MASTER THESIS

How cultural dimensions affects purchase intention on social commerce: A comparative study between the Netherlands and Vietnam

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Abstract

The high-speed development of social commerce in recent years opens an interesting research topic of consumer's behavior intention on this channel. Despite abundant research in e-commerce across the globe, the amount of research regarding social commerce is still limited. This research explored the influence of cultural dimensions on consumer behavior on social commerce by studying the current theory of the topic, then using that to design hypotheses around the impact of cultural dimensions on trust and purchase intention on Instagram. Later, a survey was used to study the cultural dimensions, trust, and purchase intention of Instagram users in the Netherlands and Vietnam regarding four different advertising appeals.

The result supported the positive effect of power distance on trust. Also, a positive and significant correlation was found between power distance and purchase intention, while the correlation between individualism – collectivism and purchase intention were significant and negative. Trust, on the other hand, had a positive effect on purchase intention. This research, however, failed to prove the correlation between individualism – collectivism with trust and the moderating effect of cultural dimensions on the relationship between trust and purchase intention on Instagram.

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Introduction

The 21st century sees the birth of hundreds of social networking sites serving around 3.6 billion people globally. With this huge number of users still growing and great technological capability, social networking sites quickly rise above its initial function as a tool for information sharing and social interaction to become a facilitator for emerging social commerce. "Social commerce" is considered a relatively new concept as being introduced by Yahoo! in 2005. It is developed from "one-to-one-interaction" e-commerce but having more social attributes and social interaction (Rad & Benyoucef, 2011). In comparison with e-commerce, social commerce focuses more on information sharing, network, collaboration, etc., then later, sales (Gatautis & Medziausiene, 2014). That unique social-driving characteristic of social commerce strongly differentiates it from e-commerce, making it difficult to apply the abundant researches in e-commerce to the field of social commerce.

In terms of social commerce's development, ReportLinker (2020) projects that global social commerce market will reach $89.4 billion in 2020 and $604.5 billion by the year 2027, showing a CAGR of 31.4% over the 2020-2027 period. The rapid growth calls for more research attention regarding many angles such as pre-purchase product information sharing, social media technologies, and commercial activities (Liang & Turban, 2011). The few existing literature on social commerce's purchase intention focuses on trust, information technology, social relations, and perceived value (Wang & Xie, 2020). There is a huge gap in the analysis of user behavior with cultural difference factor as the key factor, though researchers somehow mention culture as an influence in the behavioral intentions of social networking sites users.

Brandtzæg (2010) states that culture influence lifestyle, and lifestyle influences the way individuals communicate and interact with new media technologies. Cultural differences between regions are proved to have a moderating effect on the relationship between social interaction and the intention to purchase from a social commerce site (Ng, 2013). Tang (2017) also points out the moderating effect of culture in the relationship between product-market performance and electronic word-of-mouth for buyers making purchase decisions. Culture also has a moderating role towards the relationship between subjective norm, which is the perceived social pressures an individual faces when deciding whether to behave in a certain way, and intention of using social network that positively leads to online purchase intention (Pookulangara & Koesler, 2011). However, researches in this topic are still very few and scattered.

In practical business world, global brands trying to expand their business finds it crucial to localize their social strategy by paying attention to cultural nuances. While German customers prefer data, quotes, and links to beautiful pictures, Japanese people are drawn to video contents (Wordbank.com, 2021). Or while Philippines leads in time spent on social media worldwide thanks to user-generated content and travel content, European people use social media mostly to update local, national, and international news (Digitalmarketinginstitute.com, 2019).

For the above reasons, this research dives into how cultural differences between the Netherlands and Vietnam affect users' purchase intention, which is the ultimate goal of social commerce development. This paper uses Hofstede (1983) cultural dimensions as the theoretical framework. It focuses on Power Distance and Individualism – Collectivism dimensions due to the fact that the Netherlands and Vietnam significantly differ in these two dimensions (Hofstede-insights, 2021). While Dutch people are independent and equal, Vietnamese people accept a hierarchical order where everybody has a place and needs no further justification (Hofstede-insights, 2021). Moreover, the Netherlands is an Individual society where individuals are expected to take care of themselves and their immediate families only (Hofstede-insights, 2021). Vietnam is, on the other hand, a Collectivistic society, manifesting in a close long-term commitment to the "member" group including family, extended family or

extended relationships (Hofstede-insights, 2021). These two significant cultural differences between the two nations are expected to affect people's interaction on social networking site, then later their purchase intention.

Social media can be classified into many different categories based on activity subjects, operation modes, business models, business priorities, etc. (Wang & Xie, 2020). Among that, the most popular category in the Netherlands and Vietnam is social commerce based on social media which is represented by Facebook and Instagram. Due to the limited resource of the research, this paper focuses on purchase intention on Instagram in the Netherlands and Vietnam.

In respect of the research gap in social commerce and the differences between the Netherlands and Vietnam, this research attempts to answer these guiding questions:

- RQ1: What is the role of culture in social commerce behavior?
- RQ2: How High – Low Power Distance affects trust and purchase intention on Instagram?
- RQ3: How Individualism - Collectivism affects trust and purchase intention on Instagram?

In order to answer the research questions, this paper uses qualitative approach to answer the question RQ1 about culture's role in social commerce behavior, then uses quantitative approach to examine hypotheses to answer questions RQ2 and RQ3. Quantitative data is collected by doing online survey on Instagram users in the Netherlands and Vietnam. The data is then analyzed by quantitative techniques to come to conclusions.

From academic perspective, this paper is expected to validate cultural factor as an influence to consumer's behavior intention on social commerce. It also suggests future researches concerning other Hofstede's cultural dimensions, for example uncertainty avoidance, long-term orientation - short-term orientation, masculinity - femininity, and indulgence – restraint, or other social media platform such as Facebook, LinkedIn, etc. From practical perspective, this paper helps managers further understand how cultural dimensions affect purchase intention of users in social networking sites so that they can build a more customized and effective commercial plan. Culturally sensitive e-marketing managers should adjust their contents to fit country's cultural traits, in order to attract and engage local customers, leading to their purchase.

The structure of this research starts with a description of key concepts and intensive review of existing literature on the subject. Then hypotheses are developed based on state-of-the-art studies. Later, methodology section provides information about data collection and analytical techniques before results are presented. Discussion and conclusion are followed to answer the research questions. Finally, recommendations are given regarding both academic and practical purpose.

Theoretical Framework

Social Commerce

Definition and characteristics

Though scholars have used the term "social commerce" in various studies, there is no official mutual understanding of "social commerce" in academia (Wu et al., 2019). Since the concept of "social commerce" was introduced by Yahoo! in 2005 (Wang & Xie, 2020), it has quickly become a vital part of value-added business services with the development of big online companies such as Amazon, eBay, and Groupon (Zhang & Wang, 2012). The definition of social commerce varies greatly. However, in this research, Wang & Xie's definition of social commerce in 2020 is used, meaning the use of social media to conduct interpersonal relationships and interaction of business information flow, and to assists the trade of goods through user-generated content and social interaction. It is also considered as a different and recent type of e-commerce (Wang & Xie, 2020).

There are three attributes of social commerce that attract academic attention. They are social interaction, social support, and social presence. These attributes are also strongly related to how users on social networking sites do and interact, then later, purchase. Godes et al., (2005) defines social interactions as any actions engaged by people and have an impact on the other consumers' valuations or decision-related to a product or service. In the decision-making journey, social interactions happen very often and in many steps, so that they are important antecedents for the success of social commerce (Wang & Yu, 2017). Social support, on the other hand, is considered as social resources that available or provided by people in a network, and help to nurture care, warmth, and a sense of belonging (Hajli, 2014). To be specific, the social media environment is highly interactive so it can empower its users to share their personal experiences and knowledgeable feedback about their trusted products (Lin & Wang, 2016). Due to their strong willingness to share information and reviews, other people in the network may feel encouraged to return the same support and exchange knowledge (Liang et al., 2011). Thanks to that, social support then plays a vital role among online communities and influences their behavior intention. Finally, social presence is regarded as how a channel delivers to its users the experience as if others are psychologically present (Hassanein et al., 2009). Indeed, Lu et al. (2016) point out that social presence offers more social cues, and then makes online buyer and seller feel closer more quickly. And of course, the enhancement of buyer's trust in seller on social commerce then has a positive influence on the purchase intention.

To have a thorough understanding of social commerce, it is also necessary to understand the social commerce constructs. Hajli (2015) defines that the social commerce constructs include tools such as online forums, communities, reviews, ratings, and recommendations. These tools enable users to connect, interact, as well as actively search for others' sharing of product and service experience, therefore they are better-equipped with information to make purchasing decisions (Ng, 2013). With reviews and ratings function, users post reviews or rate their products online, benefitting others by generating the effective information for social commerce customers (Hajli, 2015). Besides, users also use recommendations and referrals function as a tool to gain a closer look into angles of a product that are limited by online shopping such as touching, feeling or trying on products. Moreover, forums and communities facilitate the social interaction and communication of people on the platform.

Trust and Purchase Intention on social commerce

In economic situation when rules and customs cannot be used, trust is usually adopted as a reducer of social complexity (Luhmann, 1979). That is why trust is considered the most

important factor for e-commerce's success (Wang & Emurian, 2005). Trust is built though the social interactions with the surrounding environment and other individuals (Lu et al., 2016). While there are two types of trustees on social commerce which are marketplace and sellers in the marketplace (Lu et al., 2015), this paper focus more on the latter one.

Engel et al. (1982) define purchase intention as the predictable future behavior as well as the probability that an action will take place. The theory of reasoned action finds out the correlated relationship between intended behavior and actual behavior (Fishbein & Ajzen, 1975). In this theory, humans predict a rational consequence of an action when they decide to execute that action. The more they believe there would be a positive consequences, the more likely they will carry out the action (Fishbein & Ajzen, 1975).

