopping from this particular social media portfolio and also provides a sense of polite, friendly, and cooperative social interaction with representatives of the particular brand. Similarly, the attractiveness and the shared identity with the company's online representative create economic and social satisfaction in the social commerce consumers. The attractiveness and shared identity with the company's online representative assure the consumers that they would give accurate and timely information and interact with them friendly; thus, the consumers feel both economic and social satisfaction with the particular social commerce community. The company's online representative's attempt to develop a sense of reciprocity in the consumers creates economic and social satisfaction in the consumers as if the companies online representative do something positive to the consumers, and they should also interact with the friendly and shop online efficiently. The study indicates that the higher degree of social media power (expert, referent, and reciprocity power) creates confidence in the consumers that they would successfully gain the economic goals by shopping in the particular social commerce community, which enhances the consumers' intentions to buy online. Similarly, the higher degree of social media power assures the consumers to get friendly interaction from the social media portfolio, which boosts up their online shopping intention.

This study has several limitations despite the theoretical and empirical implications, and these limitations must be covered by future authors in their literary workouts. First, this paper has addressed only social media power as a factor affecting the social and economic satisfaction and the social commerce consumers' intention of online buying. Whereas there are many economic factors and cultural elements which have strong impacts on the social consumers' online buying intentions, but these factors have been ignored by this study. For the expansion of the scope of the study, scholars in the future must also analyze the influences of economic factors on the social commerce consumers' online buying intentions. Furthermore, the author of this study has extracted data from the economy of the UAE, which has been declared as a developed country. This is valid in the developed countries. But it is not equally valid in the case of the developing economy where the living standard of the people is low. Future scholars are recommended to address the current issue also with respect to the developing economy.

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