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A REVIEW OF THE ECONOMIC SOCIOLOGY OF DIGITAL MARKETS: THE DYNAMICS OF SOCIAL INTERACTION IN E-COMMERCE PLATFORMS

M. RASYID RIDHA[1*], ILHAM SAMUDRA SANUR[2], REZKY JUNIARSIH NUR[3], AHMADIN[4], M. YUNASRI RIDHOH[5]

[1,2,4]Universitas Negeri Makassar, Faculty of Social Science and Law, Indonesia
[5]Universitas Negeri Makassar, Faculty of Economics and Business, Indonesia
[3]Universitas Pendidikan Indonesia, faculty of social science education, Indonesia
E-mail: [1*]m.rasyid.ridha@unm.ac.id, [2]ilham.samudra.sanur@unm.ac.id, [3]rezkyjuniarsih@upi.edu, [4]ahmadin@unm.ac.id, [5]yunasri.ridhoh@unm.ac.id

ABSTRACT

This research seeks to define, delineate, and examine the evolution of trends in the Economic Sociology of Digital Markets, emphasizing the dynamics of social interaction inside e-commerce platforms. Social connection is demonstrated to be a vital factor that affects customer purchasing intents and decisions, both directly and indirectly. Social aspects, including trust, community participation, feedback, online reviews, and emotional experiences, are increasingly intricately intertwined within social commerce and live-streaming functionalities. Elements such as reliable followers, electronic word-of-mouth (eWOM), and the streamer's social presence significantly influence users' impulse purchasing behavior and emotional involvement. Conversely, social interactions that are not appropriately tailored to consumers' psychological situations, such as loneliness, might diminish loyalty and purchasing inclinations. This study employs a systematic literature review methodology utilizing a bibliometric approach to examine the trajectory of research progress. On April 17, 2025, 29 items were retrieved from the Scopus database using the keywords "social interaction" and "e-commerce platforms." All data were examined utilizing the Analyze Search Results function on Scopus.com and visualized with VOSviewer software version 1.6.20. Twelve pivotal studies from 2019 to 2025 were acquired through the selection process, directly reflecting the dynamics of social interaction within the realm of e-commerce. Bibliometric analysis shows a sharp increase in the number of publications, peaking in 2024, driven by global collaboration, increased funding, and better access to digital data. By viewing the digital market as an integrated social environment, this research contributes to information technology (IT) by explaining how the dynamics of social interaction on e-commerce platforms critically shape consumer behavior and support a sustainable digital ecosystem.
Keywords: *Economic Sociology, Social Interaction, E-Commerce Platforms, Systematic Literature Review*

1. INTRODUCTION

The significant digital transition over the last twenty years has profoundly altered human interaction and economic operations. A prominent aspect of this transformation is the rise of e-commerce platforms, which have transformed consumption and distribution patterns of commodities [1], but also reshaped the social and cultural landscape of economic interaction [2]. Platforms such as Tokopedia, Shopee, and Amazon, present a new form of digital market that goes beyond mere economic functions. In this context, the digital market needs to be understood not only as a medium for commodity exchange, but also as a complex social space where interactions, value negotiations, and trust building occur between economic actors.

Economic sociology provides an important theoretical framework for understanding these dynamics, particularly through the concept of embeddedness proposed by Granovetter (1985) [3]. The concept asserts that economic actions are always embedded in social networks and community norms that mediate and shape the behavior of economic actors. In the digital space, relationships between sellers, buyers, couriers, and digital payment systems are not only determined by price mechanisms, but also by social symbolism such as ratings, reviews, and digital identity [4, 5]. Trust is the main social capital that allows transactions to take place without direct physical contact, as well as

a risk reduction mechanism in the digital economy [6-8].

In addition, power dynamics in the e-commerce ecosystem is a crucial aspect that needs to be critically analyzed. Algorithms, recommendation systems and user reviews cannot be considered as neutral entities. Instead, they are instruments that shape preferences, regulate the visibility of businesses, and construct new social hierarchies in digital markets [9, 10]. In this ecosystem, practices such as self-branding, affiliate marketing and co-creation show that consumers and producers are equally involved in value creation, reinforcing the idea that digital marketplaces are spaces of social and cultural production [11, 12]. Castells' concept [13] of network society and Ferriani's [14] network-based social production enrich our understanding of new structures in digital economic interactions. As Chen et al's [15] study of Beidian in China shows, traditional social relations can be mobilized for commercial purposes, exposing the overlap between social and economic roles. In addition, parasocial interactions in e-commerce, where consumers form pseudo-closeness with influencers or sellers, influence consumption patterns [16]. This makes it clear that digital platforms are active actors in shaping socioeconomic norms, expectations and dynamics.

Based on recent theoretical frameworks and empirical findings [17, 18], The phenomenon of digital markets has garnered increasing attention from researchers across various disciplines. This interdisciplinary approach illustrates the intricacy of digital marketplaces, where the distinctions between economic and social activities are increasingly indistinct. In the realm of e-commerce, users not only execute transactions but also establish communities, provide reviews, shape market preferences, and participate in technology-mediated social interactions. In the economic sociology examination of e-commerce platforms, numerous primary linked concerns arise [19].

First, social relations such as those between buyers and sellers are commodified, where relationships between individuals are transformed into economic value, for example through customer reviews. Second, a form of digital trust emerges that is built not from direct interaction, but through a technology-mediated rating system and testimonials. Third, interactions are governed by social algorithms that are not neutral, but rather shape behavior patterns and influence user decisions. Lastly, there is a lot of pseudo-interaction, where communication appears personal when it is controlled by automated systems such as chatbots. These four issues show that social interaction in e-commerce changes not only form, but also meaning, along with the underlying digital logic and mechanisms.

This study will analyze the evolution of scientific literature about “social interaction & e-commerce platforms” by reviewing academic publications. This method aims to elucidate the interconnection between digital economic behaviors on e-commerce platforms and larger social processes, as well as their influence on the formation of new social structures in modern society. The objective of this study is to examine the dynamics of social interaction within e-commerce platforms through the lens of Economic Sociology, focusing on the commodification of social relations, the digital formation of trust, the mediation of social interaction by algorithms, and the emergence of pseudo-interaction forms. This study seeks to enhance comprehension of social phenomena within the digital economy by reviewing contemporary scientific literature, particularly regarding social interaction and e-commerce platforms, while fostering interdisciplinary dialogue to elucidate alterations in social structures resulting from digital transformation.

This study seeks to ascertain the prevailing trend of 'social interaction and e-commerce platforms' via the lens of data sharing [20] and the factors correlated with it as evidenced by journals published in the Scopus database [21]. This research utilizes data from 29 papers containing the keywords “social interaction” and “e-commerce platforms” in the Scopus database. The research questions comprised: What is the trend in scholarly articles examining social interaction on e-commerce platforms? Who are the researchers contributing to scholarly publications on this topic? What are the current study areas concerning social interaction on e-commerce platforms? The evaluation of 12 publications on this subject indicates extensive study on 'social interaction and e-commerce platforms' from several perspectives.

This research makes a significant contribution to the field of information technology (IT) by providing a comprehensive understanding of how social interaction plays a key role in the development and management of e-commerce platforms. By analyzing the latest research trends, this study highlights the importance of technological innovation in supporting interactive features such as live streaming, online review systems, and digital communities that directly influence consumer behavior and the effectiveness of digital marketing. These are important findings for tech developers and IT practitioners to design solutions that not only optimize the user experience but also strengthen a

sustainable digital ecosystem that responds to consumers' social needs.

2. METHODS

2.1 Ethics Statement

No institutional review board permission or research authorization was necessary, as this work was a literature review utilizing bibliometrics.

2.2 Study Design

The data for this study was collected from a series of literature studies in different scientific publications indexed in the Scopus database on April 17, 2025. The study used a systematic literature review analysis approach [22–24]. We picked the Scopus database since it has all the data we need and is one of the best-rated databases in many scientific domains. Also, it is backed up by a number of literature studies to make the research more accurate and acquire the greatest results. The Scopus Database [25–27] says that the VOSviewer version 1.6.20 analysis tool is utilized as a data processing tool (tool for identification and analysis) in the discussion and conclusion section. Other analytic tools also utilized "search result analysis" on scopus.com.

This literature evaluation plays a crucial role in detecting trends in social interaction and e-commerce platforms, as well as in delineating the study's focus on the most prominent characteristics. Underexplored facets of social interaction may serve as a foundation for identifying innovation in forthcoming pertinent research. Furthermore, the findings of this analysis might serve as a framework for devising plans and strategies for the advancement of 'social interaction and e-commerce platforms' by pertinent organizations.

2.3 Data Collection Methods

On April 17, 2025, 29 documents were accessed using the keywords "social interaction" and "e-commerce platforms." These documents were acquired through mapping and analysis based on the relevance of the research topic, aligned with the trends observed in the search results of research publication data on "social interaction" and "e-commerce platforms" in Scopus. Any data or materials shown on the analysis through scopus.com (on the "Analyze search results" function). Also, the analysis has to utilize the VOSviewer version 1.6.20 functionality to see [28–30]. The data that is shown follows the estimated weights and looks at the existing data trends based on the searches that were done [31]. This also affects the research's decision not to offer data visualization on other, less important aspects. The findings of identifying and exploring based on three criteria related to the issue of social interaction on e-commerce platforms are: (1) Relevance to the study topic; (2) Connection to the research topic; and (3) study implications identified or suggested [25-26, 32-34].

At this phase, each abstract is individually examined by at least two writers. Minor issues were discussed and resolved in meetings, resulting in consensus. Based on the aforementioned criteria, two studies were deleted, while 27 were kept for the period 2019-2025. Second, the relevance and quality of the 27 studies were evaluated by reading the entire papers. Then, 20 papers were examined for eligibility and independently scored using the independent dimension quality criteria [25], as well as numerous other criteria, including correctness, consistency, completeness, and precision [26], as indicated below: (1) Accuracy: the study objectives were clearly articulated, and the data gathering techniques were fully disclosed. References back up crucial points in the paper; (2) Consistency: the study strategy aligns with the research goals. The research questions were addressed or the research objectives were met; (3) Completeness: the study's research technique was adequately stated; and (4) Timeliness: the study was published between 2019 and 2025.

