

## RESEARCH ARTICLE

# A SYSTEMATIC REVIEW OF 'WILLINGNESS TO PAY' FOR BRANDS PURCHASED FROM SOCIAL COMMERCE PLATFORMS

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### ARTICLE INFO

#### Article History:

Received 20<sup>th</sup> February, 2023

Received in revised form

17<sup>th</sup> March, 2023

Accepted 28<sup>th</sup> March, 2023

Published online 27<sup>th</sup> April, 2023

#### Keywords:

Social Commerce, Online Purchases,  
Willingness to Pay, Local Brands,  
Literature review, ABCD analysis.

### ABSTRACT

**Purpose:** Social Commerce proved to be a boon to Indian local businesses, artisans, woman-led small enterprises and, emerging small brands. The situation arising from the pandemic has paved way for these businesses to make a mark on the consumers and compelled them to buy the products at the price quoted on the sites. The study is all about the willingness of consumers to pay for these novice brands based on their current popularity on social commerce sites. The study will help us know what more can the companies do to receive the best earnings as well as the right attitude by consumers. **Design/Methodology/Approach:** The review article contains secondary data, by emphasizing the qualitative approach to the fundamental problem statement. Data is gathered from many scientific publications, websites, research reports and surveys. **Findings/Results:** My study is mainly to understand this shift in the attitude of consumers toward small brands and to understand their willingness to pay for these brands. I want to know what is the shift in attitude for. **Originality/Value:** The study highlights and offers new research areas to be conducted empirically. Until now, the majority of study on the topic/area has been descriptive instead of empirical. A research proposal is approved for further investigation on the basis of the study gap.

**Citation:** Afreen Nishat A. Nasabi and Sujaya H. 2023. "A systematic review of 'willingness to pay' for brands purchased from social commerce platforms", *Asian Journal of Science and Technology*, 14, (04), 12460-12469.

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## INTRODUCTION

The evolution of online shopping has presented various issues to customers, including payment security, data privacy, the legality and enforceability of e-contracts, insufficient information disclosure, product quality, and right enforcement. This problem arose as a result of several internet. Retailers are unaware of the major elements that influence consumers' perceptions of risk. Customer attitudes regarding internet buying and purchase behaviors will be influenced by their perceived dangers. Research on customers' perceived risks when making internet purchases remain equivocal. As a result, this work fills a research need. The transaction of products or services together within social internet media platforms is called as social commerce [1]. Social networking sites may now go from the discovery to the conversion process, pushing consumers to complete the whole buying process only within social media platform. Consumers in traditional e-commerce typically examine a digital catalogue before buying something. Buyers and sellers in social commerce, on the other hand, conclude their orders or transactions by communicating on social media sites popular are Instagram, Meesho, Facebook, Pinterest [2].

In the midst of the epidemic, Facebook, Instagram, and Pinterest will deliver new social commerce capabilities in 2020 to assist companies in streamlining online buying experiences. With their ever-growing followings, social media influencers can be found all over the internet. Retailers may write their own success stories by collaborating with them in order to co-create unique collections. The collaboration may benefit both parties since influencers can boost their influence and brand awareness by being affiliated with a retail company, and retailers can utilize the figures to promote sales. Influencers may use social media tools such as live streaming, polls, surveys, and feedback to identify and work with shops on the next product promotion [3]. Amazon Inspire was unveiled in December 2022 in anticipation of the forthcoming social commerce trend. Inspire has been a novel inside-app buying feed. It is personalized with ready-to-shop photographs and audio/visuals based on the user's preferences and involvement. According to studies, marketing on social media is expanding at a rate of roughly 30 percent each year, implying that revenues from live internet shopping is increasing. Social networking platforms are an important component of e-commerce, is now well positioned to benefit from comparable development. In 2021, over \$ 37 billion in merchandise and services were bought in the U. S. using social-commerce networks. Experts believe the figure would climb to US \$ 80 billion by 2025. Festive picks from Indian Small businesses, is another initiative by flipkarts where they

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are popularizing local shops, emerging Indian brands, woman-led businesses, hand made products bt Indian artisans [4-6].