The existing literature regarding factors influencing purchase intention on social commerce discusses mainly four aspects, which are trust, perceived value, information technology, and social relations. Firstly, regarding trust, Hajli (2012) finds out that community content, friend recommendation, user comments, as well as others play a role in trust intensity. Yahia et al. (2018) also point out that suppliers' characteristics have an impact over users' willingness to conduct business on social commerce. Secondly, regarding perceived value, low perceived value is expected to negatively affect users' purchase behavior (Mamonov & Benbunan-Fich, 2017). Low price, trust, experience value, website reputation, etc. are found to influence customers' perceived price, therefore affecting purchase intention (Lee et al., 2016). Thirdly, regarding information technology, Dong & Wang (2018) point out that if users perceive the effectiveness of social commerce system mechanism as positive, they will build a stronger connection, and therefore skew towards a higher purchase intention. On the other hand, if users perceive the effectiveness of the mechanism of e-commerce institutional as negative, their trust and purchase intentions will be impacted negatively (Chong et al., 2018). Finally, regarding social relations, purchase behavior is proved to be positively impacted by high-quality social atmosphere of group users (Sun et al., 2016). Friend recommendation also possesses great influence on users' online shopping behaviors and is stated to be related to trust among friends (Harris & Dennis, 2011).

Among the above influencing factors, this paper focuses on the relationship between trust and purchase intention, and later, how cultural dimension influences that relationship. Kim & Park (2013) examine and prove the relationship between trust and trust performance on social media which are purchase intention and word-of-mouth intention. Their result shows that the more users trust the social commerce site, the more likely they tend to purchase or share word-of-mouth. That is why trust is an important factor to increase trust performance (Kim & Park, 2013). On the other hand, trust is proved to play a mediating role in the relationship between social interactions and purchase intention on social commerce (Ng, 2013). Ng (2013) also finds out the moderating effect of cultural differences between regions on the relationship between social interaction and purchase intention on social commerce.

Table 1: Studies involving relationships among culture, trust, and purchase intention on social commerce

Papers	Independent Variables	Dependent Variables	Contributions/ Benefits
Goodrich & de Mooji (2013)	Cultural dimensions	Use social media sites to help make purchase decisions, Trust recommendations from family/ friends/ product websites/ search engines, online	The selection of information sources for purchase decisions is heavily impacted by culture.

		forums/ TV, Share negative experience	
Hajli, 2015	Social commerce constructs	Trust, Intention to buy	Consumers use social commerce constructs to generate content on the internet, positively influencing trust and intention to buy.
Kim & Park, 2013	Reputation, Size, Information quality, Transaction safety, Communication, Economic Feasibility, Word-of-Mouth referrals	Trust, Purchase intentions, Word-of-Mouth intentions	Reputation, Size, Information quality, Transaction safety, Communication, Word-of-Mouth referrals affect trust on social commerce. Trust, on the other hand, has a positive influence on Purchase intentions and Word-of-Mouth intentions.
Lu et al. (2016)	Social presence of web, Perception of others, Social presence of interaction with sellers	Trust in sellers, Purchase intention	Social presence factors influence trust, positively affecting online purchase behaviors.
Ng, Celeste See Pui, 2013	Closeness, Familiarity, Trust in social network community, Culture	Intention to purchase in social commerce	The moderating effect of culture and the mediating role of trust in a social network community on the relationship between social interactions (in terms of closeness and familiarity) and intention to purchase in social commerce environments.
Pookulangara & Koesler (2011)	Culture	Subjective norm, Social search, Self-efficacy, Perceived usefulness of SN, Perceived ease of use of SN, Intention of using SN, Online purchase intention	A research model using Technology Acceptance Model 3 and Hofstede's cultural dimensions to study how culture influences social commerce and users' purchase intention.
Tang, 2017	National cultural dimensions, eWOM	Product-Market performance	Power distance, individualism, and uncertainty avoidance temper the impact of online word-of-mouth on market share.
Yahia et al. (2018)	Social support, s-Vendor characteristics, Perception of the platform	Trust in s-Vendor, Social commerce intent	Reputation and price advantage positively impact trust, while social interaction and product differentiation negatively influences trust. Social support negatively

moderates that relationship. Facilitating conditions, perceived ease of use of the platform, habits, and hedonic motives positively influence social commerce intent.

The role of culture

Introduction of Hofstede's cultural dimensions

Though "culture" is defined differently in different fields of study, culture in e-commerce is described as a group of people who share a similar way of thinking, feeling, or behaving (Refaat El Said & Galal-Edeen, 2009). This paper uses Hofstede's national cultural dimensions to compare the cultural differences between the Netherlands and Vietnam. In Hofstede's works (1983, 1991, 2001, 2010), he defined culture as the collective programming of the mind, distinguishing the individuals in a group of people from those of another (Hofstede, 1991). Hofstede's cross-cultural framework allows researchers and managers to study and understand the impact of different cultures on consumer behavior. In recent years, with the development of internet, global e-commerce, and social commerce platforms, managers face cross-culture customers and researchers face the question how culture differentiates in consumer decision making. In the attempt to align marketing strategies with global consumer, it is necessary to understand how cultural differences affect consumer behavior on social commerce.

Hofstede's national cultural dimensions illustrates how people's cultural preferences differ among different national cultures. The five dimensions discussed in this research are power distance, uncertainty avoidance, individualism vs. collectivism, long-term orientation vs. short-term orientation, and masculinity vs. femininity. Nations are scored from 1 for the lowest to 100 for the highest in each of those dimensions.

Power distance acknowledges the inequality among people in the society. This dimension is about how the less powerful people in groups believe and accept that power is unequally distributed (Hofstede, 2001). Individualism vs. collectivism is considered by the extent to which interdependence is maintained among a society's members (Hofstede et al., 2001). Uncertainty avoidance is the degree of threat that people in a culture feel when being put in ambiguous situations, and the way they deal with the unknown (Pavlou & Chai, 2002; Hofstede, 1983). Masculinity vs. femininity is about typical distribution of male and female gender roles in the society, highlighting male assertiveness as well as female nurturing (Hofstede, 2001). Lastly, long-term orientation vs. short-term orientation is about the way a society maintains its link from its past to the present and coming future (Hofstede, 2001).

The role of 5 cultural dimensions in social commerce behavior

In order to understand how culture affects the purchase intention of users on social networking sites, it is necessary to draw out clearly how culture influences users' habit on these platforms. In fact, the impact of culture on social networks usage has been proved in many researches. For example, in 2018, Facebook introduced natural language interfaces in many markets. The introduction has contributed to the increase of 153% growth of the site, leading to a 25% increase in worldwide social media usage (Social Networking Explodes, 2008). Another example is the finding of Nielsen Global Online Consumer Survey that the most trusted forms of advertising globally are the personal recommendations from acquaintances or online opinions posted by consumers (Global Advertising, 2009). Therefore, it is important to find out the interaction among social networking sites, users, and their culture.

Power distance

Goodrich & de Mooji (2013) suggest that, in low power distance cultures, individuals rely more on factual sources on the decision-making process. They purposefully gather information instead of depending on others. They also spend more time on newspapers and less time on television than in high power distance cultures (De Mooji, 2011). Data from Mediascope Europe (2008) also prove that there is a stronger online research into brands in low power distance societies than in high power distance ones. On the other hand, people in high power distance cultures depend more on others' recommendation. They actively seek for others' opinion rather than look for impersonal sources (Dawar et al, 1996; Pornpitakpan, 2004).

Hallikainen & Laukkanen (2018) state that, in high power distance cultures, individuals base their trustworthiness evaluation on integrity and benevolence, such as the store's reliability and that it does not take advantage of the customers (McKnight & Chervany, 2001), while in low power distance cultures, it is less common to see that opportunistic behavior and people are more participative in making decision (Doney et al., 1998).

Individualism vs. collectivism

This dimension has a vital role in understanding the differences between individualistic and collectivist societies in communication behaviors and online buying influences (Goodrich & Mooji, 2013). In individualistic cultures, people tend to use electronic media to search information for their own wellbeing, while in collectivist cultures, people use it more for sharing ideas and opinions (Goodrich & Mooji, 2013). According to Schultz and Block (2009), the major influence on purchase intention in China is word-of-mouth. With the internet, the occasions to discuss increase, leading to the intensify of word-of-mouth's influence. On the other hand, Chinese people are also less likely to file a complaint about post-purchase problems than Australians (Lowe et al., 1998), but instead they engage in negative word-of-mouth to their small group of people. This could be due to the fact that in collective cultures as China, people prioritize the harmony and maintaining face so they avoid voicing complaint to the provider directly (Goodrich & Mooji, 2013).

Pookulangara & Koesler (2011), in their research, find out that the bonds among individualistic societies are looser, therefore the social interactions among their members is not really strong, leading to a weaker influencing power of referents. In contrast, the bonds among people in collectivistic cultures are stronger, so they are more likely to be highly influenced by others.

Uncertainty avoidance

It is inferred that consumers will show different reaction towards social networking depending on their level of uncertainty avoidance, due to the fact that uncertainty avoidance dimension is related to online customers' risk perception (Jarvenpaa and Tractinsky, 1999). Though in high uncertainty avoidance cultures, people try to avoid the uncertainty, they may ironically prepare to engage in risky behavior to lower this uncertainty level (Goodrick & de Mooji, 2013). In low uncertainty avoidance cultures, people look for more opinions from more objective and less personal sources such as website (Dawar et al., 1996), while in high uncertainty avoidance cultures, they base decision-making more on the feeling of trust. The uncertain feeling about the trustworthiness of an online store is among the main reasons people avoid e-commerce, therefore, uncertainty avoidance is evaluated as one of the main cultural dimensions impacting people's trust in the online world (Hwang & Lee, 2012; Shiu et al., 2015).