This resulted in the ultimate selection of 12 research papers from 2019 to 2025 that specifically examined the developmental dynamics of social interaction on e-commerce platforms (refer to Figure 1). Our adherence to inclusion and exclusion criteria reveals that the scant number of remaining studies, after a thorough literature review, underscores the dearth of research on the subject of 'social interaction & e-commerce platforms,' as evidenced by the Scopus database. The selection procedure was executed according to explicit quality standards, including precision, consistency, completeness, and speed, all of which are crucial for assuring the reliability and validity of the analysis results. These criteria ensure that only research capable of making a substantial contribution to the comprehension of the developmental dynamics of 'social interaction and e-commerce platforms' will be considered.

The authors were able to learn more about the setting, conclusions, and consequences of these research by concentrating on the 12 that had been confirmed and reviewed. This also shows how important it is to choose studies that really match strict standards in academic research. Doing so can lead to more useful and relevant insights into the developmental concerns of "social interaction & e-commerce platforms." The authors stressed that they used a bibliographic analysis approach as part of their methodology to make sure that the studies they

found were not only relevant but also of high quality. This gave them a deep and accurate understanding of the developmental dynamics of "social interaction & e-commerce platforms." We also tell you how few papers we looked at to give you a better idea of the research's extent and depth, as well as to make the analysis results more trustworthy.

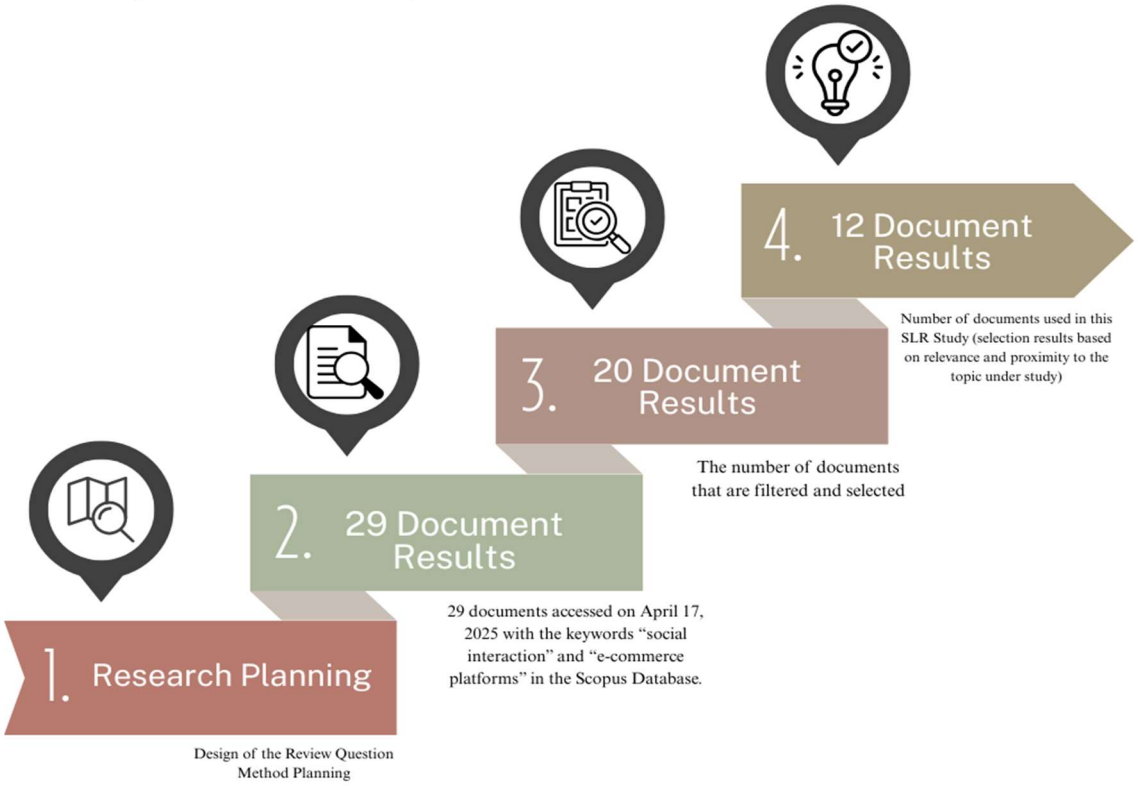

Figure 1. SLR Procedure in this Study.
Source: Processed from various sources, 2025.

2.4 Data Analysis

We adopted the Scopus Database to find data for this study using the keywords "(TITLE-ABS-KEY ("Social Interaction") AND TITLE-ABS-KEY ("E-Commerce Platforms")) AND (LIMIT-TO (PUBYEAR, 2025) OR LIMIT-TO (PUBYEAR, 2024) OR LIMIT-TO (PUBYEAR, 2023) OR LIMIT-TO (PUBYEAR, 2022) OR LIMIT-TO (PUBYEAR, 2021) OR LIMIT-TO (PUBYEAR, 2020) OR LIMIT-TO (PUBYEAR, 2019)). The VOSviewer Program version 1.6.20 processes and looks at all the search results data that is saved in CSV (Excel) files. VOSviewer is a program that lets you see and study patterns in systematic literature review maps [35]. The application can exhibit and explain visual bibliometric maps with unique data by finding and studying the kinds of analysis that may be shown in VOSviewer. Figure 2 below shows this:

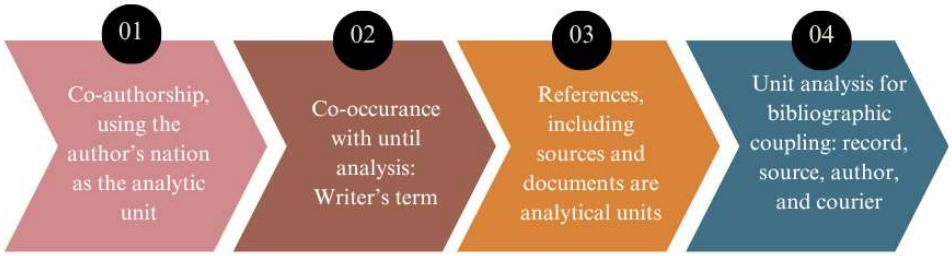

Figure 2. Vosviewer was used to help with the systematic literature review analysis
Source: Processed from various sources, 2025.

This method of analyzing a systematic literature review is used to create a data collection that policy makers, academics, and other interested parties may use to make future research better [36–37, 27]. The systematic literature review approach is another thorough and trustworthy way to look at and judge scientific papers to learn more about how a certain study topic has changed over time [38–40]. The study's investigation also aims to find out how social interactions work on e-commerce sites, especially among city dwellers who are very active and want a personalized purchasing experience that is both quick and easy. This study also looks at what the government can do to help make the e-commerce ecosystem more inclusive by creating strategic regulations and building digital infrastructure that can promote healthy, safe, and productive social interactions online.

3. RESULTS- A BIBLIOMETRIC STUDY

In this study's research topic mapping and review, 29 documents were discovered and analyzed using scopus.com (Analyze search results) and Vosviewer [35, 41-43] to determine and visualize the trend of research publications on social interaction on e-commerce platforms in the Scopus database. The results of mapping and evaluating demonstrate a growing tendency year after year, albeit the rise remains relatively dynamic. The significance of content and interaction in influencing purchase intention, consumer behavior and motivation on interactive platforms, the function of technology and recommendation systems, the relationship between gamification and emotional engagement, consumer traits, channel strategy, platform design, security, and ethics are among the many factors driving this growth. These trends can be seen in Figure 3 below:

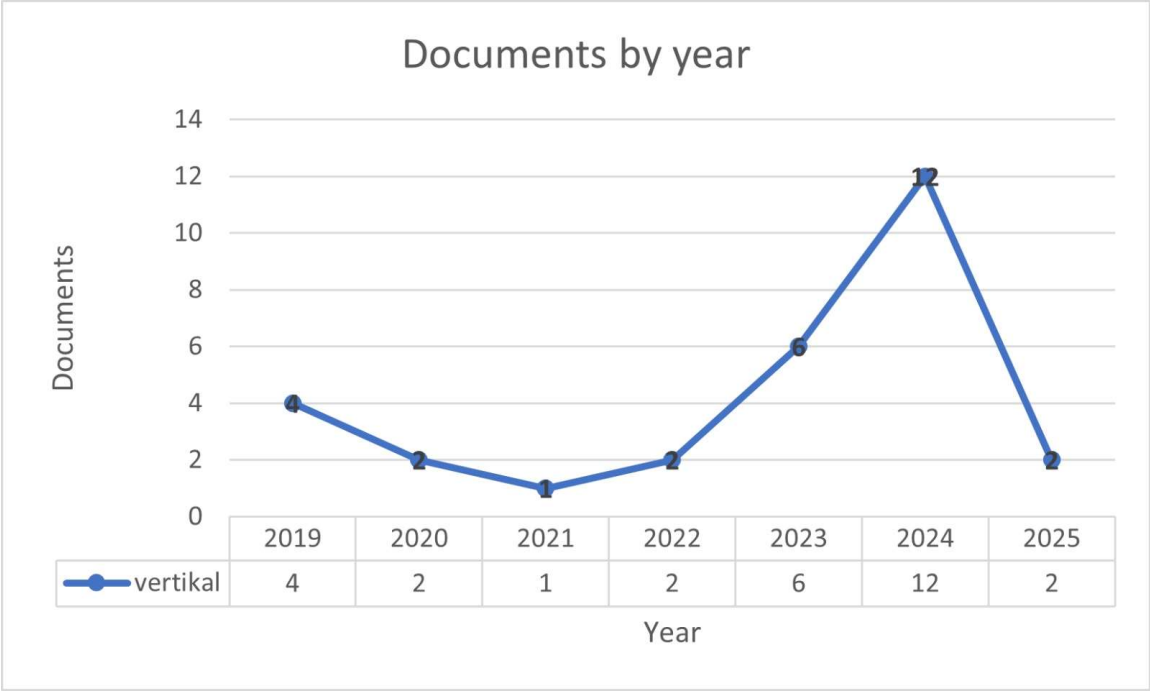

Figure 3. Trends in publications about the quantity of papers on 'social interaction & e-commerce platforms' from 2019 to April 17, 2025.
Source: Analyzed by Researchers, 2025.