**Objectives**

- a. To do an exhaustive literature survey on social commerce for small brands
- b. To conceive a conceptual framework for influencers in social commerce purchases
- c. To know consumer’s willingness to pay for Indian local businesses, artisans, woman-led small enterprises and, emerging small brands in Social Commerce platforms.
- d. ABCD analysis for Social commerce sellers

**METHODOLOGY**

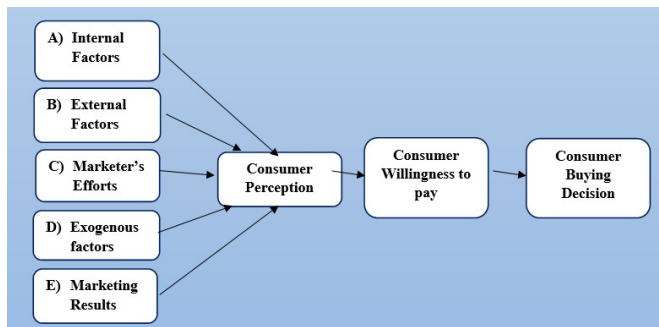
This paper consists of developing a theoretical concept based on model building using secondary data and literature and analysis of the model using the SWOC listing framework [7-11]. The list of sources for secondary data such as case studies, e-commerce blogs, websites, research papers, literature review papers, e-papers, and exhaustive sources is mentioned on search engines namely google scholar and google [12-13].

works in the area of my research topics collected from various sources like through search engines like google, google scholar etc.. We have collected and referred reseach articles, blog posts, industry reports etc. using the key words Social Commerce, Online Purchases, Willingness to Pay, Local Brands, Literature review, ABCD analysis. The year of referred liJterature is between 2000 to present.

**New Related Issues:** During our pricess of reviving the literature I realized that there are few types of issues that have an impact or impact on the Shopper Buying behavior or Consumer Decision making model. The following are those factors put under headings that we felt are suitable. Willingness to pay, often known as WTP, is the highest price a client is ready to shell out for an item or service. It is usually expressed by a monetary value or, in certain situations, a price range. While potential clients are certainly prepared to spend less than this barrier, it is crucial to remember that they will not pay more in most situations. Customers' willingness to pay might differ greatly. This variation is frequently generated by variances in the client population, which are generally classed as extrinsic or intrinsic. Extrinsic differences can be seen. Extrinsic variables in a customer's willingness to pay might include their age, sexuality, income, education, and location [21-24].

Sl. No.	Area of Research	Focus	Outcomes	References
1	Consumer research	Perception of the Consumer	Because emotions impact behavioral reactions in the same way, perceived fairness also mediates the link between pricing fairness beliefs and behavioral responses.	Lii, (2009). [14]
2	Social commerce	Consumer engagement on influencer accounts in Instagram	Pervasive feature and usability increase happiness well with Instagram account, which increases the propensity to follow and give account suggestions for others to follow. In particular, satisfaction entirely facilitates the impact of views on purposes, with the exception of the contribution of perceived usefulness on planned referral, which is also directly connected.	Casaló,et al., (2017). [15]
3	Online food delivery	Customer attitude and intention	Perceived utility, perceived simplicity of being used, and website credibility are major motivators for online food shopping. Of these factors, facilitating conditions of being used has the most influence on attitude.	Nguyen,et al., (2019). [16]
4	Consumer Buying intention	Buying behavior towards Organic food products	The shopper's opinion of the items' security, well-being, conservational considerations, and animal well-being all had a substantial influence on their propensity to purchase organic nutrition. Interestingly, customers' perceived value had no substantial influence. The impact of the purity of organic food goods on their propensity to acquire the products.	Wee,et al., (2014). [17]
5	Neuromarketing in online Consumer Behaviour	Consumer Buying intention	Neuromarketing strategies enable businesses to not only collect varied data on users, but also to tailor their social communication on paradigm to each individual by incorporating neuromarketing into its operation. Neuromarketing approaches are still viewed as intruding consumer privacy, particularly by people unfamiliar with the topic. Audience approval is, in reality, the most often identified obstacle by businesses, making them hesitant to use neuromarketing strategies into social media.	Rosca. et al., (2019). [18]
6	Branding	Social Commerce	Brand building has grown to be a problematicchore in the phase of Facebook and YouTube.Greatest businesses prefigured the beginning of the modern excellent period of imprinting a period ago.	Holt,(2016). [19]
7	Commerce trends	Social Commerce	The dust has cleared on the expanding ecommerce business, but brands are now competing against global players. Social platform innovations provide companies and consumers with the mixed relationships they want. Just three have made it into the top 500 on YouTube. Instead, you'll encounter unknown entertainers who emerge out of nowhere. To engage, persuade, and keep customers, brands rely significantly on social media.	Shopify, (2023). [20]