Masculinity vs. femininity

Hallikainen & Laukkanen (2018) argue that encouraging values and harmonious relationships is more important in feminine cultures than in masculine ones, and in masculine cultures, most individuals could hardly be trusted. Besides, in a high masculine oriented culture, society is

strongly driven by masculine characteristics such as success and competitiveness. As these cultures are action-focused (Hallikainen & Laukkanen, 2018), an online store's trustworthiness is evaluated based on its capabilities and efficiencies (Schoorman et al., 2007).

Long-term orientation vs. short-term orientation

According to Goodrick & de Mooji (2013), in short-term orientated cultures, people focus on national pride, tradition, and the importance of service to the others, while a long-term orientated cultures view adaptation, circumstantial, and pragmatic problem-solving as a necessity. Individuals in short-term oriented and low uncertainty avoidance cultures prefer individuals as sources of information, whereas individuals in long-term oriented and high uncertainty avoidance cultures prefer fact-based sources of information such as search engines (Goodrick & de Mooji, 2013). In collectivistic cultures, the long-/short-term orientation also differentiates how social media means to users. Short-term orientated individuals seem to portray themselves more expressively and be more interactive while long-term orientated individuals are more likely to stay anonymous and passively be part of the larger society (Goodrick & de Mooji, 2013). It is also argued that people in short-term orientation societies bear the materialist consumption pressure, having to keep up with trends like social networking (Dwyer et al., 2005), hence they are faster in adopting new technology.

Advertising appeals

Advertising appeals and Hofstede's cultural dimensions

Advertising appeals are defined as specific approaches used in advertisement to deliver how products can satisfy customer needs (Arens and Bovee, 1994). The relationship between advertising appeals and cultural dimensions has long been under academic study. Albers-Millers and Gelb (1996) prove that advertising appeals can serve as a mirror of cultural dimensions. Advertising appeals and cultural values correlate in a nonrandom way, so understanding advertisement can give a glimpse of cultural values and vice versa (Albers-Millers & Gelb, 1996). Moreover, the effectiveness of using the congruent advertising appeals according to cultural values is also proved (Zhang & Gelb, 1996). Even the product use condition (use in a private setting vs. socially visible use) has a moderating impact on the effectiveness of culturally incongruent appeals (Zhang & Gelb, 1996).

Advertising appeals and cultural dimensions on social commerce

More recent research on advertising appeal and cultural values on social commerce suggest that Hofstede's cultural dimensions might be the tools to predictively tell or explain the relationship between advertising appeal and culture values (Nguyen, 2014). For example, people in individualism culture are expected to be attracted to "information" appeal on social media, because they use social networks to look for information (De Mooji, 2010). Or another example is that individuals in low uncertainty avoidance culture favor "humor" advertising appeal (De Mooji, 2010).

Nguyen (2014) summarizes the relationships between 30 advertising appeals and cultural dimensions. Among that, this research picks out four advertising appeals related to power distance and individualism vs. collectivism to study. The selected four advertising appeals are presented in Table 2.

Table 2: Relationships between four appeals and cultural dimensions (Nguyen, 2014)

Appeal	Descriptions	Cultural dimensions
Freedom	Spontaneous, carefree, abandoned, indulgent, at liberty, uninhibited, passionate	Individualism

Family	Nurturance within family, having a home, being at home, family privacy, companionship of siblings, kinship, getting married	Collectivism
Dear	Expensive, rich, valuable, highly regarded, costly, extravagant, exorbitant, luxurious, priceless	High power distance
Cheap	Economical, inexpensive, bargain, cut-rate, penny-pinching, discounted, at cost, undervalued, a good value	Low power distance

Hypothesis development

Social commerce usage in the Netherlands and Vietnam

In terms of economic development and social media usage, there is a significant difference between the Netherlands and Vietnam. The Netherlands is a developed market of 17.12 million people. The total value of the consumer e-commerce market is $28.9 billion with an annual growth rate of 7%, accounting for 10% of total consumer retail spend in 2020 (Datareportal, 2020). On the other hand, Vietnam is an emerging market of 96.9 million people. The total value of consumer e-commerce market is $6 billion with an annual growth rate of 20%, accounting for only 1% of total consumer retail spend in 2020 (Datareportal, 2020). While social media users in the Netherlands spend on average 1 hour and 19 minutes using social media every day, Vietnamese social media users spend much more time, 2 hours and 22 minutes to be specific. The most used platforms in the Netherlands are Whatsapp, Youtube, Facebook, Instagram, and Facebook Messenger. While those in Vietnam are Facebook, Youtube, Zalo, Faceook Messenger, and Instagram.

Hofstede's cultural differences between the Netherlands and Vietnam

In terms of culture, the Netherlands and Vietnam differ in many respects. The Netherlands is a Western Europe country under parliamentary constitutional monarchy with Christianity as dominant religion. Vietnam is a Southeast Asia country under socialist republic government with Buddhism as popular religion. The significant difference in history, politics, religion, etc. between the two countries leads to diversification in 5 Hofstede cultural dimensions that shown in the graph below. From the graph, it can be seen that the Netherlands and Vietnam differ the most in Power distance and Individualism. The Netherlands shows a low power distance and individualism culture, while Vietnam appears to be high power distance and collectivism culture.
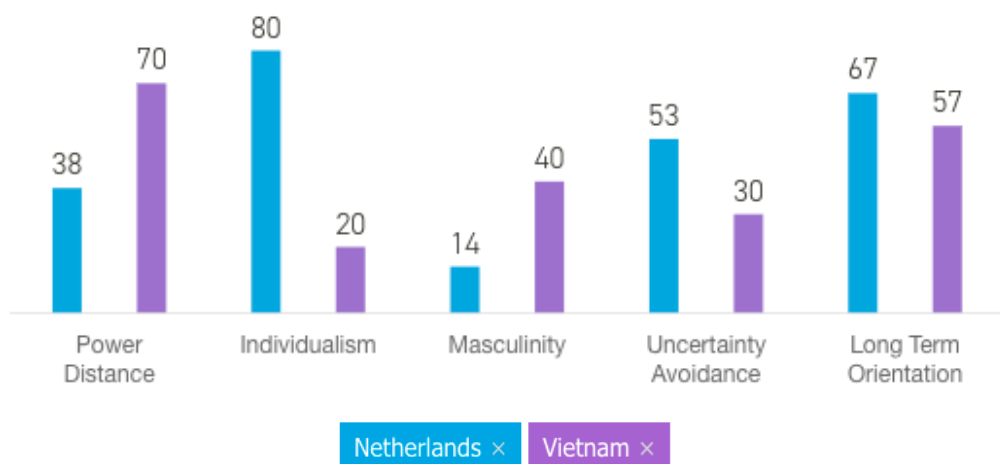

Figure 1: Comparison between the Netherlands and Vietnam in Hofstede's five cultural dimensions

The impact of cultural dimensions on trust on social commerce

Gathering information on purpose instead of depending on others, individuals in low power distance cultures are said to base their decision more on factual sources (Goodrich & de Mooji, 2013). In contrast, individuals in high power distance cultures seek for others' opinion, depending on others' recommendation (Dawar et al, 1996; Pornpitakpan, 2004). This difference in online searching habit suggests a relationship between power distance and trust on social commerce. Because social commerce is mostly about social interaction and relationship between users (Hajli, 2012), high power distance culture individuals who used to trust people seem to have the tendency to build a higher trust on sellers on social commerce. Low power distance culture individuals, who tend to trust newspaper other than people's review, may not have a similar level of trust on people on social commerce.

Similarly, individualistic culture people prefer using social networking sites to search information, while collectivist culture people use them for ideas and opinions sharing (Goodrich & Mooji, 2013). The bonds among individualistic people are also said to be looser, leading to weaker social interactions among members, then later a weaker influencing impact of referents (Pookulangara & Koesler, 2011). The bonds among collectivistic societies are stronger, therefore individuals tend to be more influenced by others (Pookulangara & Koesler, 2011). This tendency suggests that while individualism people needs different sources of information to trust sellers, collectivism people maybe more prone to trust sellers on social commerce.

- H1a: Power distance may have a positive and significant impact on trust on Instagram.
- H1b: Individualism vs. collectivism may have a negative and significant impact on trust on Instagram.

The impact of cultural dimensions on purchase intention on social commerce

Culture could affect not only trust but also purchase intention on social commerce. As people in high power distance cultures prefer personal source of information and tend to seek for others' opinion (Pornpitakpan, 2004), social commerce serves them well in terms of providing others' ideas by its recommendation or review function. On the contrary, low power distance culture people prefer fact and data provided by newspaper (De Mooji, 2011), making social commerce a less attractive buying channel for them. On the other hand, people in collectivistic cultures have more interpersonal communication, leading to more word-of-mouth about product. This situation benefits social commerce where people are encouraged to communicate and share their opinions. For these reasons, this research proposed hypotheses as below.

- H2a: Power distance may have a positive and significant impact on purchase intention on Instagram.
- H2b: Individualism vs. collectivism may have a negative and significant impact on purchase intention on Instagram.

The impact of trust on purchase intention on social commerce

As previously discussed, Kim & Park (2013) find the correlation between trust and purchase intention, showing that trust positively and significantly influence users' purchase intention on social commerce in Korea. Lu et al. (2016) also reach the same conclusion that trust in sellers have significant positive effect on purchase intention in the context of Chinese social commerce while studying the impact of social presence on trust. This research then hypothesize the similar idea.