The number of papers is going up because researchers from many nations are working together to examine "social interaction & e-commerce platforms." Several things affect the propensity to change every year, such as researchers' interest in "social interaction & e-commerce platforms," the availability of research funding, and the availability of research data. So, 2024 has the most articles in the Scopus database in the previous seven years.

From 2019 to April 17, 2025, the Scopus database reveals the top 10 nations that published the most scholarly papers on "social interaction & e-commerce platforms." The countries that write and publish the most research on "social interaction & e-commerce platforms" are: (1) China with 10 documents (140 citations); (2) India with 7

documents (19 citations); (3) Indonesia with 4 documents (23 citations); (4) Taiwan with 3 documents (4 citations); (5) Malaysia with 2 documents (4 citations); (6) Finland with 1 document (43 citations); (7) Germany with 1 document (35 citations); (8) Netherlands with 1 document (23 citations); (9) New Zealand with 1 document (3 citations); and (10) Spain with 1 number of documents (11 citations). There is evidence from a number of scientific papers indicating the most authors come from China, which has 10 documents, followed by India, which has 7 documents, and Indonesia, which has 4 documents. And it demonstrates that people in different parts of the world, from Asia to Europe to Oceania, are more likely to research the issue of "social interaction and e-commerce platforms." This suggests that the subject of social interaction on e-commerce platforms is a popular one that people are studying all across the world. The Scopus database shows the top 10 authors who have published the most papers on "social interaction & e-commerce platforms" between 2019 and April 17, 2025. This lists the many colleges throughout the world that focus on researching and writing about the subject of "social interaction & e-commerce platforms".

This analysis is essential because it reveals that scholars from all over the world are working on the topic of "social interaction & e-commerce platforms." This shows that this issue is not just a problem in one nation. It shows the changes in society and the economy that are happening in many countries. Social interaction in e-commerce not only changes how people buy things, but it also changes how people connect with each other, how they trust each other, and how markets work in a world that is becoming more and more digital. China is the biggest contributor with 10 papers, so it's not surprising that this study is increasing quickly in the nation of the bamboo curtain. This is because China has the most e-commerce platforms. But contributions from countries like India, Indonesia, and Taiwan show that people from all over the world are interested in the topic of "social interaction and e-commerce platforms." This means that the issue is part of a larger global academic conversation, especially in the fields of urban sociology, development studies, technology and society, and public policy. This involvement shows that the way people interact with each other online is not just seen as a technological issue, but also as a sign of social change that affects the way cities work, how people get along with each other, and how the government should act to create a more open and long-lasting digital ecosystem.

This approach may also be used to figure out how likely it is that nations will work together on academic projects. By understanding which nations contribute the most to this study, schools and academics in different regions of the world may build stronger networks of collaboration throughout the world. For instance, academics from China and Indonesia who have a lot of citations on their papers show that their research is of high quality. This might be a chance to exchange resources, study methodologies, or even work together on projects. This collaboration across countries makes it possible to pool resources, use more modern research methods, and work on projects together on a global basis. A better grasp of the global scientific scene can also be a strong reason to improve the quality of research done in your area. So, this study not only adds to scientific knowledge, but it also helps countries share knowledge so they can work together and include everyone when dealing with social problems in the digital economy.

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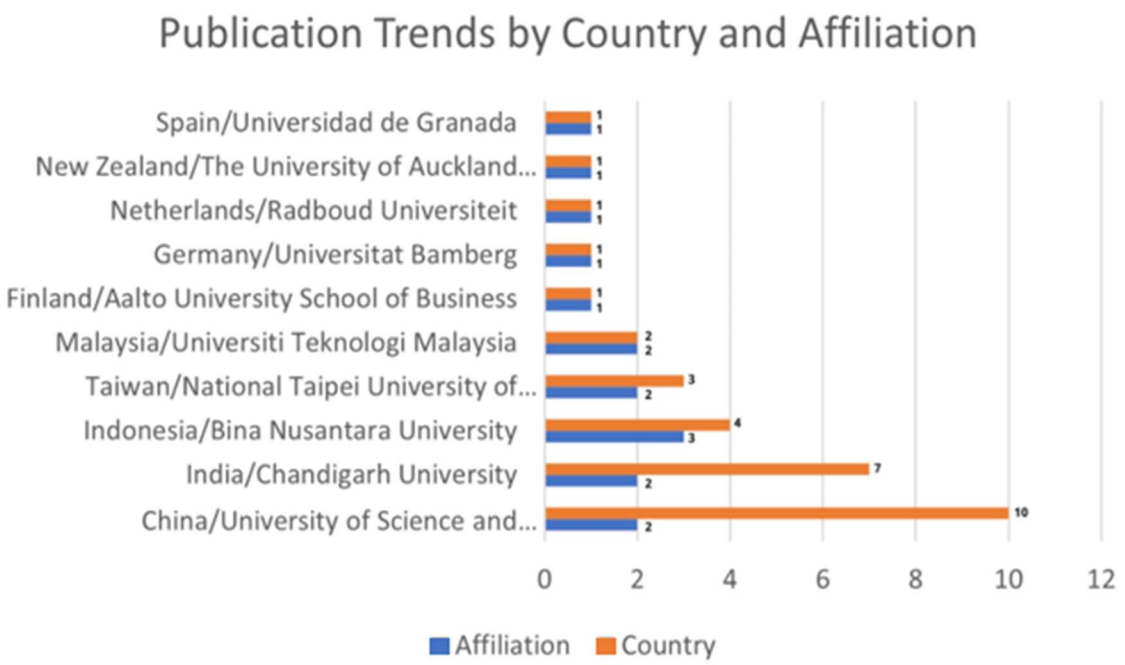


Figure 4. The 10 top countries and affiliates with published documents on 'social interaction & e-commerce platforms'. Source: Analyzed by Researchers, 2025

Figure 5 illustrates that there are several sorts of published study papers in the Scopus database that are relevant to "social interaction & e-commerce platforms" from 2019 to April 17. There are 16 conference papers (55%) that publish the most subjects or concerns about "social interaction & e-commerce platforms." There are also 12 articles (41%) and 1 review (4%). Because of this, it seems that scholars throughout the world want to post conference papers and publications as research materials on Scopus.

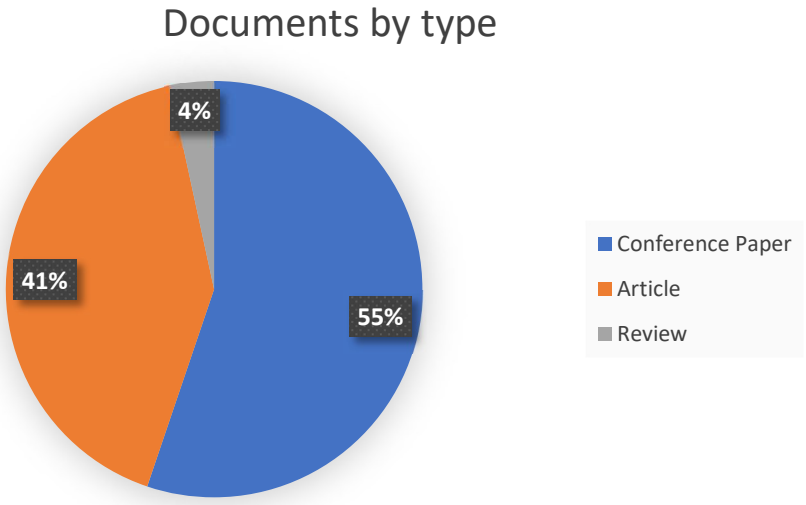


Figure 5. The categories of documents that have the most articles regarding "social interaction & e-commerce platforms." Source: Researchers worked on it in 2025.

The figure shows that the topic of "social interaction and e-commerce platforms" is not just of interest to academics in one country, but also to the international or cross-country scientific community. This is because there are many different types of papers published on the subject. This means that "social interaction & e-commerce platforms" is becoming a topic of conversation throughout the world and a subject of study that scholars from many different fields and nations are interested in. This study also wants to find out how much scholars are involved in studying "social interaction and e-commerce platforms." There are other kinds of publications, such articles, conference papers, and reviews, that reflect how involved researchers are in sharing their research results on different platforms.

This is necessary to highlight how academic conversations work and how scholars in this discipline add to them. This information is also helpful for judging the progress made in the study of "social interaction & e-commerce platforms" and finding areas where more research should be done.

Figure 6 illustrates the eight topic areas with the greatest number of articles pertaining to 'social interaction & e-commerce platforms' from 2019 to April 17, 2025, in the Scopus database. The several academic disciplines are intricately connected to the subject of 'social interaction and e-commerce platforms,' predominantly influenced by Computer Science (29.3%). A total of 17 papers, comprising Business, Management, and Accounting (22.4%). Thirteen papers in all, Engineering (13.8%). A total of 8 documents, Decision Science (10.3%) Six documents in all, encompassing Economics, Econometrics, and Finance (6.9%). Four documents in all, Mathematics (6.9%). Four documents in total, pertaining to Physics and Astronomy (5.2%). Three papers in all, with Social Sciences comprising 5.2%. A total of three papers. The global advancement of study of 'social interaction and e-commerce platforms' is intricately linked to the fields of computer science, business economics, and decision-making science.