**Related research work:** Below are some of the highlighted



Source: with the help of a Literature Survey done by the researcher

Figure 1. Model Developed by The Researcher

**Internal Factors:** The influence of e-retailers' ethics on consumer behavior. Customer service is a new component that has been added to the construct of customer impression of internet merchants in emerging nations. Consumer services are placed second when combined through the initial four gears (secrecy, safety, non-deception, and contentment). Marketers must recognize that in order to entice consumers to make purchases, their sites necessity provide excellent shopper services. Customer impression of online merchants' effects on repurchase intentions indirectly via the interplay of public confidence and perceived ambiguity. Previous marketing academics have proven that Repurchase intentions and consumer resonance about the brand are two significant apparatuses of customer trust in EC [25-33]. The studies also confirmed the discovery of a straight relationship between consumer perception and trust. Internet shoppers may be more likely to trust e-tailers and return to spend if they believe their partners operate ethically. Repurchase intentions are influenced negatively by perceived uncertainty. Because the higher the degree of online buying habit, the smaller the effect of perceived ambiguity on repurchase intentions occurs, marketers are employing loyalty programs to encourage customers' online purchasing habits. [34].

Individuals' judgments of showrooming value were considerably influenced by both perceived advantages and sacrifice. Customers who showroomed were more enticed by the benefits of showrooming rather than deterred by the accompanying sacrifices. Product assessment advantages were the most important contributors to perceived consumers' shopping value, followed by smart buying sensations and monetary savings. Perceived enjoyment, on the other hand, had the least effect on the creation of perceived consumers' purchasing value. Visiting a physical store before purchasing online aided showrooming buyers in efficiently evaluating branded clothing. This is due to the fact that, when viewing branded clothes in-store, showrooming buyers were able to correctly appraise them in terms of numerous critical aspects such as smoothness, fit, length, durability, color, and fabric feel [35]. Service quality influences both perception of client fulfillment, perceived value influences both client satisfaction and buying intention, satisfied customer affects post-purchase willingness, quality service has an implied major effect on post-buying purpose over user fulfillment potential charge, and among the aspects of service excellence, "customer service and system reliability" is greatest important [36]. Differential pricing techniques on the internet have various effects on consumers' perceptions of price fairness. It is apparent that the method utilized to charge various prices to different consumers matters. It is vital to highlight that in the online environment,

customers' views of pricing fairness, emotions, and behavioral reactions are more beneficial to the company when the purchase quantity technique is used rather than the order timing, buyer recognition, and cross strategies [37-39].

**External Factors:** Few perceived peril variables take a sturdy undesirable impression on consumer online purchasing purposes. Security worries are the most likely to prevent consumers from making online transactions. The findings indicate that understanding the perceived risk variables that impact customer online purchase intentions is critical since it gives helpful information to multi-channel merchants in their e-commerce activities. In the model, there are mediating effects of occupation, personality traits, or prior experiences to observe how influences may impact the connection of both the independent variable and the dependent variable [40]. Women who have a more utilitarian purchasing attitude are more inclined to purchase FMCG/ foods online. Grocery shopping has Women's purchases. Women purchasers have always controlled the market. Nevertheless, changing socioeconomic variables, such as an increase in the number of women entering the labor sector, have reduced the time allotted for this already low-involvement activity. It would be a good indication if online merchants kept this essential aspect in mind when developing strategies to sell FMCG/groceries to women online [41].

Older clients provide a large market opportunity for internet marketing. For the following reasons, both multinational and local marketers should consider elder customers as viable target markets. They have buying power; they have an effect on their children, subordinates, and grandchildren's purchasing decisions; and, while their expected lifespan is shorter, their referrals can have a significant impact in spreading information about the brand to other buyers who are considering purchasing online. All of this implies a potentially high long-term worth return for the web marketer [42]. Household food spending, kids, discrepancy cognitive, security practices, nourishing intake, labeling, tagbelief, and internet shop all influenced customers' purchase intentions for safe veggies. Nonetheless, the price point, hygiene status, and cleanliness had negative impact on the purchasing pleasure. Household income, connectedness, variance sensory perception, safety knowledge, nutritional status, wrapping, label trust, and shopping online all had a positive effect on consumers' readiness to shell out more money for safe vegetables, whereas family expenditure on food, current price, price volatility, and safety status all had a negative effect [43].

