

Generation Difference of Post-90s in the Context of the Rise of Social Commerce

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Abstract

Due to the rapid rising of social network and the in the gradual encountering of bottlenecks in the development of traditional e-commerce, social commerce has emerged as blooming business model under the Internet age. Post-90s generation was born and grew up in the era of Internet growing rapidly. They are inseparable from social network in life, learning, and values. This research aims to study the social commerce behaviors of post-90s and the generational differences with non-post-90s in China. This paper is based on the Hajli theoretical model to study consumer social commerce behaviors with social support theory and social commerce constructs in China's post-90 generation. This, study gets totally 609 valid sample questionnaires under the most popular WeChat social platform China. Through the empirical research using SEM-PLS, the statistical analysis proved that the social commerce construction and social support have significant influence to Social commerce intentions in post-90s. Also compared with non-post-90s, the results show that there exists significant difference in Social commerce behaviors to post-90s.

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Keywords: Social Commerce, Post-90s, Generational Difference

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1. Introduction

With the progress of information technology, people's daily lives have long been dominated by the Internet. As a sales channel and a modern business model, e-commerce has gradually replaced traditional sales, and e-commerce enterprises have become an important driving force for China's economy. The 43rd China Statistical Report on Internet Development [1], as issued by CNNIC, pointed out that, as of December 2018, the number of netizens in China was 829 million and the Internet popularity rate reached 59.6%, of which 610 million (73.6%) were online shopping users. Online shopping has become one of the most important activities of netizens.

After more than a decade of development, traditional e-commerce has shifted from cross-border e-commerce, mobile e-commerce, and fan operation to Internet Plus. Since the November 11 shopping festival, as introduced by Tmall in 2009, the sales volume has increased from RMB 50 million in the first year to RMB 168.2 billion in 2017 and RMB 213.5 billion in 2018, showing a high-speed rate of growth and reaching a new high. However, as the base period has been high and the growth rate has slowed down, traditional e-commerce companies are gradually encountering bottlenecks, and the acquisition cost of consumers is getting higher and higher. As it is no longer realistic to rely solely on low-price concessions to attract consumers, small and medium-sized e-commerce platforms are gradually losing their competitiveness. After many years of rapid development, the online consumption market has gradually entered a stage of quality upgrading, and new models, such as social commerce, have continuously generated new consumption scenarios. Consumption upgrading and consumption stratification have gradually become prominent features, further promoting the development of the market. In the future, e-commerce giants will also try to maintain high new sales and make great efforts in sales upgrading, thus, social commerce has become the main direction of development in recent years.

Recent years have seen the increasing popularity of social networking sites, such as Facebook, Twitter, and China's WeChat and Microblog. Social Network Services (SNS) feature the media attribute of transmitting and carrying messages, and the social attributes of relationships and actions. Social relationships on social networks with real and interactive attributes have developed e-commerce into social commerce, which is a new e-commerce model that employs social networks to encourage customers to share their personal experiences. The emergence of social commerce has brought great changes to stores and consumers. As an evolution of e-commerce, it uses social platforms as carriers to promote commodity sales through interactions between stores and consumers, or among consumers, or through voluntary promotion by consumers. In this regard, merchants will initiate interaction and promotion to engage consumers in commodity trading, and even the development process, to realize consumer-orientated development. Social commerce can also be initiated by consumers, who mainly share recommended

commodities with other consumers or potential users through social network relationships. In the face of such developments, enterprises must adapt their products and services to the changing needs of consumers; especially media changes, which may enhance such behavior.

With the popularization and development of social networks, consumers often rely on suggestions and recommendations of other online customers when making purchase decisions. In this regard, social commerce represents the change of consumers' thinking from inefficient individual-based consumption decisions to collaborative sharing and social shopping, resulting in the community commitment of users. This paper discusses the limitations and impacts of research and practice [2]. Social networks promote social support and provide information to guide netizens to make decisions when consuming. Better social support leads to more efficient business intentions and affects consumers' social behaviors. Therefore, it is important to study social support and the commercial construction of its business intentions [3]. Based on Hajli's theoretical model, this study makes certain adjustments to adapt the model to Chinese scenarios. Under China's social network environment, this paper studies Chinese consumers' rational or emotional social support in social networks, as well as their intention under the Social commerce construction and social support when consuming online, and conducts a survey to understand whether the Social commerce structure will affect the business intention and social support of Chinese consumers, and whether social support will affect business intention. The popularity of social networks varies in different cultural backgrounds. This study takes WeChat as the research subject, as the usage rate of WeChat in China has reached 83% [1], and is the most popular social platform in China, and thus, has representative significance for exploring the potential supporting causes and effects of social commerce in China.