- H3: User trust may have a positive and significant impact on purchase intention on Instagram.

The impact of cultural dimensions on the relationship between trust and purchase intention on social commerce

Culture influences online word-of-mouth reviews, while word-of-mouth is also proved to affect trust on social commerce then later impact purchase intention (Kim & Park, 2012). Tang (2017) proves the moderating role of national culture in digital word-of-mouth reviews by a multi-cultures research. Individualism vs. collectivism, uncertainty avoidance, and power distance cultural dimensions temper the effect of electronic word-of-mouth on market share. Shoppers in individualist cultures are found less likely to trust review for products from developed countries than shoppers in collectivists cultures, as the former concern about biased judgement and that the evaluation cannot truly reflect the actual product (Tang, 2017). Moreover, members of high power distance societies are also found to be more motivated than people in low power distance cultures towards products that show negative attitude or complaint about their high price (Tang, 2017). It is also explained partly by the fact that consumers' perceived conspicuousness is positively related to status seeking (Wiedmann et al., 2007). Lastly, people from high uncertainty avoidance cultures take reviews of less popular products more seriously than people from low uncertainty avoidance cultures do (Tang, 2017). The reason is that consumers in high uncertainty avoidance societies are more drawn towards seeking advice or assurance from electronic word-of-mouth to reduce uncertainty and ambiguity (Schumann et al., 2010). Based on provided theory, this research proposes hypothesis as below.

- H4a: Power distance may significantly moderate the relationship between trust and purchase intention on Instagram.
- H4b: Individualism vs. collectivism may significantly moderate the relationship between trust and purchase intention on Instagram.
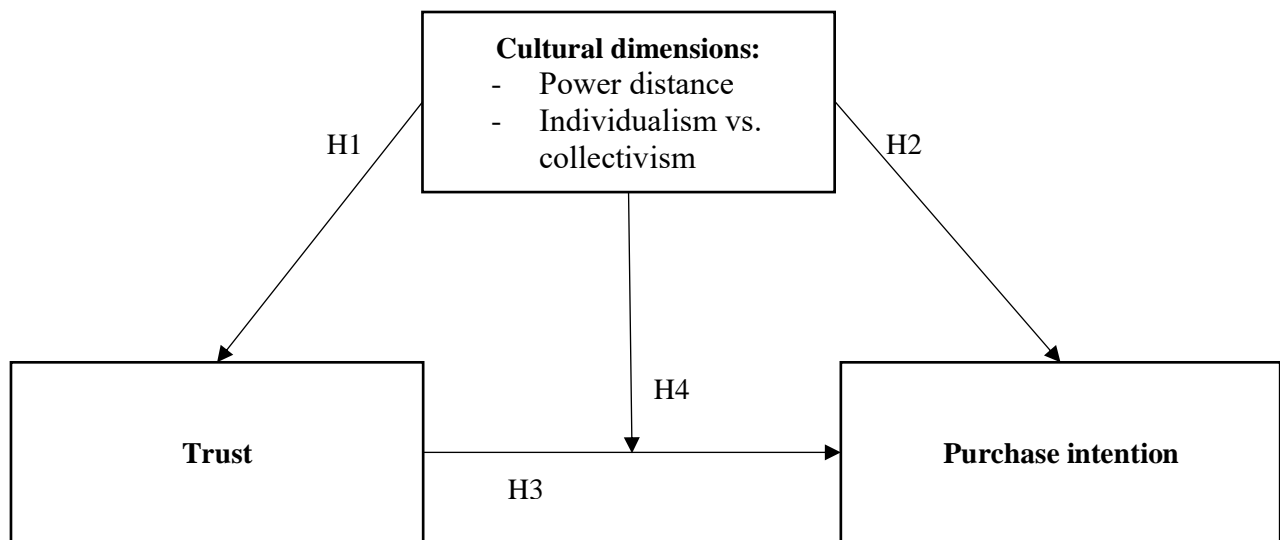
Conceptual model

Figure 2: Conceptual model

Table 3: Hypotheses

No.	Hypothesis
H1a	Power distance may have a positive and significant impact on trust on Instagram.
H1b	Individualism vs. collectivism may have a negative and significant impact on trust on Instagram.
H2a	Power distance may have a positive and significant impact on purchase intention on Instagram.

H2b	Individualism vs. collectivism may have a negative and significant impact on purchase intention on Instagram.
H3	User trust may have a positive and significant impact on purchase intention on Instagram.
H4a	Power distance may significantly moderate the relationship between trust and purchase intention on Instagram.
H4b	H4b: Individualism vs. collectivism may significantly moderate the relationship between trust and purchase intention on Instagram.

Research Design

This research used quantitative approach to test the hypotheses. An online survey was built to collect data from Instagram users. In the survey, respondents were asked a few questions regarding their attitude towards power distance or individualism – collectivism cultural dimension and their purchase intention on Instagram. Later, they were shown an advertisement content in one advertising appeal. They were respectively asked for their preference and purchase intention towards these advertisement contents on a 7-point Likert scale. There were four different advertising appeals, but each respondent saw only one of them.

The collected data then was analyzed using SPSS. Firstly, a Cronbach's alpha calculation was performed to test the reliability of data. Later, factor analysis was used to reduce dimension before regression analysis being applied to examine the hypotheses.

Stimulus content

The advertisement content was about suitcase product. The suitcases in the four advertisement looked quite similar. The difference was the message and concept of the ads. The four advertising appeals used are Cheap, Dear, Freedom, and Family.

For Freedom advertising appeal: The image and message showed a carefree attitude. Tone and mood was relaxing and enjoyable.
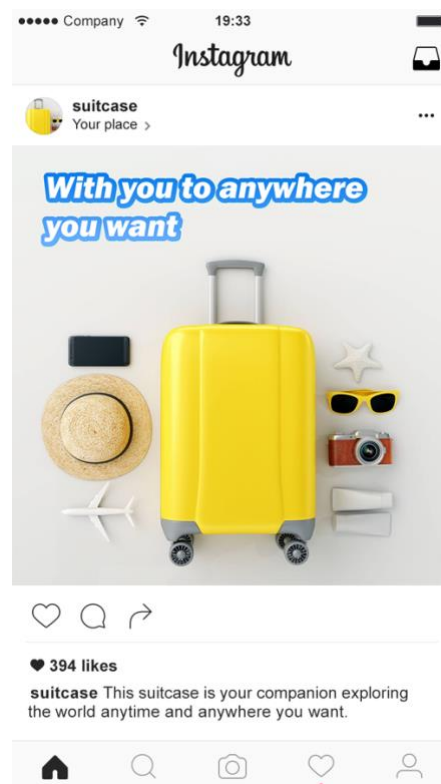
Figure 3: "Freedom" advertising appeal

For Family advertising appeal: The image was about traveling in a group, and the message focused on value for group travel.
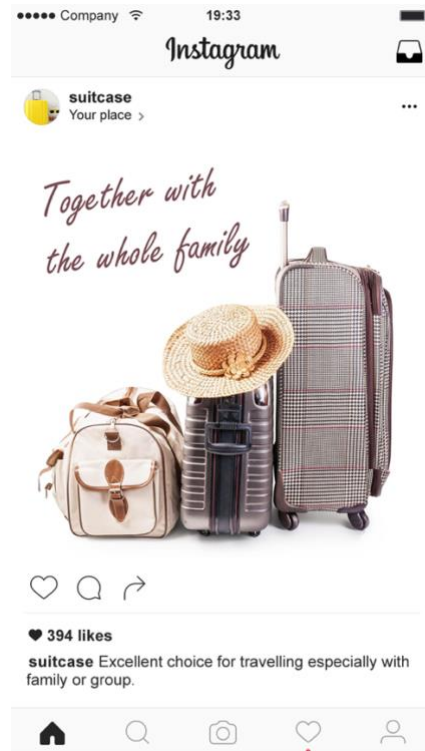
Figure 4: "Family" advertising appeal

For Dear advertising appeal: The image and message tried to deliver a luxurious feeling, focusing more on the uniqueness of the product.
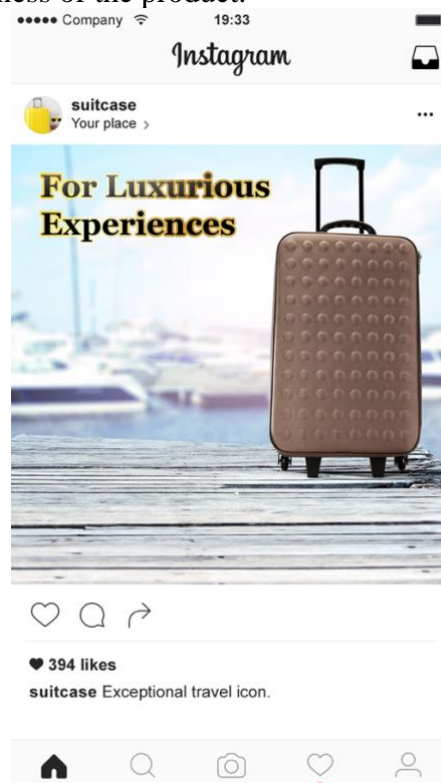