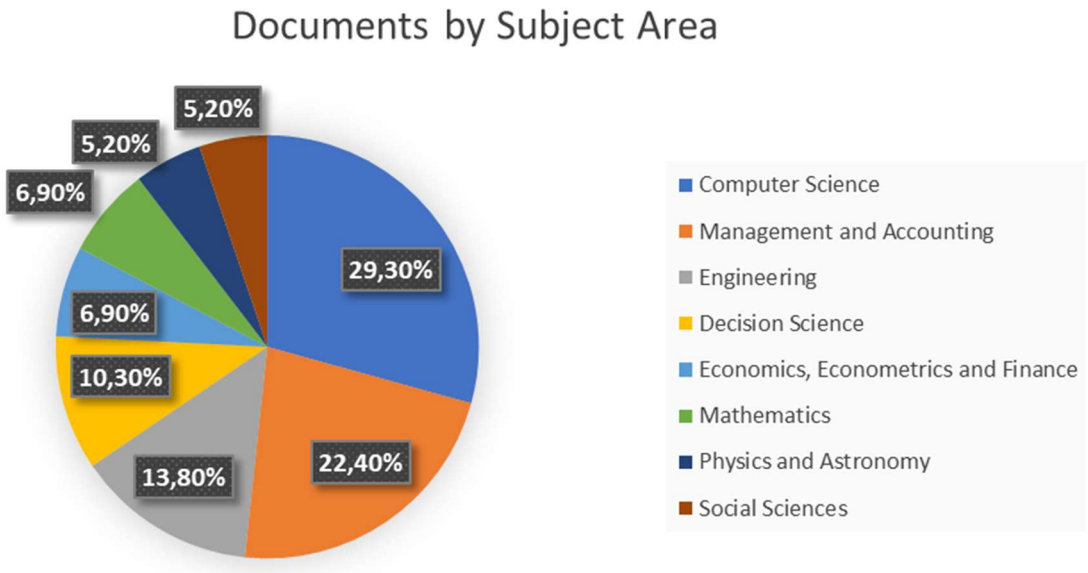


Figure 6. The main topics of most articles on "social interaction & e-commerce platforms." Source: Researchers worked on this in 2025.

For instance, if there aren't many reviews or even book chapters that have been published, there might be a chance for academics to produce a more complete book or do a meta-analysis of the research that is already out there. The goal of this analysis is to illustrate that studying "social interaction & e-commerce platforms" is not only significant in schools, but also for making decisions about public policy.

The diagram shows that the study of "social interaction & e-commerce platforms" is multidisciplinary, meaning it includes a lot of different areas of study, which include information technology, business, management and accounting, engineering, decision science, economics, econometrics and finance, mathematics, physics, astronomy, and social sciences. This analysis tries to show that the topic of "social interaction & e-

commerce platforms" can't be looked at from just one point of view, like the commercial side, but must also be looked at from a number of other angles, as shown by the top 8 disciplines of research. This interdisciplinary approach is vital because the complicated problems of "social interaction & e-commerce platforms" demand answers that include a wide range of fields to make sure that planning, management, and usage are done in the best way possible to satisfy the needs of today's society. This study shows how the topic of "social interaction and e-commerce platforms" has become an essential aspect of worldwide research that include many fields in order to deal with problems that are happening right now.

In the Scopus database, Figure 7 displays the Top 10 Authors who have had the most document idea talks about "social interaction & e-commerce platforms" from 2019 to April 17, 2025. According to this information, (1) Hairudin, H. (2 documents) with 4 citations; (2) Liou, J.J.H. (2 documents) with 4 citations; (3) Selamat, M.H. (2 documents) with 4 citations; (4) Al Naufal, N.P. (1 document) with 0 citations; (5) An, J. (1 document) with 3 citations; (6) Batra, N. (1 document) with 1 citation; (7) Bhandari, R. (1 document) with 0 citations; (8) Blanco- Encomienda, F.J. (1 document) with 11 citations; (9) Bose, A. (1 document) with 0 citations; and (10) Cai, S. (1 document) with 0 citations. This demonstrates that these scholars are professionals in their disciplines and have written a lot of publications. These writers are also very well-known on Scopus. Also, it is clear that papers on "social interaction and e-commerce platforms" are major sources and research that people all over the world are interested in. Most of the documents that are mentioned are from works by Indonesian and Chinese authors. You can tell how much a document has affected other research by how many times it has been cited. The more times it has been cited, the more it has affected the growth of related study areas.

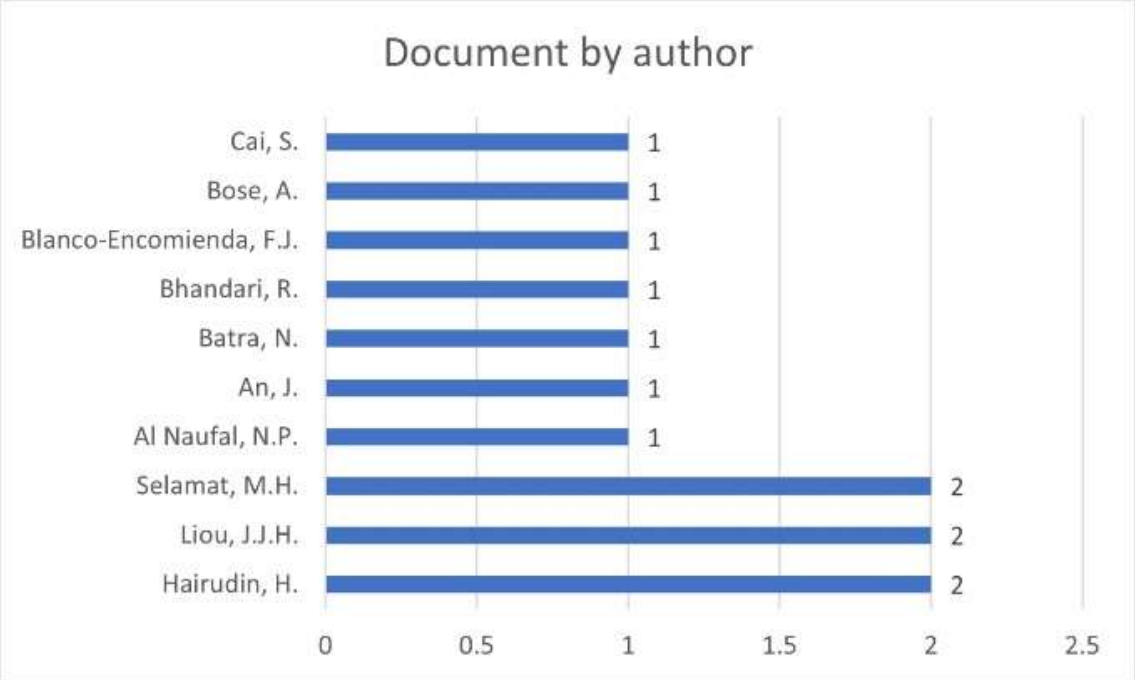


Figure 7. The 10 authors with the greatest number of papers in the Scopus Database pertaining to 'social interaction & e-commerce platforms'.
Source: Analyzed by Researchers, 2025.

The authors aimed to emphasize the significance of certain scientific works by identifying the Top 10 Authors, particularly those with the highest document counts. This approach is crucial for comprehending the role of scientists in shaping the worldwide academic discourse on 'social interaction & e-commerce platforms,' where a higher citation count indicates a larger impact of the paper on subsequent research. It also provides insight into the academic networks and partnerships that may

emerge from the contributions of prominent scholars in this field. This illustrates the importance and impact of prominent writers in the examination of 'social interaction & e-commerce platforms', as quantified by the citation frequency of their publications. This systematic literature analysis indicates that research on 'social interaction with e-commerce platforms' remains a pertinent problem anticipated to expand in the future. The trend shown in this research, evident from 2019, is projected to persist in its growth until 2025, as stated in the Scopus database. The examination of 'social interaction and e-commerce platforms' has been conducted through many viewpoints, methodologies, and disciplinary variations.

Understanding the research trends in 'social interaction & e-commerce platforms,' including the identification of leading authors and citation counts, is crucial as it offers insight into the evolving landscape of the topic and the academic influence of published works. Analysis of research articles from 2019 to April 17, 2025, reveals that 'social interaction and e-commerce platforms' is an increasingly major and pertinent subject in academic study. Furthermore, identifying the most cited writers reveals the principal contributors to the subject, while also indicating the works that are the most impactful and commonly referred by other scholars. It assists scholars and practitioners in identifying significant references and assessing prospective partnerships based on the impact and contributions of prominent writers.

3.1 Mapping Research Topics: Content Analysis and Research Issues

This section looks at and analyzes the range and grouping of research subjects linked to "social interaction & e-commerce platforms" study. It includes 29 papers that have been published between 2019 and April 17, 2025, and were found in the Scopus database. We look at the title and abstract of the article [44,45] to see how accurate and relevant it is to the topic of this research. This is how we decide whether or not to screen it. You may also use the findings of this scale and cluster mapping as data for more research on relevant issues or themes.

The outcomes of finding and studying different research subjects that are closely linked to "social interaction & e-commerce platforms" using VOSviewer and documents that have been published in the Scopus Database are shown in Figure 8 below.

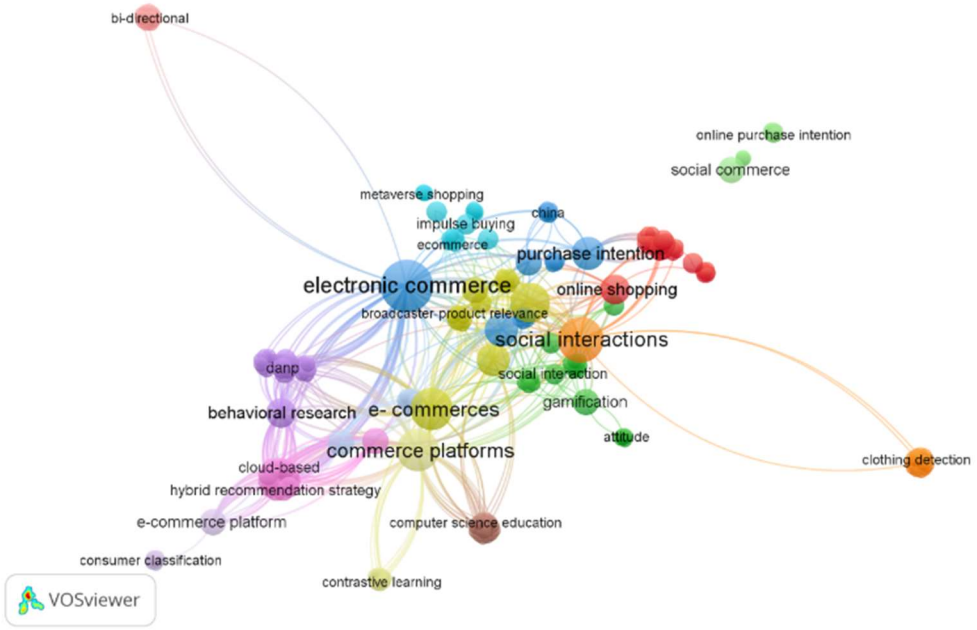


Figure 8. Identification and study of issues pertaining to 'social interaction & e-commerce platforms' emerging globally.
Source: Analyzed using Vosviewer, 2025