China has witnessed many years of major and profound social, economic, and political changes. People of different ages were born in different times and under different social backgrounds. The reform and opening-up has been carried out for four decades; for those born post-90s, the reform and opening-up has achieved remarkable results. Accompanied by the Internet, post-90s people grew up in the era of rapid information development, and with the rise of social networks, daily life, education and study, social relations, even food, clothing, housing, entertainment, etc. of post-90s people are all closely related to social networks, and their values are deeply influenced by the network culture. With the advancement of the times and the new generations, the younger generations have gradually become the main force of society. These younger generations, as represented by post-90s people, are characterized by different life values, strong independence [4], personalized consumption concepts, fashionable consumption tendencies, and rivalry consumption tendencies [5]. How to carry out social commerce in the context of such a new generation when e-commerce evolves into social commerce? Does social commerce also have a generation difference? These issues have become worthy of study.

2. Literature Review

2.1 Social commerce intention

Social commerce is the evolution of e-commerce. Before shopping, consumers obtain information on social platforms, communicate with their friends, trusted persons, or sellers, make purchases, and share their experiences after shopping. Yadav defined social commerce as exchange-related activities that occur in or are influenced by personal social networks in the social environment, wherein the activities correspond to the phases of demand identification, pre-purchase, purchase, and later purchase focus transactions ^[6]. This definition clarifies the interactive relationship between social commerce members on a network platform under the Internet environment and the phases of consumer decision-making and information exchange ^[7]. Social commerce uses social media as a channel of communication, which facilitates their purchasing behavior through online interaction and the user-generated content on social platforms ^[8].

Social commerce is a new trend and refers to the application of social elements, such as attention, sharing, communication, discussion, and interaction in the e-commerce transaction process ^[9]. Interaction and promotion in social commerce are initiated by both merchants and consumers, where consumers' initiative is mainly to share recommended commodities with other consumers or potential users through social platforms ^[10]. The interaction of consumers on social platforms and the demands of e-commerce give rise to social commerce, and such social commerce has value and sustainability, thus, e-commerce giants have set social commerce as one of the main strategies for future development.

Social commerce is any commercial application based on the Internet that supports social interaction and user content, and is generated through social media to support individuals in their purchase decisions ^[11]. Intention is determined by the technology acceptance model (TAM). The social commerce intention, as listed in this study, is defined as customers' intention to promote business transactions through a social platform ^[12]. Therefore, social commerce intention is the pre-step of social commerce, and the direct result of Social commerce intention is social commerce. In this regard, we use social commerce intention to understand consumers' decisions to conduct social commerce.

2.2 Social support

Social support is a psychological term, and means that individuals can feel, perceive, or receive care or assistance from others, measure how they are cared for, and know that people in social groups are helping them ^[13]. At the beginning of the Internet age, it was thought that people sitting at keyboards would suffer from poorer interpersonal relationships; however, with the rise of social networks, social platforms have become an important channel to promote interpersonal relationships. Research has found that users can obtain social support from social networks ^[14]. Social support is defined as information that allows customers to feel that they are

cared for and respected by members of the network ^[15]. In terms of social support, “social resource” is provided for non-professionals who support groups and informal assistance relationships in a formal context ^[16]. As interaction on social platforms is virtual in nature, and often relies on information exchange, such online social support is divided into rational informational support and emotional support. Informational support refers to providing information advice, suggestions, or knowledge to help solve problems and provide practical and specific assistance. Emotional support refers to providing emotional information, care, understanding or sympathy, and support for social and psychological functions ^[13].

With the rapid development of social media, online social networks have become an indispensable source of social support ^[2]. Consumers can obtain support for their purchase decisions through social interaction and information acquisition on social networks, which creates online social support ^[17]. In this regard, social support directly improves the quality of social relationships and enhances customer loyalty, which is an important structure of relationship marketing. In other words, better social support can bring better relationship quality, thus, improving customer loyalty ^[13]. According to Hajli, social support means that individuals obtain support from peers in rational or emotional ways through social networking platforms. Social support has positive impact on users' intention to continue to use social platforms and participate in social commerce in the future ^[13]. Therefore, consumers can obtain social support through social networks in a positive way, which affects their personal social commerce intention. In this regard, we offer the following hypothesis:

H1: Social support has significant impact on consumers' social commerce intentions.