**Marketer's Efforts:** Differential pricing seems to be a tactic that merchants have successfully employed to increase sales and profits. The Internet has created a new realm in which this method may be used simply and affordably. The impact of several Internet differential pricing methods (buyer identity, purchase amount, multi-channel and multi-channel) on consumers' cognitive (i.e., price fairness perceptions), emotional, and behavioral reactions are investigated in this study. Perceived fairness is strongly tied to emotions, and although emotions influence behavioral reactions in the same way, they also serve as a bridge between perceptions of pricing justice and behavioral responses [37]. Given that modern businesses strive to be as welcoming as they can with their clients, avoiding a remote and cold connection based solely on exchanges, we see the onset of a need to develop a business

strategy that gives client experiences, not just revenue for the business and a profit margin for shareholders. As a result, the primary topic of our research is whether organizations can establish a link between their business goals when employing neuromarketing and the advantages that each consumer wants via social media. This topic inspired us to do a second study that looked at the same item usage in online networks both viewpoints (institutions and customers) in hopes of finding connecting points and exploring how they might be applied [39]. The Internet has created a new realm in which this method may be used effortlessly and affordably. This study looks at how several Internet differential pricing methods (buyer identification, purchase amount, purchase timeliness, and multi-channel) affect customers' cognition (i.e., price perceptions, fairness), as well as emotional and behavioral reactions. While emotions influence behavioral reactions in the same way, perceived fairness also acts as a moderator in the link between perceived justice and behavioral responses.

**Exogenous factors:** We must keep in mind that brands only prosper when they cross through in culture. Branding is a collection of tactics used to create cultural significance. Not only has digitization generated powerful novel social systems, but they have fundamentally transformed the way culture functions. Mobs on the internet are now incredibly successful and prolific cultural innovators, a phenomenon we call crowd culture. Crowdculture modifies the rules of branding, determining and it approaches success and those that fail. If crowd culture, we can find out is why branded-content initiatives have failed—and what other branding techniques social sites have permitted [62-70].

## MARKETING RESULTS

The image of a brand. The latter two components have been demonstrated to influence customer purchasing intent and behavior. There are, however, a few researches that investigate the link between discount framing customer buying purpose and genuine behavior. As a result, the drive of this study is to investigate the effect of discount framing on consumer intentions to buy and actual behavior. the result of concession enclosing on buying intention and actual purchase. Brand recognition and corporate image influence behavior [44]. Companies put large investments in 'branded content' as a fundamental part of the digital tactic. The inkling was that social networking shall enable a firm to evade outdated media and form direct ties with customers. They solicited the aid of inspired firms then legions of technicians to place their brands all through the digital globe. Viral, tinkle, parodies, sticky, and form factors have all become. Despite the buzzwords on social media. [45].

**ABCD Analysis:** The ABCD (Advantages, Benefits, Constraints, and Disadvantages) analytical approach measures the worth of a concept or inkling in a certain setting. It investigates the specific features, organization attributes, and efficiency of a notion or proposal. It was also observed to determine the most important parts [71-74].

### Advantages

- a) Faster and more seamless sales cycle- The goal of social commerce is to make sales as easy as possible.

Customers may finish their purchase while still on the site, which reduces the possibility of misunderstanding, cart abandonment, and survey-based. During the epidemic, customers are choosing expediency even more frequently.

- b) Informativeness of ratings and reviews gives customers the motivation to buy on social commerce platforms
- c) Selling on social commerce platforms gives Co-creation chance for women. It's a beautiful revenue model for women working from home.
- d) Personalization in advertisements and sales is possible
- e) The small business gets Shared & Recommended, thus serving as a strong mode of publicity
- f) Improved Search engine optimization for small businesses.
- g) Small brands enjoy Business Metrics from Social platforms[75-84].