The outcomes of the global development of "social interaction & e-commerce platforms" were determined by content analysis and identification, as shown in Figure 8. VoSviewer was used to identify 29 documents from all of the keywords and abstracts. We used VoSviewer's Map based on

Bibliography to find 29 documents, and then we ran a co-occurrence type analysis on them. "Social interaction & e-commerce platforms" is a hot subject among scholars throughout the world right now, and the results show that 14 clusters have emerged as influential subtopics within this field. The 14 clusters are divided into: The first cluster (red), tends to focus on clickstream data, commerce, dijkstra shortest path algorithm, bayesian hierarchy method, information systems, information usage, knowledge and experience, literature review, multivariate type-2 tobit, networking tools, online communities, online platforms, online shoppers, online shopping, pagerank algorithm, purchasing, quality factors, self-presentation, social commerce platforms, social commerce, social sharing, surveys, topsis method, trusted followers, word of mouth; the second cluster (green), is more likely to discuss achievement, attitude, behavioral intention, brand attachment, cart abandonment, conversion rate optimization, conversion rate, gamification, hedonic, marketplace, mobile commerce, mobile e-commerce, mobile e-commerce platform, network exposure, number of active users, perceived value, personality traits, rate optimization, revenue stream, social interaction, social motivation, social networking, user engagement, utilitarian.

The third cluster (blue) talks about China, consumer experience, consumption behavior, dual process theory, e-commerce, electronic commerce, flow state, heuristics, heuristic-systematic model, Indonesia, the internet, Jakarta, live shopping, live streaming shopping, loneliness, mental health, perceived product quality, perception, purchase intention, social satisfaction, social presence, and technological development. The fourth cluster (yellow) talks about actual purchases, attitudes toward products, broadcaster-product relevance, bullet screen characteristics, consumer behavior, consumer purchase behavior, data acquisition, e-commerce, economic and social impact, elaboration possibility model, live streaming, live streaming e-commerce, moderation effect, online marketplace, online reviews, purchase behavior, regression analysis, sales, and the theory of planned behavior.

The fifth cluster (purple) talks about behavioral research, cocoso, combined compromise solution, comprehensive service, consumer satisfaction, customer satisfaction, danp, data mining, decision making, hybrid model, key factors, multicriteria decision making, e-commerce, platform, offline, quality control, quality modeling, quality of service, rough set theory, service provider, service quality, topsis; The sixth group (light blue) talks about things like buying decisions, cost, e-social factors, electronic word-of-mouth (ewom), flash sales, Gen Z, impulse buying, metaverse shopping, necessary condition analysis, online reviews, personalization, pls-sem, price promotions, time pressure, uses and gratifications, and visual appeals. ; The seventh group (orange) talks about deep learning, convolution, convolution neural networks, detection technology, image enhancement, image segmentation, learning methods, negative samples, small target detection, social interaction, ssd, standard samples, target detection, target tracking, and visual segmentation. The eighth group (brown) talks about computer science education, computing courses, computing systems, csed, curriculum, economics, computing education, hci education, human and computer interaction, life cycle, search engines, social computing, commercial social media, and the syllabus.

The ninth cluster (pink) addresses cloud infrastructure, cloud-based digital storage, e-commerce platforms, hybrid recommendation, large data sets, learning algorithms, machine learning, personalization, real-time systems, recommendation strategies, and scalability. The tenth cluster (light orange) talks about bidirectionality, continuous time systems, continuous time dynamics, dynamic graphs, embedding, graph methods, new tasks, point processes, sharing recommendations, temporal point processes, time intervals, and user profiles. The eleventh cluster (light green) looks at and connects to things like purchase intent, feature richness, online purchase intent, perceived ease of use, peu, sca, social commerce, social aspects, social media, and trust. The twelfth cluster (opaque blue) talks about cryptography, cybersecurity, cybercrime, logistic regression, malicious transactions, trading systems, transactions, virtual reality, and virtual worlds. The thirteenth cluster (light yellow) provides information about commerce platforms, contrast learning, artificial neural networks, interaction behavior, multiple interactions, the real world, recommendation algorithms, shopping carts, and social networks. The fourteenth cluster (light purple) talks about consumer classification, multiple channels, e-commerce platforms, and social media encroachment.

The goal of knowing the research clusters on "social interaction & e-commerce platforms" found by Vosviewer analysis is to get a full picture of the main trends and problems that people across the world are paying attention to in this study. We put 29 research papers into 14 groups, each with its own theme. These topics include Consumer Behavior & Algorithms, Psychological Motivation, Socio-Cultural Influences, Live Streaming Commerce,

Service Quality & O2O Decisions, and Impulse Buying. This study helps other researchers figure out which regions have been studied a lot and which ones haven't gotten as much attention. This is crucial for guiding future study, since it lets academics look into new areas that may not have been explored in depth and create a more varied body of work on "social interaction and e-commerce platforms." This research not only helps us understand how "social interaction and e-commerce platforms" work in real life, but it also adds to the body of theoretical knowledge in this area and provides a starting point for future research to look into the problems and possibilities that exist.

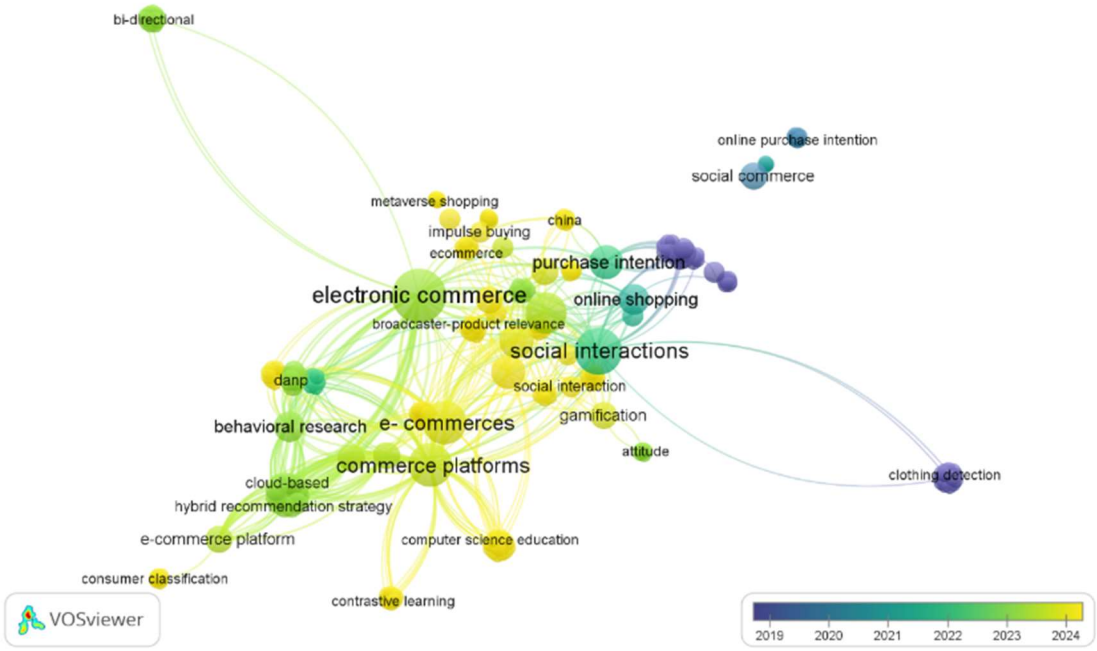


Figure 9. Trend analysis of recent study on 'social interaction & e-commerce platforms' globally. Source: Analyzed using Vosviewer, 2025.

The overlay visualization results, which are not very different from what is shown in Figure 9, show that there are a number of trends in recent research (shown in the brightest color, "yellow") from 2019 to April 17, 2025 that global researchers are very worried about when it comes to "social interaction & e-commerce platforms." One of the study questions is how social relationships emerge, happen, and affect economic choices in digital domains. In the world of e-commerce, social interaction has become a key part of the buying process that not only connects people but also changes how they buy things. But this dynamic has not yet been thoroughly grasped in the field of Economic Sociology, both in theory and in practice. This is especially true when it comes to how social values like trust, community identification, and digital emotions affect how people buy things and stay loyal to a brand. Also, the rise of features like live streaming, social shopping, and online reviews (eWOM) have led to new kinds of social interactions that need a different way of looking at things than traditional economic models.

Another challenge is that it might be hard to map out how academic research patterns relating to this subject have changed over time to illustrate the direction, intensity, and emphasis of past studies and find gaps in our understanding.

There are also methodological problems with figuring out how to check the validity of digital social connections that are sometimes fake or set up for business motives. This research tries to address some fundamental questions about how social interactions on e-commerce sites change over time, what the most significant social factors are, and how the number of academic studies on the topic has grown over the past seven years.

The Overlay Visualization of the 2019 to 17 April 2025 study on "social interaction & e-commerce platforms" attempts to give a detailed picture of the main challenges and trends that scholars throughout the world are looking into. The colors of the representation go from blue (for the

early years) to yellow (for the most recent years). The size of the nodes and the thickness of the lines show how strong and intense the links are between terms. In the beginning, research was still mostly on things like online shopping intention, social commerce, and choosing clothes, which shows the traditional economic way of looking at how people behave online. But in the next several years, especially from 2022 to 2024, the pattern changes a lot. Words like "social interactions," "impulse buying," "social presence," and even "metaverse shopping" start to take over. This change suggests that the social interaction aspect is becoming more and more important for understanding how digital markets work.