2.3 Social commerce structure

The surge of social commerce has changed the purchase decision-making process of customers, and the common patterns of social commerce can be summarized into 6 categories: social shopping, rating and commenting, recommendation and introduction, forums and communities, social media optimization, and social advertising and applications ^[18]. A Social Commerce Construct (SCC) is a social commerce constructed by rating, commenting, forum, community, and recommendation modes ^[19]. E-commerce providers use ratings, reviews, and recommendations to develop social commerce, or to promote communication or interaction with consumers through third-party online forums and communities ^[20]. The first important structure of social commerce is to obtain online users' ratings and comments ^[21], as people will readily publish online assessments and comments on products and services, and provide comprehensive information about potential products and services ^[22]. Online users' comments are regarded as users' statements of their consumer experiences, and product-related information can be used as a new element of marketing communication. This new mode of communication will not cause any cost to e-commerce providers and is regarded as a “free sales assistant” ^[23]. Another important structure in social commerce is forums and communities.

Members of online forums and communities participate in activities to provide information and form support through interaction ^[24]. The information provided by e-commerce providers starts from the perspective of manufacturers and products, and is often considered to be embedded in marketing. On the contrary, pinions of forums and communities come from authoritative personnel or friends. As such information comes from personal experiences or needs; it is generally of high trustworthiness. Consumers can consult their social communities to seek advice in their purchase decisions. At present, the most popular online forums and communities in China include Baidu, Tieba, Zhihu, and Douban. The third structure of social commerce is recommendation; when online users have no experience in using products or services, they must rely on the experience of other consumers. For example, in terms of WeChat, the most widely used social platform in China, discussions in social groups, or recommendations by friends, become an important channel. Such experience and recommendation affect a person's thoughts, feelings and attitudes, and are likely to play a vital role in social commerce intentions. The rise of social networks enables consumers to participate in social commerce on social platforms and generate social support, thereby affecting consumers' purchase decisions.

H2: The social commerce structure has significant impact on consumers' social commerce intentions.

H3: The social commerce structure has significant impact on consumer social support.

2.4 Generation difference

Generation refers to a group of people who live in the same era, are similar in age, experience a common period of politics, society, economy, and culture, and have similar life experiences, attitudes, and values. These individuals were born in the same era, and thus, experienced the same space-time environment and major life events in the growth stage ^[25]. Generations have two attributes: Natural attributes, which are naturally formed between generations due to different ages; the other is social attributes, which are formed by social and cultural characteristics, basic needs, values, and ways of thinking, emotional experience, and behavioral habits. As different generations grow up in different times and spaces, and experience different cultures, societies, and economies, the values, beliefs, preferences, and attitudes of different generations are obviously different from those of other generations, which is called the generation difference.

At present, the generation difference is especially reflected in the Internet. The young generation grew up in the Internet environment, and with the development of mobile networks and social media, social networks have been a part of the daily life of young generations, thus, they are open-minded, receptive to new things, and have their own unique concept of life. According to research by foreign scholars, the frequency, motivation, and credibility of using social networks by the younger generation are significantly different from those of previous generations ^[26]. The

use of social networks by younger generations mainly reflects self-centered narcissism ^[27]. In China, post-90s people were born in an era of economic growth and reform, which has achieved remarkable results in context of the rapid development of the Internet. It can be said that post-90s people were the first to experience the information age. According to the China Statistical Report on Internet Development ^[1], there are 829 million netizens in China, mainly young and middle-aged groups, with the 20-29 age groups occupying the highest proportion, at 26.8%. Marketization, informationalization, and globalization have made post-90s people more dependent on the Internet and social networks than other generations. Social networks have become an important platform and channel for new generations to exchange information, share, and show themselves. The new generations use social network platforms for information inquiry, acquisition, content creation, knowledge exchange, and sharing to a higher degree than previous generations. The social networks most commonly used by the new generations are QQ and WeChat for comments, information, and knowledge sharing, and nearly half of the respondents are willing to share their private knowledge with netizens ^[28]. The use of social networks also shows modern differences, as post-90s people are more willing and frequent to comment on other people's contents and forward network messages than other generations. The abovementioned shows that the participation in network self-interaction and network learning of post-90s people is in the lead ^[29].

The use of the Internet, social networks, and sharing by post-90s people have obviously generated a generation difference, and the new generation has played a regulating effect in social commerce. Therefore, this study puts forward the following hypothesis:

H4: The generation difference of consumers has different impacts on the improvement of social support caused by social commerce structure.

H5: The generation difference of consumers has different impacts on the improvement of social commerce intention caused by social support.

H6: The generation difference of consumers has different impacts on the improvement of social commerce intention caused by social commerce structure.