### Benefits

- a) Inventory selection that is astute- You may encourage people to vote on innovative products or product enhancements because they're already on a social networking site. Using surveys in conjunction with sales figures and follower behavior allows retailers to better plan for seasonal trends or future order surges while maintaining on-time delivery. This is critical since 91% of online buyers would quit a store of a shipment is not free or fast sufficient.
- b) Logistics and delivery supports from social commerce giants
- c) Coupons and loyalty cards at Social commerce sites encourage future purchases
- d) Generate Genuine Engagement: With social commerce, your content will not only surface in your customers' news feeds on a constant schedule but, additionally be able to network with it by like, posting, tagging their contacts, and promoting it through their networking.
- e) Vividness of customer reviews helps buyers to get a boost for purchase
- f) Faster interaction with consumers is possible[85-92].

### Constraints

- a) The prospects must be tech savvy
- b) Social commerce is designed for buyers, not merchants- The biggest issue is that this strategy was designed for consumers rather than enterprises. The sellers lose online traffic, including CTR, because the current process is concentrated on a specific social networking site, and it is feasible to check out on the platform.
- c) Negative responses-Bad feedback taints the brand, and repairing the reputation is difficult.
- d) Just reach on social media platforms- You can probably predict what the sixth disadvantage is based on how we discussed Social Commerce. It is only available on social media networks. I understand that social media has a broad reach, yet it also comes with limitations. Therefore, you should maintain a traditional e-commerce site.
- e) Sellers Have Lost Control of Their Clients- There are multiple perspectives on each tale, and corporations marketing on social media are no exception. While social commerce offers numerous options for suppliers,

many are concerned about who truly owns the client. The more social media sites take over the purchasing process, the more power companies of every kind lose.

- f) The Scope Is Limited- On the other hand, overestimation of social media's importance should be avoided. Those who haven't already begun using social media will not do so today since the market is saturated.
- g) Consumers do not trust social media with their personal information.
- h) The Last Word- Retail futurologists have been predicting increased capabilities and utilization of social commerce for years, and while Coronavirus may have accelerated it somewhat, it will not be the panacea that only some completely failed shopping centers were hoping for, nor will it be a viable replacement for online stores and brick-and-mortar stores [93-97].

### Disadvantages

- a) Each social network has its own viewership: Each app has its own viewers, and audiences can vary greatly from one platform to another. This raises the potential that you would invest in the wrong social channel, leaving you unable to discover your target audience.
- b) Competition for attention may be fierce: Competing for attention, like other digital marketing operations, can be challenging under at the best of circumstances. Through social commerce, you may be contending alongside not just other businesses, but also the activity of people's own friends and family. Each user's feed will be crowded with postings, therefore yours must stick out.
- c) Timeconsuming-The company's endeavor to engage consumers takes time. The company's information and connections with its audience must be kept up to date. Just setting up a store on social networking sites is insufficient. Also, as online traffic declines, businesses seek to establish a presence there.
- d) Sellers Lose Product and Price Control- Moreover, there is a risk that social networks may control not just the client but also the price.
- e) The Opportunities Are Limited- Even if customer engagement might open up major new markets for merchants, they would discover that not every individual who use social media are eager to purchase on those platforms. For many people, social networks are good for social connections, but they would rather buy online at merchants' own sites or on platforms.
- f) Why Do Consumers Dislike Social Commerce?- Users are not receiving genuine, engaging posts[98-100].

### Ideal solution, current status & improvements required:

Gratification with a brand's authorized IG account is connected to both apparent utility besides enjoyment, which has a straight and confident influence on equal intents to trail and suggest the version. As a result, this delight helpfulness method is a good agenda for assessing purchasers' pleasure and interactive intents on the authorized IG account of a fashion brand community. As a result, companies should prioritize sharing material that, on the one hand, is valuable to the visitor who follows this blog and, in addition, produces a sense of joy and pleasure in the consumer's mind [31]. This might increase client happiness in addition to engagement and referrals to a

brand's official Instagram account. Instagram photos and videos produce greater interaction than other social networking sites, thus it is critical for businesses to understand the drivers of user happiness, intent to trail, and recommendation of an IG account. Good Instagram management may lead to stronger bonds with followers and a significantly better impression of a company in the minds of customers. Instagram's content, which is built on the periodical of images and petite video clips with a stunning designs and creative characters, might assist firms in gaining the attention of followers [32]. Satisfaction has also been identified as a critical factor affecting willingness to follow and promote the version. The more delighted a person is with the post published, the more likely he or she is to follow that page. As a result, managers should aim to cultivate this impression among customers by responding to remarks from their supporters or taking notice of ideas or proposals generated through such an online community, so consumers can feel that the firm considers their demands. Because the perceived utility is a major predictor of happiness through a company's authorized IG account, businesses must effort on providing material linked toward the helpful advantages it may provide to customers. As a result, it will be essential for companies to examine their followers' primary interests in order to provide users with valuable and uploaded information that is in accordance with what customers desire [33-41].