The keyword "social interaction" seems to be the most important one on the bibliometric map. It is strongly linked to other words like "electronic commerce," "gamification," and "broadcast-like product relevance." This illustrates that social concerns are becoming a major part of the different ways that people from different fields study e-commerce. The rise of new themes like the metaverse and live-streaming commerce also suggests that purchasing online is increasingly more immersive and focused on real-time social interactions. The author wants to stress that studying how people engage on e-commerce sites, especially in Indonesia, is significant not just in that country but all around the world. These problems show how hard it is for governments all around the world to grasp how social change is happening in the digital economy. Because so many people in Indonesia are using the internet and buying things online, this kind of study might add a lot to the worldwide body of work on the Sociology of the Digital Economy. It could also help make legislation and platform improvements that are more inclusive and focused on social issues. The topic of "social interaction and e-commerce platforms" shows how much people's behavior and ways of communicating have changed in the digital economy age. E-commerce is no longer only a way to buy and sell things; it's also a place to connect with other people, like by writing reviews and joining groups.

Mercifully, there aren't many in-depth research yet that look at how social connections affect e-commerce platforms. This part is really quite significant for understanding how it affects customer trust, decision-making, and the development of public opinion [46]. The researchers came to the conclusion that there is a big chance for academics and professionals all over the world to look into the topic of "social interaction & e-commerce" more in order to help democracy and free speech in the digital space as part of the shift toward a digital society that is open, inclusive, and participatory. The study of social interaction and e-commerce platforms found that worldwide research interest has grown a lot from 2019 to April 17, 2025. Bibliometric visualization using VOSviewer and data from Scopus reveal that this topic has become a multidisciplinary conversation, especially in the areas of computer science, business economics, and decision-making. Countries like China, India, and Indonesia have become key contributors to this trend in publications. The year 2024 was the most active year for scientific research. The growth of dominating keywords like "purchase intention", "social commerce," and "impulse buying" is proof of this. These keywords make up major clusters in the subject interconnection network. Also, the many conference papers and journal articles that were out during this time show how quickly academics reacted to the digital shift that made social interaction a key part of how people engage on e-commerce sites. The common thread of this trend shows that the way people engage on e-commerce sites is not only studied in the digital economy, but it is also a key aspect of the framework of Digital Market Economic Sociology.

The visualization results with VOSviewer support the idea that social interactions like social presence, eWOM, and community involvement are no longer just extra things to think about; they are now the most important things that affect how people make decisions and what they want to buy. The rise in the number of citations and authors working together on international projects shows that scientific contributions are becoming stronger and having a bigger influence in both theory and practice. So, this visual data and bibliometric analysis show how important it is to understand the digital market from a sociological point of view, which sees social relationships as the major reason for changes in economic behavior in the e-commerce period.

4. DISCUSSION – SYSTEMATIC LITERATURE REVIEW

A bibliometric review of the subject of social interaction and e-commerce platforms demonstrates that this topic has grown a lot in academic research, especially between 2019 and April 17, 2025. This issue shows a big change in how people act and how society builds trust and communication in the digital economy. E-commerce is no more just a way to buy and sell things; it's become a social area where people exchange experiences, impact public opinion, and join digital communities. But there isn't a lot of

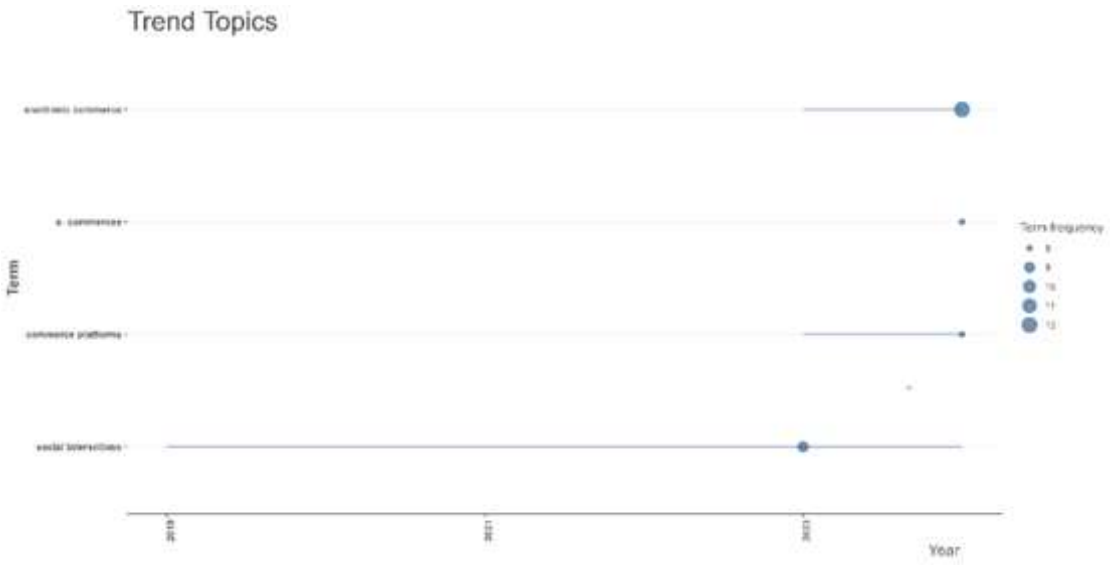
research that looks explicitly at the link between social interaction and e-commerce platforms. This leaves a lot of room for inquiry, especially when it comes to figuring out how it affects trust, customer choices, and freedom of speech.

The bibliometric statistics in the Scopus database show that most of the research on this issue comes from China, India, and Indonesia. These nations not only have a lot of publications, but they also have high citation rates. This shows that the research is of high quality and that the issue is important throughout the world. Computer science, business economics, and decision science are now the most popular topics of study, showing that an interdisciplinary approach is being used to talk about how people engage with e-commerce. The word cloud visualization (Figure 9a) shows the most important terms, which are trust, algorithm, review, community, behavior, and digital platform. This shows that the research is focused on both technological and social elements of users. On the other hand, the hot subjects (Figure 9b) demonstrate that there is more study going on around digital trust, how people act online, and AI-powered recommendation systems. Figure 9c shows a tree map of the themes that are becoming more and more widely spread. These include research that relate social interactions in e-commerce with digital democracy, community engagement, and freedom of speech online.

The improvement is additionally closely connected to global trends like human development and digital governance in developing countries. This shows that problems with digital social interaction are linked to big problems like gender equality, reducing social exclusion, and getting people access to technology. This illustrates that the research on "social interaction & e-commerce platforms" is part of a larger conversation about digital transformation, social justice, and sustainable development. So, our bibliometric research shows that the problem of social connection in e-commerce affects people in different sectors and countries. These results create a lot of chances for international research collaboration, especially amongst poor countries that are dealing with the same problems when it comes to creating fair, inclusive, and participatory digital ecosystems. This kind of cooperation may make local skills stronger and add to the global conversation about how people will interact in the digital age.

(a)

(b)



(c)

Figure 10. (a) the emergence of rising global trends in 'social interaction & e-commerce platforms'. (b) the development of developing global trends in 'social interaction & e-commerce platforms'. (c) the growth of popular subjects in 'social interaction & e-commerce platforms' that are now emerging throughout the world.

Data visualization shows that although while most study in e-commerce still focuses on digital transactions and technology, there is a big movement toward social concerns in the e-commerce ecosystem. The rise in research on social interactions and commerce platforms shows that the many aspects of user engagement, such trust, communication, and community building, are becoming more crucial for understanding how the digital market works. Also, the rise of themes like purchase intention, gamification, and live streaming shows that e-commerce research is starting to take a more multidisciplinary approach. These studies use ideas from information technology, consumer psychology, and digital sociology to explain how people are acting differently on e-commerce sites. Even if there aren't many of them yet, these topics have a lot of promise for more research in the future, especially when it comes to figuring out how social and emotional experiences affect consumer choices in a digital world that is getting more complicated. In general, this tendency creates new opportunities for theory development and increased collaboration between different fields. It also broadens the range of digital economic sociology research in a society that is becoming more digital.

The 12 visual representations of the literature that was looked at are the following: Table 1 shows a list of 12 important publications that were looked at, along with their conclusions and what they mean for the issue of social interaction and e-commerce platforms.

Table 1. Research Identification Outcomes based on the appropriateness, relevance, and comparability of research subjects for 'social interaction & e-commerce platforms'.

No	Document Title	Authors	Year	Source	Cited by	Finding
1	Impacts of Bullet-Screen Content and Behavioral Characteristics on Consumer Purchasing Behavior in Live Streaming E-Commerce: Moderating Effect of Broadcaster-Product Relevance	Ting, C., Honghao, D., Haoyu, Z., Jiang, W.. [45]	2025	Data Analysis and Knowledge Discovery, 9(2), pp. 159–171	0	Social interaction, wealth of information, and the abundance of bullet screen comments increase purchases; emotional comments have an inverted U-shaped effect.
2	Impact of heuristic–systematic cues on the purchase intention of the electronic commerce consumer through the perception of product quality	Rosillo-Díaz, E., Muñoz-Rosas, J.F., Blanco-Encomienda,F.J. [46]	2024	Journal of Retailing and Consumer Services, 81, 103980	11	The number of reviews, the credibility of the sources, and the usefulness of the reviews enhance the perception of product quality and purchase intention.
3	Different roles of two kinds of digital coexistence: The impact of social presence on consumers' purchase intention in the live streaming shopping context	Li, N., Xuan, C., Chen, R. [47]	2024	Journal of Retailing and Consumer Services, 80, 103890	3	Social presence streamer (SSP) and viewers (VSP) increase purchase intention; loneliness can negatively disrupt this effect.
4	Social Gratification and Flow State as a Driven to Purchase Intention Using Live Shopping Feature	Ikhsan, R.B., Helen, Wijanarko, H.M.R., ... Prabowo, H., Hardiyansyah [48]	2024	Proceedings of 2024 International Conference on Information Management and Technology, ICIMTech 2024, pp. 483–488	0	Social presence and social interaction in live shopping drive purchase intention through the “flow state.”
5	Interactive E-Commerce: Addressing Cart Abandonment through	Sohanda, M.K., Gupta, M.,	2024	2024 International Conference on	2	Social features like cart sharing and leaderboards