Figure 5: "Dear" advertising appeal

For Cheap advertising appeal: The image showed a mass product, and the message focused on good pricing, economical benefit, and functional benefit (material, convenience, etc.).
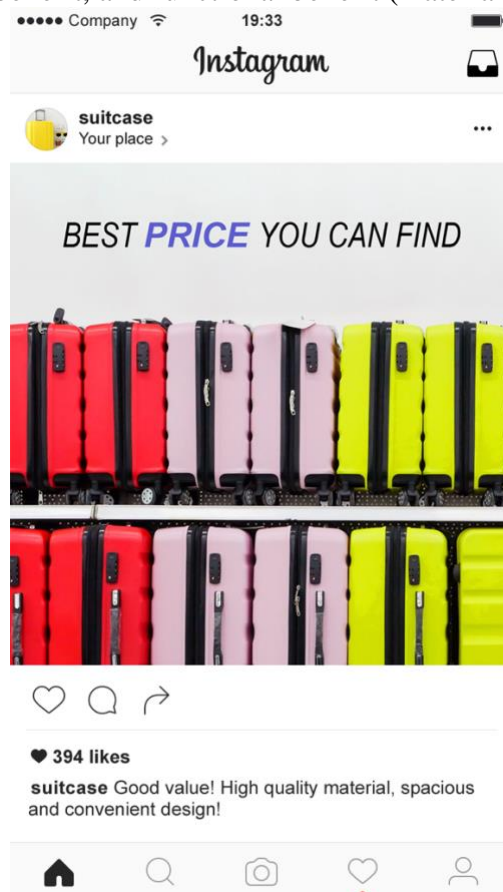
Figure 6: "Cheap" advertising appeal

Participants

The targeted respondents were Instagram users, aged 18 – 60 years old, using Instagram at least once a week. There were 108 respondents joining the research. Among that, there were 28 males, 76 females, 2 third-genders, and 2 people preferring not to say. In terms of nationality, there were 28 Dutch, 50 Vietnamese, 28 others, and 2 refusing to say. Regarding respondents' age, 52 were in 18-24 years old, 50 were in 25-34 years old, and 6 others were outside those ranges. About educational levels, 19 people have high school degree, 54 have bachelor degree, 30 have master degree, and 5 have other levels of education.

Research Measurement

Table 4: Research measurement

Variables	Questions	Source	Measurement
Trust	• tru1: This s-commerce firm is trustworthy. • tru2: I trust that this s-commerce firm keeps my best interests in mind. • tru3: This s-commerce firm will keep its promises. • tru4: I believe in the information that this s-commerce firm provides. • tru5: This s-commerce firm wants to be known as a company that keeps its promises and commitments.	Kim & Park, 2013	Seven-point Likert Scale

Purchase Intention	• pi1: I am likely to purchase products/ services on this s-commerce site. • pi2: Given the opportunity, I would consider purchasing products on this s-commerce site in the future. • pi3: It is likely that I will actually purchase products on this s- commerce site in the near future. • pi4: Given the opportunity, I intend to purchase products on this s-commerce site.	Kim & Park, 2013	Seven-point Likert Scale
Power Distance	• pd1: Subordinates are afraid to express disagreement with their superiors. • pd2: Subordinates should follow their superior's decisions unconditionally. • pd3: Managers should make most decisions by themselves. • pd4: Subordinates should not question their superior's decisions.	Yoon (2009)	Seven-point Likert Scale
Individualism - Collectivism	• ic1: Individual rewards are more important than group welfare. • ic2: Individual success is more important than group success. • Ic3: Having autonomy and independence is more important than being accepted as a member of a group.	Yoon (2009)	Seven-point Likert Scale
Feelings towards the ads	• Unappealing/appealing • Bad/good • Unpleasant/pleasant • Unfavorable/favorable • Unlikable/likable	Spears & Singh (2004)	Seven-point Likert Scale

Data collection

The online survey was built on Qualtrics online survey tools through University of Twente. The survey link was posted on researcher's social media account including Instagram, Facebook, Whatsapp, LinkedIn. University of Twente's Sona system was also utilized as respondents can receive a 0.25 Sona credits by participating in the research.

In the survey, each of the four stimulus and its accompanied questions randomly appeared, while all others questions were the same for all respondents. The number of respondents for each advertising appeal was as in table 4.

Table 5: Number of respondents per advertising appeal

Advertising appeal	Number of respondents
Freedom advertising appeal	26
Family advertising appeal	32
Dear advertising appeal	21
Cheap advertising appeal	29

Results

In the analysis, data was analyzed separately in four groups according the advertising appeal shown to respondents which are: Freedom, Family, Dear, Cheap.

Descriptive statistic of variables

A calculation of Cronbach's alpha of all variables was performed to test the reliability of variables. The results were recorded in table 5. The Cronbach's alpha showed a reliable result for 10 out of 16 variables under examination. Most of the less reliable variables had Cronbach's alpha of more than 0.5, except for Power distance in Freedom dataset which has relatively low reliability of 0.232.

Table 6: Cronbach's alpha of variables

Advertising appeal	Variables	Number of items	Cronbach's alpha
Freedom	Trust	5	.751
	Power distance	4	.232
	Individualism vs. collectivism	3	.561
	Purchase intention	4	.958
Family	Trust	5	.610
	Power distance	4	.559
	Individualism vs. collectivism	3	.804
	Purchase intention	4	.954
Dear	Trust	5	.637
	Power distance	4	.794
	Individualism vs. collectivism	3	.641
	Purchase intention	4	.923
Cheap	Trust	5	.897
	Power distance	4	.826
	Individualism vs. collectivism	3	.863
	Purchase intention	4	.980

Dimensions reduction

In order to analyze the main effects, it is necessary to reduce the number of items in each variable into one representative item only. This research used factor analysis to extract components with Eigenvalue greater than 1 and used the first component with highest total variance to represent variable. This approach has advantage over computing a mean of items in variables as the former can keep the linearity as original as possible. The extraction sums of squared loadings of variables are shown in table 7. Among the result, it is notable that there are two extracted factor with % of variance smaller than 50% which are Power distance in Freedom dataset and Trust in Dear dataset.

Table 7: Extraction sums of squared loadings of variables

Advertising appeal	Variables	Total extraction sums of squared loadings	% of Variance
Freedom	Trust	2.604	52.084
	Power distance	1.583	39.575
	Individualism vs. collectivism	1.671	55.703
	Purchase intention	3.558	88.949

Family	Trust	2.510	50.210
	Power distance	2.113	52.830
	Individualism vs. collectivism	2.181	72.684
	Purchase intention	3.522	88.061
Dear	Trust	2.348	46.953
	Power distance	2.489	62.231
	Individualism vs. collectivism	1.860	62.001
	Purchase intention	3.290	82.254
Cheap	Trust	3.561	71.213
	Power distance	2.667	66.674
	Individualism vs. collectivism	2.358	78.610
	Purchase intention	3.788	94.701

Main effects

There were four regression analyses performed in each advertising appeal dataset. The first regression analysis was to test H1a, H1b so it included Trust as dependent variable, Power distance and Individualism – Collectivism as independent variables. The second regression analysis was to test H2a, H2b, using Purchase intention as dependent variable, Power distance and Individualism – Collectivism as independent variables. The third regression analysis was used to test H3, therefore it used Purchase intention as dependent variable, and Trust as independent variable. The final regression analysis using to test H4a, H4b used Purchase intention as dependent variable, and Power distance, Individualism – Collectivism, Trust, and interaction between two cultural dimensions with trust as dependent variables. In this fourth regression analysis Power distance, Individualism vs. Collectivism, and Trust were standardized, as well as their interactions.

Freedom advertising appeal

From Freedom advertising appeal dataset, only one significant relationship was found which is between trust and purchase intention. This result supported H3 which was that trust positively and significantly influence purchase intention on Instagram.

Table 8: Results of regression analyses in Freedom advertising appeal dataset

	Trust (H1)	PI (H2)	PI (H3)	PI (H4)
	b (SE)	b (SE)	b (SE)	b (SE)
PD	.361 (.193)	.050 (.208)		-.123 (.194)
IC	.114 (.193)	.023 (.208)		-.053 (.206)
Trust			.466 (.181)*	.479 (.189)*
Interaction PD&Trust				-.326 (.185)
Interaction IC&Trust				.217 (.200)

Family advertising appeal

The family advertising appeal dataset showed a positive and significant relationship between Power distance and Trust, supporting H1a. Though relationships of Individualism – Collectivism to Trust or Purchase intention were insignificant, they were negative as hypothesized.

Table 9: Results of regression analyses in Family advertising appeal dataset

	Trust (H1)	PI (H2)	PI (H3)	PI (H4)
	b (SE)	b (SE)	b (SE)	b (SE)
PD	.614 (.189)**	.250 (.216)		.184 (.266)
IC	-.292 (.189)	-.149 (.216)		-.093 (.249)
Trust			.146 (.181)	.040 (.222)
Interaction PD&Trust				.132 (.290)
Interaction IC&Trust				.108 (.265)

Dear advertising appeal

The result of the second regression analysis in Dear advertising appeal dataset supported both H2a and H2b as Power distance had a positive and significant impact on Purchase intention while Individualism – Collectivism, on the other hand, showed a negative and significant impact.

Table 10: Results of regression analyses in Dear advertising appeal dataset

	Trust (H1)	PI (H2)	PI (H3)	PI (H4)
	b (SE)	b (SE)	b (SE)	b (SE)
PD	.395 (.226)	.476 (.204)*		.337 (.236)
IC	-.018 (.226)	-.447 (.204)*		-.418 (.211)
Trust			.373 (.213)	.288 (.280)
Interaction PD&Trust				.153 (.236)
Interaction IC&Trust				-.059 (.284)

Cheap advertising appeal

In the Cheap advertising appeal dataset, two hypotheses were supported. The first one was H1a which was Power distance has a positive and significant effect on Trust. The second one was H3, showing Trust affects Purchase intention positively and significantly.