The research models are shown in Figure 1:

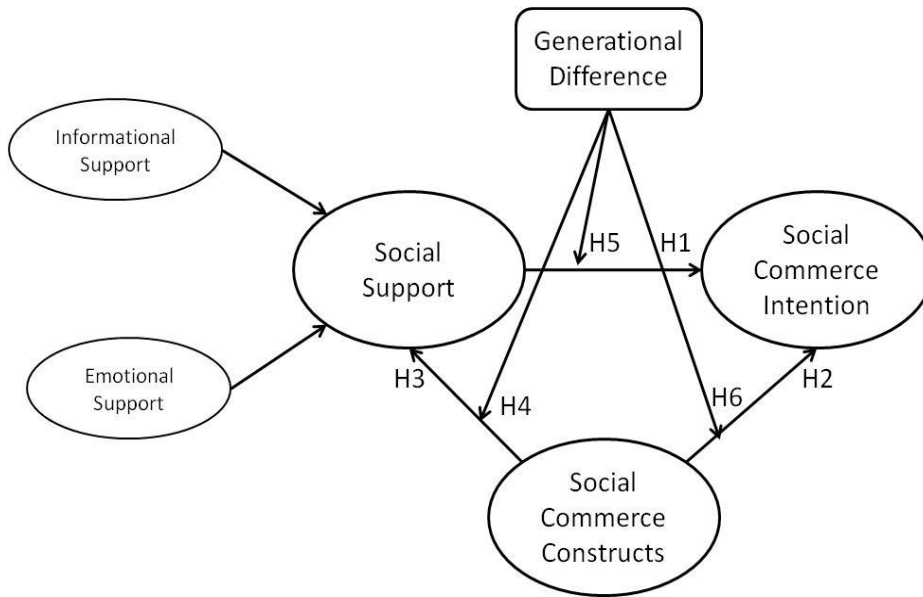


Figure 1: Social commerce Intention Model

3. Research Method

In order to verify whether Hajli's theoretical framework model can be applied to Chinese society, this study took it as a reference, adjusted its framework to adapt to the Chinese scenarios, partially modified the contents of the questionnaire according to China's application environment, and adopted China's Internet community model. The research subject is the post-90s generations, and uses age as an interference factor to explore the generation difference between post-90s and non-post-90s generations.

The questionnaire was designed with a 7-point Likert scale. Upon completion, five post-90s people were first asked to fill in the questionnaire, in order to test and verify the semantic understanding of the contents and improve the readability of the questionnaire. Later, another 15 post-90s people were invited to fill in the questionnaire, in order to verify the quality and response results. Finally, example verification was formally carried out.

This study conducted a questionnaire study in April 2019. According to the China Statistical Report on Internet Development, there are nearly 700 million people (over 83%) in China using WeChat Moments, which is the most popular and representative social platform. Therefore, this study used a mobile electronic version of the questionnaire to conduct a questionnaire survey on mobile phone WeChat. By referring to Hajli's theoretical framework, this questionnaire focused on WeChat, which is the most popular social platform in China. Moreover, in order to avoid cognitive differences, the forums and communities mentioned in the social commerce structure are also pointed out, namely Baidu Tieba, Zhihu, Douban, and other websites or APPs that are currently popular in China.

The questionnaire was distributed among WeChat groups, and red envelopes were given as a reward. Each WeChat ID can only fill in one questionnaire to ensure that the respondents are all social platform users; thus, the questionnaire was filled in efficiently. Questionnaires were regarded as invalid if the person who filled in the questionnaire was not born between 1990 and 1999 (post-90s), and their monthly online shopping amount did not exceed RMB 50. In order to analyze the generation difference with age as the interference factor, questionnaires completed by people born between 1960 and 1989 (not post-90s) were collected according to the rules of control analysis.

When the questionnaire was distributed on WeChat, after deducting the above age group and the limit of monthly shopping amount, a total of 609 valid questionnaires were collected within one week, of which 54% were women and 46% were men; 39% had a degree of junior high school, senior high school, or below, and 61% were undergraduates, postgraduates, or above. These samples were distributed evenly in terms of gender, while the post-90s people were of higher educational background; 34% had a monthly online shopping amount exceeding RMB 500 and 66% between RMB 51 to RMB 499, with the monthly online shopping amount mainly distributed between RMB 200 and 500.

This study employed Structural Equation Modeling (SEM), which has sound reliability and effectiveness, for path analysis and factor analysis. Meanwhile, the partial least squares method (SEM-PLS) was used to test the hypotheses.