	Gamified User Engagement	Kalpana, A.V. [49]		Communication, Computing and Internet of Things, IC3IoT 2024 - Proceedings		increase engagement and purchase conversion.
6	The impact of online reviews and eWOM on impulse buying tendency: a study of Vietnamese Gen Z consumers	Nguyen, T.S., Nguyen, V.H., Nguyen, T.H.T. [50]	2024	Journal for International Business and Entrepreneurship Development, 16(1), pp. 117–141	2	Online reviews and eWOM have a positive influence on the impulse buying tendencies of Gen Z; eWOM mediates the influence of reviews on impulse buying.
7	The Antecedent of Impulsive Buying Decisions Through Live Streaming Technology and Flash Sale in E-commerce	Al Naufal, N.P., Qurnatuain, D., Nugraha, G.H., Leonita, L. [51]	2024	2024 6th International Conference on Cybernetics and Intelligent System, ICORIS 2024	0	Social interaction, visuals, price promotions, and time pressure drive impulsive purchases.
8	Fly with the wings of live-stream selling—Channel strategies with/without switching demand	Pan, R., Feng, J., Zhao, Z. [52]	2022	Production and Operations Management, 31(9), pp. 3387–3399	117	The streamer's ability is crucial in enhancing the value of social interaction and profit; switching demand can reduce profit.
9	Mothers' Continuance Usage Intention of A Pregnancy and Parenting Community E-commerce Platform: Platform Gratifications and Mother Characteristics	An, J., Myers, M.D., Yang, X. [53]	2020	Journal of Electronic Commerce Research, 21(4), pp. 277–293	3	Social interaction, self-presentation, and usefulness positively influence the intention for continued use; the number of children decreases that intention.
10	Antecedents of online purchase intention in the context of social commerce	Shekhar, R., Jaidev, U.P. [54]	2020	International Journal of Applied Management Science, 12(1), pp. 68–95	16	Trust mediates the relationship between the social commerce construct and purchase intention.
11	Trusted follower factors that influence purchase intention in social commerce	Hairudin, H., Dahlan, H.M., Selamat, M.H. [55a]	2019	International Conference on Research and Innovation in Information Systems, ICRIIS, December-2019, 9073627	2	The main factors influencing purchase intention are self-presentation, followed by social sharing, self-confidence, social interaction, and self-expressive.
12	Follower's quality factor in social commerce	Hairudin, H., Mohamed Dahlan, H., Selamat, M.H., Che Hussin, A.R [56b]	2019	Journal of Physics: Conference Series, 1196(1), 12002	2	Factors like self-presentation, social interaction, and brand sharing are important for purchase intention.

After looking more closely at the 12 research articles, it can be said that they give crucial information on how social interactions affect how people buy things online. Many studies have found that social interactions, such comments on live streams and user reviews, can make people far more likely to buy something. For instance, Ting et al.'s (2025) study shows that comments that are interactive during live streaming encourage people to buy things [47]. Also, Rosillo-Díaz et al.'s (2024) study shows that online reviews and eWOM help people think that a product is of good quality [48]. Meanwhile, Li et al. (2024) [49] found that the social presence of streamers and viewers can also make people more likely to buy something. However, negative factors like loneliness can weaken these positive effects. These results mean that e-commerce sites need to provide dynamic and responsive features, as well as come up with good ways to handle reviews. Sellers may improve the customer experience and encourage better purchasing behavior by using technology and making the shopping environment more interesting. Overall, this study shows how important social interaction is for increasing people's desire to buy things on e-commerce sites.

Studies that appeared before Past studies have shown that social connection has a big effect on how people buy things online. A lot of research shows that things like comments in live streaming, user evaluations, and streamers' social presence can make people more likely to buy something. For instance, being active on live streaming sites may make people feel more involved, which might lead them to buy things. Also, reviews that are both good and bad affect how people think about the quality of a product, which in turn affects their choice to buy it. Research also suggests that having a strong social presence might make people feel more confident about buying things, but you have to be careful about bad things like feeling lonely. So, e-commerce sites need to focus on making features that make it easy for people to talk to each other and handle criticism well.

From those studies, it shows that the research findings provide important insights. that social interaction has a significant impact on consumer purchasing behavior in e-commerce. Research by Ting et al. (2025) [47] revealed that social interactions, such as comments in live streaming, positively increase purchase intentions. Meanwhile, Rosillo-Díaz et al. (2024) found that online reviews and electronic word-of-mouth (eWOM) play an important role in shaping product quality perception, which in turn affects purchasing decisions [48]. Li et al. (2024) show that the social presence of streamers and viewers can enhance purchase intentions, although negative factors such as loneliness need to be managed well [49]. Al Naufal et al. (2024) emphasize the importance of visual elements and time promotions in driving impulsive purchases [53]. Additionally, research by Ikhsan et al. (2024) suggests that sellers implement effective strategies in managing user reviews and feedback to shape positive perceptions [50].

Sohanda et al. (2024) found that gamification features, such as leaderboards, can increase user engagement and reduce shopping cart abandonment rates [51]. The design of responsive and interactive features, as revealed by the research of An et al. (2020), is crucial for creating an engaging shopping experience [55]. Research by Shekhar and Jaidev (2020) shows that demographic characteristics, such as the number of children in a family, influence the intention of sustainable use on certain platforms [56]. Hairudin et al. (2019a) emphasize that trust plays a role as a mediator between social commerce elements and purchase intention, making trust-building very important [57]. Additionally, another study by Hairudin et al. (2019b) shows that follower quality, such as self-presentation and social interaction, contributes to purchase intention, emphasizing the importance of community management [58]. Lastly, Pan et al. (2022) found that time-based campaigns utilizing social visualization can enhance sales effectiveness during live streaming events [54]. Overall, this research shows that social interaction and its related elements are very important in influencing purchasing behavior on e-commerce platforms.

Based on the findings in Table 1, five main themes were further classified into thematic categories. In this section, the opportunities and challenges regarding social interaction on e-commerce platforms are discussed. The identification results show several groupings of key challenges identified from the 12 analyzed articles, categorized into 5 categories: 1) Social interaction and consumer trust; 2) The impact of social interaction on purchase intention and decision; 3) Social features as a digital marketing strategy; 4) The influence of social media and online communities; 5) Psychological and social factors in e-commerce experience. Further elaboration on these five categories can be seen in Table 2 below, which details the theoretical perspectives, study contributions, and lessons that can be drawn for the next research agenda.

Tabel 2. Poin of view from 'social interaction & e-commerce'

Thematic Category	Perspective on Social Interaction on E-commerce Platforms	Main Issue	Study Contribution	Lessons for the Research Agenda
Social interaction and consumer trust	Social interaction as the foundation of trust in social commerce through peer-to-peer communication and followers.	Consumers find it difficult to identify trustworthy followers; the risk of false information.	Identifying indicators of trusted followers such as self-presentation and social sharing.	Exploration of an AI-based trust verification system to identify and mark credible followers.
The Impact of Social Interaction on Purchase Intentions and Decisions	Social interaction is positioned as the main trigger for purchase intentions and decisions, whether rational or impulsive.	The difficulty of measuring the real-time effects of social interactions on consumer behavior.	Proving the role of eWOM, comments, and social presence in enhancing purchase intention and impulsive behavior.	Longitudinal studies are needed to observe the long-term impact on customer loyalty.
Social Features as a Digital Marketing Strategy	Interactive features like gamification and live streaming create engaging social experiences and encourage purchases.	Not all users respond positively to social competition; the risk of digital fatigue.	Features like cart sharing and leaderboards have proven to increase engagement and conversion.	Further research should examine user preferences regarding interaction types and demographic differentiation.
The Influence of Social Media and Online Communities	Digital communities are seen as spaces for social interaction and collective support that strengthen engagement and loyalty.	It's difficult to distinguish the influence of the community from external factors like brand loyalty or recommendation systems.	Community platforms like Babytree show social influence on continuance intention.	Need research on the formation of social norms and collective identity in e-commerce communities.
Psychological and Social Factors in E-Commerce Experience	Social interactions shape positive emotions such as flow, social gratification, or a sense of togetherness.	Psychological measurement in the digital environment is still full of challenges and tends to be subjective.	Showing that emotional experiences such as flow and loneliness influence purchase intentions and decisions.	Future research can focus on the risks of addiction or emotional manipulation in e-commerce social interaction systems.

Social interactions on e-commerce platforms have become a crucial factor that directly or indirectly influences consumer purchase intentions and decisions. Recent studies show that social dimensions such as trust, community engagement, comments, and emotional experiences are now integrated into the digital e-commerce ecosystem, both through social commerce features and live-streaming. Social interactions have proved to have a crucial role in determining customer purchase intentions on e-commerce platforms, particularly in the context of social commerce. Factors such as trusted followers which include self-presentation, social sharing, and self-confidence can improve people' trust in a product or business [57]. Additionally, electronic word-of-mouth (eWOM) and online reviews are important drivers of impulse purchase, especially among young consumers [52]. But it's hard to create trust over time since there aren't any ways to prove that exchanges are real. eWOM is an interesting external element that also relates reviews with the inclination to buy things on impulse [52]. This kind of research shows how important it is to learn more about how social interactions affect decision-making online.

In the context of live-streaming e-commerce, research demonstrates that the streamer's social presence has a bigger effect on the shopping experience and the desire to buy than the social presence of other viewers [49]. Also, if not designed well, having other people watching might make the user feel even more alone. This shows how important it is to provide interaction elements that focus on the relationship between the streamer and the viewer instead than the viewers themselves. Also, the flow state that comes from interacting

directly with people makes people want to use the live shopping feature even more [50]. A number of studies have shown that social contact, especially in things like flash sales and live broadcasting, can make people buy things on impulse. Visual appeal, time pressure, and the ability to interact with others in real time are all things that can lead to impulsive buying. These results show that we need to create models of consumer behavior that can show how social cues affect impulsive purchase on e-commerce sites. Online shopping sites that include social community features, such those for pregnant women and parents, suggest that interacting with others and showing off your personality can make people want to keep using the site [55]. But not all e-commerce sites are able to adjust to the unique social traits of their consumers right now. To keep users loyal and engaged over the long term, platforms need to understand and provide social interaction features that match the demands of their unique population.