Table 11: Results of regression analyses in Cheap advertising appeal dataset

	Trust (H1)	PI (H2)	PI (H3)	PI (H4)
	b (SE)	b (SE)	b (SE)	b (SE)
PD	.524 (.169)**	.338 (.177)		.350 (.247)
IC	.108 (.169)	.282 (.177)		.252 (.191)
Trust			.442 (.173)*	.171 (.223)
Interaction PD&Trust				.023 (.180)
Interaction IC&Trust				-.238 (.209)

Overview of the results of tested hypotheses

Table 10: Overview of the results of tested hypotheses

No.	Hypothesis	Freedom	Family	Dear	Cheap
H1a	Power distance may have a positive and significant impact on trust on Instagram.	Not supported	SUPPORTED	Not supported	SUPPORTED

H1b	Individualism vs. collectivism may have a negative and significant impact on trust on Instagram.	Not supported	Not supported	Not supported	Not supported
H2a	Power distance may have a positive and significant impact on purchase intention on Instagram.	Not supported	Not supported	SUPPORTED	Not supported
H2b	Individualism vs. collectivism may have a negative and significant impact on purchase intention on Instagram.	Not supported	Not supported	SUPPORTED	Not supported
H3	User trust may have a positive and significant impact on purchase intention on Instagram.	SUPPORTED	Not supported	Not supported	SUPPORTED
H4a	Power distance may significantly moderate the relationship between trust and purchase intention on Instagram.	Not supported	Not supported	Not supported	Not supported
H4b	H4b: Individualism vs. collectivism may significantly moderate the relationship between trust and purchase intention on Instagram.	Not supported	Not supported	Not supported	Not supported

Discussion

This research tries to find out the role that culture plays on social commerce by looking into the relationship between cultural dimensions, trust, and purchase intention in the context of four advertising appeals on Instagram. The focus is on how power distance and individualism – collectivism cultural dimensions influence trust and purchase intention and how trust impacts purchase intention. This paper also investigates an expected moderating effect of those two cultural dimensions on the relationship between trust and purchase intention.

In this discussion section, key findings are pointed out using the results presented above, then discussed in light of previous research. Limitation is considered, then both theoretical and practical implications are suggested.

Key findings

The impact of cultural dimensions on trust

The first hypothesis of this research is that cultural dimensions impact trust on social commerce. Given the result, the influence is found between power distance and trust in Family and Cheap advertising appeals. The result suggests that people in higher power distance culture tends to trust sellers on social commerce more than people in low power distance do. This result makes sense as it is in agreement with previous researches' finding that high power distance individuals tend to be more dependent on others' recommendation (Dawar et al, 1996; Pornpitakpan, 2004) so they are also more prone to trust people on social commerce as this is the place where people can share opinions and reviews.

However, no correlation relationship is shown between individualism – collectivism and trust in all four datasets, leaving no support for H1b. The reason for insignificant relation could be partly explained by the limit in the design of the research. The impact is studied only in regards to four advertising appeals which are Freedom, Family, Dear, Cheap. There are 24 more advertising appeals (Albers-Miller & Gelb, 1996), so there is a possibility that the result could be different when taking into account other appeals that are better related to individualism – collectivism.

The impact of cultural dimensions on purchase intention

Based on previous literature of cultural dimensions on social commerce, this research hypothesized that high – low power distance, and individualism – collectivism may affect individual's purchase intention towards advertisement on Instagram. There is a significant correlation found between power distance and purchase intention, and between individualism – collectivism and purchase intention in Dear advertising appeal, supporting the hypothesis.

The positive and significant correlation between power distance and purchase intention in Dear appeal means that higher power distance individual prefers luxury products that showing their status, while lower power distance individual does not like this kind of message. This results agree with previous researches about cultural dimensions and advertising appeals, as well as about cultural dimensions and social commerce. While low power distance people prefer factual source in decision making (Goodrich & de Mooji, 2014), high power distance people search for others' recommendation (Dawar et al, 1996; Pornpitakpan, 2004). The advertising appeal on social commerce looking like a personal recommendation could be more attractive to high power distance individuals, while low power distance individuals may not care about the information provided. Low power distance people may rather go to other objective sources to clarify the information before choosing to believe what is said, leading to the result given. On the other hand, high power distance individual tends to seek for status so it is reasonable for them to prefer an advertisement focusing on luxury and uniqueness.

Another supported result is the correlation relationship between individualism – collectivism and purchase intention in Dear advertising appeal. The impact of this cultural dimension on purchase intention is significant and negative, meaning that collectivism people are prone to have higher purchase intention towards advertisement that shows luxurious characteristics of the product, while individualism people are not. The result is in line with previous literature stating that individualism people use social media to search for factual information (Goodrich & Mooji, 2013), so emotional benefit advertisement on social commerce cannot be as attractive to them as to collectivism people.

Moreover, insignificant correlation is established in all other regression models testing H2 in other three advertising appeals. This could be partly explained by looking at the difference in advertising mediums and research methods used. In previous studies, relationship between cultural dimensions and advertising appeals are tested by collecting and coding business publications advertisements, while in this study, the relationship is tested by asking respondents questions about their opinions about advertisement on social media. The nature of the advertisement is different as publication advertisement is one-way communication where advertiser portraits products and consumers while social commerce advertisement could be two-way communication where consumer can have conversation with advertiser. This leads to a question whether it is still relevant to apply studies of advertising appeals on publication to online generally, or social commerce specifically advertisements.

The impact of trust on purchase intention

This research hypothesized that trust positively and significantly influence purchase intention. The hypothesis is supported by a positive and significant level in the relationship between trust and purchase intention in Freedom and Cheap advertising appeal datasets. This result is in agreement with previous research of Kim & Park (2013) about this relationship that the more trust users establish with the sellers on social commerce, the more likely that they have intention to purchase.

The moderating effect of cultural dimensions on trust and purchase intention

This research, on the other hand, rejects the moderating effect of cultural dimensions on the relationship between trust and purchase intention. Though power distance impact both trust and purchase intention, no moderating effect is found from power distance to the relationship between these two variables. This result, however, aligns with the research of Yoon (2009) where power distance and individualism – collectivism were found to play no role in the relationship between trust and intention to use on e-commerce.

Limitations

Firstly, similar to previous research of purchase intention on social commerce, this paper is limited by the ability to measure the intention, instead of actual behavior. It would increase the credibility and implication if the research can measure customer purchasing behavior, not just behavior intention. Secondly, the experimental nature of this research also poses some limitation. As the users are asked to give their evaluation of feelings for an advertisement during a survey, their answers could not be as real as seeing the advertisement while using Instagram. Their emotion before and during seeing the advertisement could be different and their attitude towards the advertisement could change due to the context they see it. Thirdly, the demographic characteristics of respondents are limited by researcher's network and cannot represent real Instagram user population, therefore the result could be bias to some extent. Finally, the scope of this research is focusing on two cultural dimensions, four advertising appeals, and Instagram only. In order to have a comprehensive view of culture's impact on

social commerce, it is necessary to design a research that includes all cultural dimensions and investigates across different social commerce platforms.

Future research

Taking into account the limitation of this research, future research can be designed to improve real-life experience of the research. For example, researchers can cooperate with businesses to customize different advertising appeals to advertise products then measure real interaction indication as well as real purchase. Another suggestion for future research could be extending the scope to other cultural dimensions, other advertising appeals, and other social commerce platforms such as Facebook, Linked In, Tiktok, etc. As discussed above, previous study about reflection of cultural dimensions on advertising appeals by analyzing advertisement on business publication could be no longer relevant for social media advertising, hence it is interesting to study how the situation can be changed on social commerce.

Practical implications

Practical implications can be drawn for marketers working for local brands or global brands that want to go local on social commerce. It is necessary to include cultural factors when building social strategy. It is pointed out clearly in this research that a trustworthy brand can be purchased more on social commerce. So business owners should bear in mind the importance of building trust in their customers by how they express the brand on social media or how they manage online customers feedback. High power distance culture people could have higher trust on Instagram. High power distance and Collectivism people may also react more favorably towards Dear advertising appeal that shows luxurious and iconic features of product. Thus brands are advised to try this type of advertisement if they plan to sell to customers showing these two cultural dimensions.

Conclusion

This research studied cultural dimensions' impact on consumer behavior on social commerce. The focus was on power distance and individualism – collectivism. Beside theoretical studies, this research used survey to gather data from Instagram users mostly from the Netherlands and Vietnam. The data was then analyzed by SPSS, using regression modelling.

According to available literature regarding this topic, cultural dimensions play some role in customer behavior on social commerce. Cultural dimensions affect how they use social networking sites, for example, how they share product reviews or how they connect to others. The current theory also suggests an effect of trust to purchase intention. Based on these findings, this research developed and proposed hypotheses about how cultural dimensions impact purchase intention on Instagram.

The result of this research supports the statement that cultural dimensions play a role in customer behavior on social commerce. People in high power distance cultures are found to show more trust towards sellers on Instagram. The research could not find a significant relationship between individualism – collectivism and trust. On the other hand, individuals in high power distance cultures or collectivism cultures also have higher purchase intention on Instagram than individuals in low power distance cultures or individualism cultures. Trust is found to significantly and positively impact purchase intention. However, this research could not find the moderating effect of cultural dimensions on the relationship between trust and purchase intention on Instagram.

Trying its best to deliver the soundest result, this research is, however, limited by its design and resources. It is useful for future research to take this limitation into account.

The result of this research contributes to the literature regarding social commerce to some extent. The significant relationship between cultural dimensions, trust, and purchase intention supports and develops previous studies on this topic. Though moderating effects from cultural dimensions to trust and purchase intention cannot be found, it also contributes a reference to other researchers interested in the matter. Many other potential research ideas are also suggested such as similar studies in other cultural dimensions, advertising appeals, or social commerce platforms.

