

A Social Commerce Customers' price fairness perception Affects Their Repurchase Intention.

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Abstract — The purpose of this study, taking the rapidly growing social commerce consumers as subject, is to investigate whether the social commerce buying experience has a significant influence on the price fairness perception and the repurchase intention. To this end, through literature review we derived key variables such as social commerce and price fairness, repurchase intention, illusion of control, etc. and through surveys we verified if the social commerce experience has a significant influence on the price fairness perception and if the price fairness perception on the repurchase intention. Based on these previous studies and other studies according to research model, the increase of social commerce experience didn't significantly affect the price fairness. Second, the price fairness perception had a significant influence on the repurchase intention. Third, the illusion of control did not play a significant role in the point that the social commerce buying experience affected the price fairness perception. Finally, as a result of analysing the influences on the price fairness perception by classifying the types of price fluctuations, there was a significance influence only in case of unfavourable type to consumers. As the implications of this study we could find the price fairness as the factor affecting repurchase intention and the illusion of control and the product involvement had no influence. Finally, the fairness perception of consumers varied depending on the type of price fluctuations.

(Pt9)Keyword— Social Commerce, Price Fairness Perception, Repurchase Intention, Illusion of control.



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