Digital communities not only help people find information, but they also make people feel like they belong and are part of a group. According to research by An et al. (2020) on parenting platforms, social pleasure and self-presentation are two factors that might make people want to keep using them [55]. A earlier study (Shekhar & Jaidev, 2020) [56] found something similar: trust served as a link between perceived utility and the desire to buy in the setting of social commerce. The strength of community and social identity has a big effect on how people use e-commerce platforms and how long they keep using them. It has been shown that emotional states including flow, satisfaction, loneliness, and feeling present may affect how people buy things. According to Li et al. (2024) [49], the social presence of streamers and watchers in live streaming has varied effects on the desire to buy. The streamer's social presence makes people more involved and less lonely, while the social presence of other viewers makes people feel more lonely. A research by Rosillo-Díaz et al. in 2024 [48] indicated that the way people think about the quality of a product, based on reviews and the amount of comments, is strongly linked to their intention to buy it. The major thing that stops them from buying it is the possibility of poor performance.

4.1 Findings

The findings of this article indicate that social interaction is not merely an accessory in e-commerce, but has become the heart of contemporary digital economic dynamics. This phenomenon aligns with the perspective of Economic Sociology, which views the market not as an entity detached from social structures, but as a space rich with social interactions, norms, emotions, and trust relations. In the context of the digital market, particularly e-commerce platforms, the relationships between economic actors (sellers, buyers, influencers, reviewers) are no longer limited to mere material transactions, but are shaped by social networks, digital communities, and the construction of collective identities. As explained in recent studies, comments, reviews, trusted followers, and the presence of streamers in live-streaming become social mechanisms that shape trust, engagement, and impulse buying a form of social interaction that has direct economic value. Furthermore, e-commerce presents a new form of embeddedness, which is economic attachment within a complex digital social structure. Social commerce and live-streaming create an affective economy where emotions, engagement, and identity become commodities and market drivers. This shows that the digital market is not only rational and transactional but also emotional and relational, in line with the economic sociology perspective as articulated by Granovetter on the importance of embeddedness in economic life.

Consequently, within the context of Digital Market Economic Sociology, it may be inferred that the dynamics of social interactions on e-commerce platforms:

a. Shifting the economic logic from being price and product-based to being based on social networks and affective relationships.
b. Show that economic value is not only shaped by supply-demand but also by social forces such as community, trust, and emotional experiences.
c. Requires a new approach in understanding digital consumer behavior, which cannot be separated from the digital social structure and the dynamics of user identity within online communities.

Thus, understanding the digital market from the perspective of economic sociology enriches the analysis of e-commerce as a dynamic social arena, where values, trust, and behaviors are collectively shaped through technology-based social interactions.

This study found that social interaction is a central and integral aspect of the dynamics of the digital market on e-commerce platforms. Such interaction includes various social mechanisms such as comments, reviews, streamer presence, and relationships between economic actors such as sellers, buyers, and influencers that shape trust,

engagement, and purchasing decisions. These findings reinforce the sociological perspective on economics, which views markets as social spaces rich in norms, emotions, and social networks, rather than merely arenas for material transactions. Additionally, this research highlights that social interactions on digital platforms create new forms of emotional and collective bonds, driving consumption behaviors that are not always rational, such as impulsive purchases and community-based loyalty.

This is consistent with recent studies showing the importance of social and psychological aspects in influencing consumer behavior in e-commerce. For example, Ting et al. (2025) found that social interactions and comments play a role in increasing purchases, although emotional comments have the opposite effect if they're excessive [47]. Rosillo-Díaz et al. (2024) added that the credibility of the source and the number of reviews are crucial in determining product quality perceptions and purchase intent [48]. Li et al. (2024) and Ikhsan et al. (2024) emphasized the role of social presence and flow state as drivers of purchase intent in the context of live streaming [49]. Sohanda et al.'s (2024) research is also relevant, showing how social gamification features enhance engagement and purchase conversion [51]. On the other hand, Nguyen et al. (2024) and Al Naufal et al. (2024) highlight how eWOM, visuals, and time pressure play a role in impulsive purchases, adding psychological and strategic dimensions to e-commerce social interactions [52,53].

While this research provides a comprehensive overview and enriches the literature on the sociology of the digital economy, there are several areas that need to be critically examined and further developed. First, the dominant focus of the study on the positive effects of social interaction tends to overlook the potential negative impacts, such as opinion manipulation, the spread of false information, or social pressure that can lead to irrational consumer decisions. Second, this study does not sufficiently address the variation in the effects of social interaction based on demographic, cultural, and platform type factors, despite the literature indicating the significant influence of these factors. Third, this research remains oriented toward conceptual reviews and secondary literature without the support of in-depth empirical data, so the validity and generalizability of the results need to be strengthened through field studies.

4.2 Policy, Theoretical,and Practical Implications

The author of this article has looked into how knowledge and research have grown in the field of Digital Market Economic Sociology. They have looked at which issues are studied the most, what conclusions have been drawn, and what policies related to inclusive development in different parts of the world can teach us. Economic sociology says that the market is not separate from society; it is a part of it. So, digital market regulation shouldn't just cover business transactions; it should also include the social side of how users engage with one other. The government has to make rules to safeguard consumers based on how people engage with each other online. These rules could include making it clear who the reviewers are, making live-streaming more open, and adding tools to check interactive material. Digital inclusion regulations are also vital to make sure that different social groups have equitable access to e-commerce sites, as these sites also serve as social places where people build their identities, emotions, and trust. This strategy will make the digital market more legitimate as a part of the current social order.

The outcomes show that social contact is very important in e-commerce. They add aspects of social relationships, digital communities, and emotional experiences to the digital economy model, which makes ideas about how people act as consumers more complete. This illustrates that economic decision-making is not just dependent on individual logical calculations, but also on social values, community standards, and relationships with other people. You may change models like the Technology Acceptance Model (TAM) or the Theory of Planned Behavior (TPB) to better describe how the modern digital market works by adding factors like social trust, social presence, and digital embeddedness. This also disrupts the traditional division between economic and social in market research. In the real world, those who work in e-commerce need to know that the digital market is more than simply a place to do transactions; it's a complicated social space. So, company plans need to show that they know how social interactions work. For example, they should include ways to form user communities, make live-streaming capabilities that allow for real and personal conversations, and create review systems that can help build trust. It has been shown that making users feel like they belong and have a social identity on the platform would make them more loyal and likely to keep using it. In other words, a good economic strategy for the digital market is one that also works socially, making people feel connected, trusted, and like they have something in common.

5. CONCLUSIONS

Based on a systematic review and bibliometric analysis of 12 scientific articles on social interaction in e-commerce, I believe that social interaction is a key element that influences consumer behavior and enhances the effectiveness of digital platforms in modern markets. These findings show how e-commerce platforms have evolved into complex social interaction environments, rather than mere transaction channels. The success of platforms in increasing sales conversions and user loyalty heavily depends on their ability to provide a digital experience that is social, participatory, and emotionally resonant.

According to the author, strategies such as designing interactive features, managing online communities, and utilizing live streaming are critical aspects that must be taken seriously by digital businesses. The importance of this research also lies in its emphasis on the social contact aspect of online transactions, which has been largely overlooked from a sociological perspective. Therefore, these findings can not only serve as practical references for corporate professionals, platform developers, and digital marketers in formulating social interaction-based marketing strategies but also open up opportunities for policymakers to consider social factors in regulations to foster a sustainable and inclusive digital economic ecosystem.

This study has the advantage of integrating various current theoretical and empirical perspectives, providing a holistic picture of the role of social interaction in the digital economy. The systematic and bibliometric approach also strengthens the validity of the analysis and provides a clear literature map for further research.

Furthermore, there are several limitations that need to be considered. This study still relies heavily on secondary literature without in-depth primary empirical data, leaving room for further validation and exploration through field studies. In addition, the limited scope of the study, which is based on a small number of articles, may also limit the generalizability of the findings. This study also has not sufficiently explored differences in cultural context, demographics, and platform variations that could potentially influence the dynamics of social interaction in e-commerce.

5.1 LIMITATIONS OF THE STUDY

This research offers significant insights into the significance of social contact in e-commerce; yet, some deficiencies require attention. Primarily, the majority of the examined publications exhibit methodological shortcomings, including small sample sizes or too limited scopes, which may compromise the generalizability of the results. This research has also overlooked several contextual aspects, like culture and demography, which might substantially affect customer behavior. A further limitation is the insufficient examination of the adverse effects of social interactions, including cyberbullying and social pressure, which might influence user experience. This research may not thoroughly investigate the long-term dynamics of social interactions, hence failing to offer a complete understanding of their evolution over time. Consequently, further study is required to bridge this gap and enhance the comprehension of social interactions inside the realm of e-commerce.

Based on the limitations identified in this study, further studies are recommended to adopt a more robust methodological design with a larger and more diverse sample to ensure that the results are more representative and can be widely generalized. Future research should also expand the scope of the context by incorporating cultural and demographic variables to understand how these factors influence social interaction dynamics and consumer behavior across various e-commerce markets.

In addition, it is important for future studies to explore the negative impacts of social interactions in digital ecosystems, such as social pressure, cyberbullying, and opinion manipulation, in order to provide a more balanced picture of the influence of social interactions on user experience. Longitudinal research is also essential to investigate the evolution and long-term dynamics of social interactions, thereby providing a more comprehensive understanding of how social relationships in e-commerce develop over time.

AUTHOR CONTRIBUTIONS

The conceptualization of the study was carried out by M.R.R., while the methodology was developed jointly by M.R.R. and A.A. Software development was handled by M.Y.R., and the validation process was conducted by I.S.S. and R.J.N. Formal analysis was performed by M.R.R., with the investigation undertaken by both I.S.S. and M.R.R. The resources required for the study were provided by M.Y.R., and data curation was managed by I.S.S. and A.A. The original draft was prepared by M.R.R., and the writing, review, and editing process was carried out by R.J.N. Visualization responsibilities were undertaken by R.J.N., and supervision was provided by M.R.R., A.A., and I.S.S. Project administration

was handled by M.R.R. and I.S.S., while funding acquisition was managed by M.R.R. All authors have read and approved the published version of the manuscript.

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DATA AVAILABILITY STATEMENT

The research results can be found in the images attached to the article. The dataset used to support the findings of this research is available from the corresponding author upon request.

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CONFLICT OF INTEREST

The authors declare that there are no conflicts of interest.

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