In terms of practical contribution, this research advises marketers to consider cultural dimensions as a factor in their social strategy especially for global brands going local. It also gives specific suggestions regarding what kind of advertising appeal would be potential for corresponding cultural dimensions.

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Appendix

Research questionnaire

UNIVERSITY OF TWENTE.

Dear Participants,

This survey is part of my Master thesis in the Business Administration program at University of Twente. The objective of this survey is to study how the differences between the Netherlands and Vietnam in cultural dimensions affect trust and purchase intention on social commerce, Instagram to be specific.

In this survey, "social commerce" is defined as the use of social media to conduct business information flow interaction and interpersonal relationships to assist the trade of goods through user-generated content and social interaction.

The survey will take approximately 6 minutes and you can withdraw from it at any time. The survey is anonymous and all data is treated confidentially.

If you have any questions, please do not hesitate to contact me.
Thank you!

Giang Dao
daothihuonggiang@student.utwente.nl

How often do you use Instagram?

○ Daily
○ 5-6 times a week
○ 3-4 times a week
○ Once or twice a week
○ Less than once a week

→

How much time to you spend on Instagram?

- ○ Less than 30 minutes in a day
- ○ 30 – 60 minutes in a day
- ○ More than 60 minutes in a day

Please indicate to what extent you agree/disagree to the following statements.

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
Most social commerce firms on Instagram is trustworthy.	○	○	○	○	○	○	○
I trust that most social commerce firms on Instagram keep my best interests in mind.	○	○	○	○	○	○	○
Most social commerce firms on Instagram will keep their promises.	○	○	○	○	○	○	○
I believe in the information that most social commerce firms on Instagram provide.	○	○	○	○	○	○	○
Most social commerce firms on Instagram want to be known as a company that keeps its promises and commitments.	○	○	○	○	○	○	○
I am likely to purchase products/ services on Instagram.	○	○	○	○	○	○	○
Given the opportunity, I would consider purchasing products on Instagram in the future.	○	○	○	○	○	○	○
It is likely that I will actually purchase products on Instagram in the near future.	○	○	○	○	○	○	○
Given the opportunity, I intend to purchase products on Instagram.	○	○	○	○	○	○	○
Subordinates are afraid to express disagreement with their superiors.	○	○	○	○	○	○	○
Subordinates should follow their superior's decisions unconditionally.	○	○	○	○	○	○	○
Managers should make most decisions by themselves.	○	○	○	○	○	○	○
Subordinates should not question their superior's decisions.	○	○	○	○	○	○	○
Individual rewards are more important than group welfare.	○	○	○	○	○	○	○
Individual success is more important than group success.	○	○	○	○	○	○	○
Having autonomy and independence is more important than being accepted as a member of a group.	○	○	○	○	○	○	○

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Please imagine you see the below advertisement of suitcase product on Instagram then indicate to what extent you agree/disagree to the following statements.
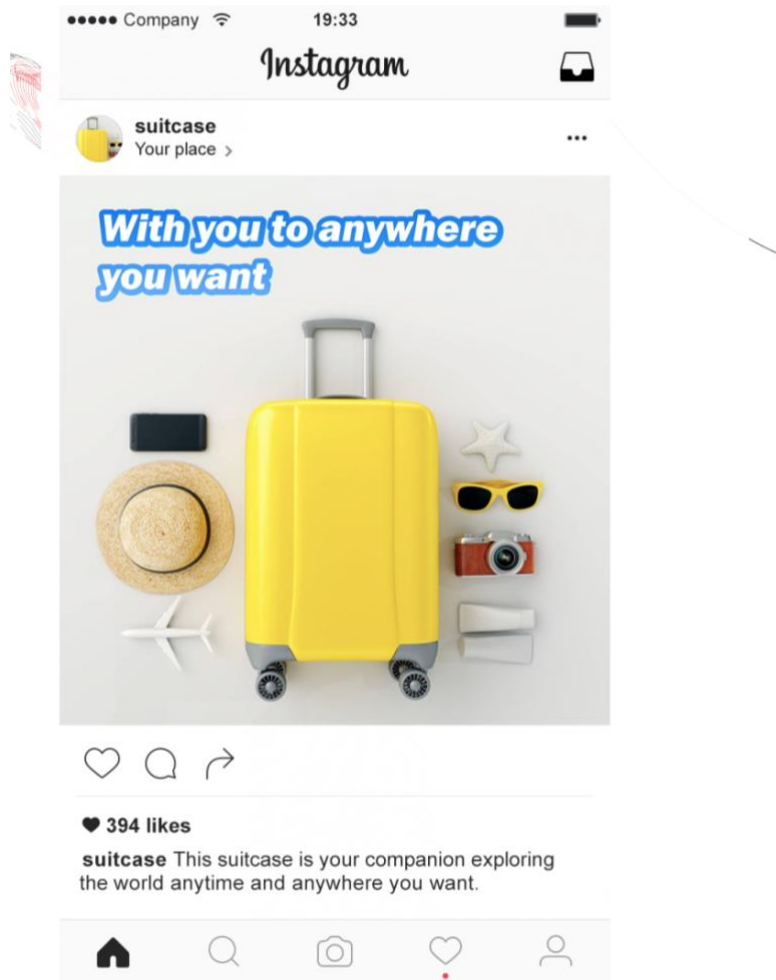
	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
The advertisement makes you feel appealing.	○	○	○	○	○	○	○
The advertisement makes you feel good.	○	○	○	○	○	○	○
The advertisement makes you feel pleasant.	○	○	○	○	○	○	○
The advertisement makes you feel favorable.	○	○	○	○	○	○	○
The advertisement makes you feel likable.	○	○	○	○	○	○	○
I am likely to purchase this suitcase on Instagram.	○	○	○	○	○	○	○
Given the opportunity, I would consider purchasing this suitcase on Instagram in the future.	○	○	○	○	○	○	○
It is likely that I will actually purchase this suitcase on Instagram in the near future.	○	○	○	○	○	○	○
Given the opportunity, I intend to purchase this suitcase on Instagram.	○	○	○	○	○	○	○

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Please indicate your nationality.

○ Dutch
○ Vietnamese
○ Others, please specify
  [   ]

Please indicate your gender.

○ Male
○ Female
○ Non-binary / third gender
○ Prefer not to say

Please indicate your age group.

○ <18
○ 18-24
○ 25-34
○ 35-44
○ 45-54
○ >54

Please indicate your highest level of education.

○ Less than High School
○ High School Degree
○ Apprenticeship Degree
○ Bachelor Degree or equivalent
○ Master Degree or equivalent
○ Doctorate

Regression analysis result

Freedom advertising appeal

Power distance, Individualism – Collectivism to Trust

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.384[a]	.147	.073	.96275259

a. Predictors: (Constant), REGR factor score   1 for analysis 1, REGR factor score   1 for analysis 2

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.681	2	1.841	1.986	.160[b]
	Residual	21.319	23	.927		
	Total	25.000	25			

a. Dependent Variable: REGR factor score   1 for analysis 1

b. Predictors: (Constant), REGR factor score   1 for analysis 1, REGR factor score   1 for analysis 2

Power distance, Individualism – Collectivism to Purchase Intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.056[a]	.003	−.084	1.04094574

a. Predictors: (Constant), REGR factor score   1 for analysis 1, REGR factor score   1 for analysis 2

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.078	2	.039	.036	.965[b]
	Residual	24.922	23	1.084		
	Total	25.000	25			

a. Dependent Variable: REGR factor score   1 for analysis 1

b. Predictors: (Constant), REGR factor score   1 for analysis 1, REGR factor score   1 for analysis 2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.251E-18	.204		.000	1.000
	REGR factor score 1 for analysis 2	.050	.208	.050	.238	.814
	REGR factor score 1 for analysis 1	.023	.208	.023	.111	.912

a. Dependent Variable: REGR factor score 1 for analysis 1

Trust to Purchase Intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.466[a]	.217	.185	.90301456

a. Predictors: (Constant), REGR factor score 1 for analysis 1

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.430	1	5.430	6.658	.016[b]
	Residual	19.570	24	.815		
	Total	25.000	25			

a. Dependent Variable: REGR factor score 1 for analysis 1

b. Predictors: (Constant), REGR factor score 1 for analysis 1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-9.154E-17	.177		.000	1.000
	REGR factor score 1 for analysis 1	.466	.181	.466	2.580	.016

a. Dependent Variable: REGR factor score 1 for analysis 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.633[a]	.400	.250	.86597656

a. Predictors: (Constant), int_ic_trust_std, int_pd_trust_std, Zscore: REGR factor score 1 for analysis 1, Zscore: REGR factor score 1 for analysis 2, Zscore: REGR factor score 1 for analysis 1

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.002	5	2.000	2.667	.053[b]
	Residual	14.998	20	.750		
	Total	25.000	25			

a. Dependent Variable: REGR factor score 1 for analysis 1

b. Predictors: (Constant), int_ic_trust_std, int_pd_trust_std, Zscore: REGR factor score 1 for analysis 1, Zscore: REGR factor score 1 for analysis 2, Zscore: REGR factor score 1 for analysis 1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.087	.186		.470	.644
	Zscore: REGR factor score 1 for analysis 2	-.123	.194	-.123	-.637	.531
	Zscore: REGR factor score 1 for analysis 1	-.053	.206	-.053	-.258	.799
	Zscore: REGR factor score 1 for analysis 1	.479	.189	.479	2.534	.020
	int_pd_trust_std	-.326	.185	-.329	-1.765	.093
	int_ic_trust_std	.217	.200	.226	1.086	.290

a. Dependent Variable: REGR factor score 1 for analysis 1

Family advertising appeal

Power distance, Individualism – Collectivism to Trust

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.517[a]	.267	.217	.88498753

a. Predictors: (Constant), REGR factor score   1 for analysis 1, REGR factor score   1 for analysis 1