**Research Gap: (the difference between current status & ideal status):** Social commerce businesses have gambled large on the unbranded category and counterfeit items, resulting in reliability difficulties," says one social commerce player. When the quality standards-maintained falls short of the customer's expectations, the social seller's trustworthiness suffers. The trustworthiness of the s - commerce vendor is the golden goose. Banking on items that do not meet customer quality criteria is akin to murdering the goose. As a consequence, it is sure to provide immediate results but is not a long-term plan [42-51]. When a buyer thinks about online purchasing, their first idea is of a famous platform such as Amazon or Flipkart. Customers' comfort from such markets will be difficult to conquer by social commerce platforms, as customers may choose to remain with what they know and trust. Another problem is that in order to ensure commercial success on social sites, one must constantly develop rich and entertaining material. He noted that it is critical to continue recruiting and keeping influencers and content providers to maintain growth and maintain growth, he noted, it is critical to continue recruiting and keeping influencers and content providers [52-56]. The study is to understand how the unbranded/new brands made their mark on social commerce platforms and how the 'willingness to pay' for these brands increased from a customer point of view.

**Research Agenda:** The small brands that do not have a PAN India mark can be advised to do the following for increasing the value of their offerings and thereby improving their 'willingness to pay' for those brands sold on social commerce platforms. Anticipated solutions to decrease the gap

1. Use an AI chatbot to streamline sales and customer care.
2. Interact with your fans;
3. Listen tactically;
4. Promote reviews.
5. Focus on their audience;

## 6. Pricing your things to sell[57-65].

**Analysis of Research Agendas:** Unbranded firms had little exposure to the media and masses until the epidemic situation arose during the lockdown period. Small firms made themselves available on social commerce platforms and thus they got a brilliant platform to be made available across the country. The expertise of Flipkart, Amazon and Meesho was being leveraged by these small enterprises whose brand value was known in the market. Until the proper reviews of these products came to light, these small brands worked hard and then they started to get recognition in the segment and they eventually competed with the bigger brands. My study is mainly to understand this shift in the attitude of consumers towards small brands and to understand their willingness to pay for these brands. I want to know what is the shift in attitude for.

**Final Research Proposal on Chosen Topic:** We propose to conduct a study on consumer 'willingness to pay' towards selected local brands/small enterprises/artisans products/handicrafts brands etc in the northern parts of Karnataka.

**Suggestions to implement research activities according to the proposal:** This inquiry relies with both primary as well as secondary information. Primary data was acquired using surveys, while secondary data was gathered using books, journal articles, online pages, news outlets, journal articles, and market studies. The inquiries will be made to respondents, both male and female, randomly selected from Hubli-Dharwad and some other regions of north Karnataka. When assessing primary data, the percentage technique is utilized. The questionnaire is used to collect information from respondents.

**Limitations of the Proposal:** There are very few previous studies on the said topic. Hence we have to really work hard on the research agenda. Geographical limitations also prevail in the collection of data.

## CONCLUSION

Shopping becomes a social experience with social commerce. Social trade eliminates friction. View it, click on it, and purchase it. Social media goods decrease resistance in the shopper involvement, making it modest to drive from exploration to purchase. There is a lot of opportunity for earnings in social commerce. Social commerce provides a quick focus group. Not only can online retailing speed up the payment process, additionally, but it also provides an excellent means of gathering feedback. Your product portfolio is available for consumers to explore and debate together. You don't need a crystal ball to figure out what your clients enjoy and dislike. Millennials and Generation Z like to purchase on social media. You may market to very specific audiences. With such a richness of client data accessible through social media, you have a fantastic chance to refine and focus your advertising. Your horse-print bathrobes may be directly promoted to the equestrians that prefer flannel. Cute baby-sized sunglasses may be shined directly into the feeds of stylish young fathers. In a manner that conventional eCommerce and marketing cannot, social commerce allows you to bring precise, ready-to-buy items in front of individual individuals who would enjoy them. The study shall help small

enterprises to market their products well on social commerce platforms.

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