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.287	2	4.144	5.291	.011[b]
	Residual	22.713	29	.783		
	Total	31.000	31			

a. Dependent Variable: REGR factor score   1 for analysis 1

b. Predictors: (Constant), REGR factor score   1 for analysis 1, REGR factor score   1 for analysis 1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.832E-17	.156		.000	1.000
	REGR factor score 1 for analysis 1	.614	.189	.614	3.242	.003
	REGR factor score 1 for analysis 1	-.292	.189	-.292	-1.543	.134

a. Dependent Variable: REGR factor score   1 for analysis 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.210[a]	.044	-.022	1.01081792

a. Predictors: (Constant), REGR factor score   1 for analysis 1, REGR factor score   1 for analysis 1

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.369	2	.685	.670	.519[b]
	Residual	29.631	29	1.022		
	Total	31.000	31			

a. Dependent Variable: REGR factor score   1 for analysis 1

b. Predictors: (Constant), REGR factor score   1 for analysis 1, REGR factor score   1 for analysis 1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.460E-18	.179		.000	1.000
	REGR factor score 1 for analysis 1	.250	.216	.250	1.155	.257
	REGR factor score 1 for analysis 1	-.149	.216	-.149	-.691	.495

a. Dependent Variable: REGR factor score   1 for analysis 1

Trust to Purchase Intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.146[a]	.021	-.011	1.00566484

a. Predictors: (Constant), REGR factor score   1 for analysis 1

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.659	1	.659	.652	.426[b]
	Residual	30.341	30	1.011		
	Total	31.000	31			

a. Dependent Variable: REGR factor score   1 for analysis 1

b. Predictors: (Constant), REGR factor score   1 for analysis 1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.034E-17	.178		.000	1.000
	REGR factor score 1 for analysis 1	.146	.181	.146	.807	.426

a. Dependent Variable: REGR factor score   1 for analysis 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.268[a]	.072	-.107	1.05207074

a. Predictors: (Constant), inter_ic_trust_std, Zscore: REGR factor score 1 for analysis 1, inter_pd_trust_std, Zscore: REGR factor score 1 for analysis 1, Zscore: REGR factor score 1 for analysis 1

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.222	5	.444	.401	.843[b]
	Residual	28.778	26	1.107		
	Total	31.000	31			

a. Dependent Variable: REGR factor score 1 for analysis 1

b. Predictors: (Constant), inter_ic_trust_std, Zscore: REGR factor score 1 for analysis 1, inter_pd_trust_std, Zscore: REGR factor score 1 for analysis 1, Zscore: REGR factor score 1 for analysis 1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.063	.223		-.281	.781
	Zscore: REGR factor score 1 for analysis 1	.040	.222	.040	.179	.860
	Zscore: REGR factor score 1 for analysis 1	.184	.266	.184	.693	.494
	Zscore: REGR factor score 1 for analysis 1	-.093	.249	-.093	-.375	.710
	inter_pd_trust_std	.132	.290	.099	.456	.652
	inter_ic_trust_std	.108	.265	.094	.407	.687

a. Dependent Variable: REGR factor score 1 for analysis 1

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Dear advertising appeal

Power distance, Individualism – Collectivism to Trust

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.391[a]	.153	.058	.97034667

a. Predictors: (Constant), REGR factor score   1 for analysis 1, REGR factor score   1 for analysis 1

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.052	2	1.526	1.621	.225[b]
	Residual	16.948	18	.942		
	Total	20.000	20			

a. Dependent Variable: REGR factor score   1 for analysis 1

b. Predictors: (Constant), REGR factor score   1 for analysis 1, REGR factor score   1 for analysis 1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.269E−17	.212		.000	1.000
	REGR factor score 1 for analysis 1	.395	.226	.395	1.751	.097
	REGR factor score 1 for analysis 1	−.018	.226	−.018	−.079	.938

a. Dependent Variable: REGR factor score   1 for analysis 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.556[a]	.310	.233	.87587458

a. Predictors: (Constant), REGR factor score   1 for analysis 1, REGR factor score   1 for analysis 1

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.191	2	3.096	4.035	.036[b]
	Residual	13.809	18	.767		
	Total	20.000	20			

a. Dependent Variable: REGR factor score   1 for analysis 1

b. Predictors: (Constant), REGR factor score   1 for analysis 1, REGR factor score   1 for analysis 1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.455E−17	.191		.000	1.000
	REGR factor score 1 for analysis 1	.476	.204	.476	2.339	.031
	REGR factor score 1 for analysis 1	−.447	.204	−.447	−2.193	.042

a. Dependent Variable: REGR factor score   1 for analysis 1

Trust to Purchase Intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.373[a]	.139	.094	.95194345

a. Predictors: (Constant), REGR factor score   1 for analysis 1

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.782	1	2.782	3.070	.096[b]
	Residual	17.218	19	.906		
	Total	20.000	20			

a. Dependent Variable: REGR factor score   1 for analysis 1

b. Predictors: (Constant), REGR factor score   1 for analysis 1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.978E-17	.208		.000	1.000
	REGR factor score 1 for analysis 1	.373	.213	.373	1.752	.096

a. Dependent Variable: REGR factor score   1 for analysis 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.628[a]	.394	.192	.89894556

a. Predictors: (Constant), inter_ic_std, Zscore: REGR factor score   1 for analysis 1, inter_pd_std, Zscore: REGR factor score   1 for analysis 1, Zscore: REGR factor score   1 for analysis 1

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.878	5	1.576	1.950	.145[b]
	Residual	12.122	15	.808		
	Total	20.000	20			

a. Dependent Variable: REGR factor score   1 for analysis 1

b. Predictors: (Constant), inter_ic_std, Zscore: REGR factor score   1 for analysis 1, inter_pd_std, Zscore: REGR factor score   1 for analysis 1, Zscore: REGR factor score   1 for analysis 1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	−.052	.219		−.236	.816
	Zscore: REGR factor score 1 for analysis 1	.288	.280	.288	1.030	.319
	Zscore: REGR factor score 1 for analysis 1	.337	.236	.337	1.427	.174
	Zscore: REGR factor score 1 for analysis 1	−.418	.211	−.418	−1.976	.067
	inter_pd_std	.153	.236	.144	.649	.526
	inter_ic_std	−.059	.284	−.052	−.209	.837

a. Dependent Variable: REGR factor score   1 for analysis 1

Cheap advertising appeal

Power distance, Individualism – Collectivism to Trust

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.563[a]	.317	.265	.85747498

a. Predictors: (Constant), REGR factor score   1 for analysis 3, REGR factor score   1 for analysis 2

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.883	2	4.442	6.041	.007[b]
	Residual	19.117	26	.735		
	Total	28.000	28			

a. Dependent Variable: REGR factor score   1 for analysis 1

b. Predictors: (Constant), REGR factor score   1 for analysis 3, REGR factor score   1 for analysis 2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	−2.904E−17	.159		.000	1.000
	REGR factor score 1 for analysis 2	.524	.169	.524	3.105	.005
	REGR factor score 1 for analysis 3	.108	.169	.108	.643	.526

a. Dependent Variable: REGR factor score   1 for analysis 1

Power distance, Individualism – Collectivism to Purchase Intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.497[a]	.247	.189	.90064808

a. Predictors: (Constant), REGR factor score   1 for analysis 3, REGR factor score   1 for analysis 2

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.910	2	3.455	4.259	.025[b]
	Residual	21.090	26	.811		
	Total	28.000	28			

a. Dependent Variable: REGR factor score   1 for analysis 1

b. Predictors: (Constant), REGR factor score   1 for analysis 3, REGR factor score   1 for analysis 2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	−7.404E−18	.167		.000	1.000
	REGR factor score 1 for analysis 2	.338	.177	.338	1.910	.067
	REGR factor score 1 for analysis 3	.282	.177	.282	1.593	.123

a. Dependent Variable: REGR factor score   1 for analysis 1

Trust to Purchase Intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.442[a]	.196	.166	.91332089

a. Predictors: (Constant), REGR factor score   1 for analysis 1

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.478	1	5.478	6.567	.016[b]
	Residual	22.522	27	.834		
	Total	28.000	28			

a. Dependent Variable: REGR factor score   1 for analysis 1

b. Predictors: (Constant), REGR factor score   1 for analysis 1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	−1.281E−17	.170		.000	1.000
	REGR factor score 1 for analysis 1	.442	.173	.442	2.563	.016

a. Dependent Variable: REGR factor score   1 for analysis 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.578[a]	.335	.190	.90001175

a. Predictors: (Constant), inter_ic_std, Zscore: REGR factor score 1 for analysis 1, Zscore: REGR factor score 1 for analysis 3, inter_pd_std, Zscore: REGR factor score 1 for analysis 2

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.370	5	1.874	2.313	.077[b]
	Residual	18.630	23	.810		
	Total	28.000	28			

a. Dependent Variable: REGR factor score 1 for analysis 1

b. Predictors: (Constant), inter_ic_std, Zscore: REGR factor score 1 for analysis 1, Zscore: REGR factor score 1 for analysis 3, inter_pd_std, Zscore: REGR factor score 1 for analysis 2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.046	.193		.239	.814
	Zscore: REGR factor score 1 for analysis 1	.171	.223	.171	.766	.452
	Zscore: REGR factor score 1 for analysis 2	.350	.247	.350	1.413	.171
	Zscore: REGR factor score 1 for analysis 3	.252	.191	.252	1.320	.200
	inter_pd_std	.023	.180	.025	.126	.901
	inter_ic_std	−.238	.209	−.241	−1.140	.266

a. Dependent Variable: REGR factor score 1 for analysis 1