4. Research Results

In this study, Smart PLS v.3.28 software is used for statistical analysis, and the PLS algorithm is executed to obtain relevant results, such as Figure 2:

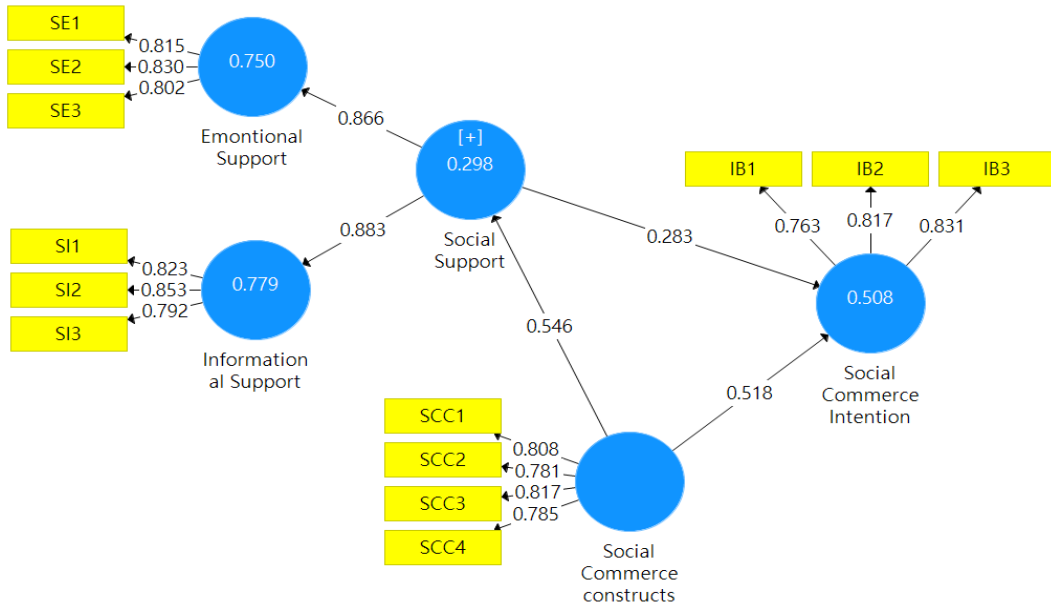


Figure 2: Path Diagram of Social commerce Intention

4.1 Reliability analysis

Table 1: Cronbach's α Value and Composition Reliability of Each Dimension

	Cronbach's α	Composite Reliability
Emotional Support(ES)	0.749	0.856
Informational Support(IS)	0.762	0.863
Social Support(SS)	0.728	0.846
Social Commerce Constructs(SCC)	0.810	0.875
Social Commerce Intention(SCI)	0.810	0.863

- As can be seen from Figure 2, the loading of individual factors is greater than 0.5, which means that this model has internal consistency.
- As shown in Table 1, Cronbach's α values are between 0.70 and 0.98, which means that this model is highly reliable.
- According to Table 1, the composition reliability is about 0.85 (exceeding 0.7), which means that such measurement items can reflect the research framework.

4.2 Validity analysis

Table 2: Average Variation Extracted (AVE)

	Average Variance Extracted
Emotional Support	0.665
Informational Support	0.678
Social Support	0.647
Social Commerce Constructs	0.637
Social Commerce Intention	0.513

Table 3: Cross-loading Matrix

	Emotional Support	Informational Support	Social Commerce Constructs	Social Commerce Intention	Social Support
IB1	0.367	0.477	0.763	0.420	0.486
IB2	0.366	0.413	0.817	0.559	0.448
IB3	0.354	0.411	0.831	0.623	0.440
SCC1	0.389	0.408	0.518	0.808	0.456
SCC2	0.377	0.400	0.573	0.781	0.445
SCC3	0.340	0.345	0.510	0.817	0.393
SCC4	0.363	0.406	0.539	0.785	0.442
SE1	0.815	0.371	0.317	0.350	0.669
SE1	0.815	0.371	0.317	0.350	0.669
SE2	0.830	0.444	0.368	0.338	0.720
SE2	0.830	0.444	0.368	0.338	0.720
SE3	0.802	0.476	0.408	0.437	0.728
SE3	0.802	0.476	0.408	0.437	0.728

- As seen in Table 2, the average variation extraction amount of each dimension is greater than 0.5, meaning the dimension has good convergent validity.
- Through the cross-loading matrix of Table 3 and the square root observation of average variance extraction, the correlation degree of all measurement items in the same dimension is greater than the correlation coefficient between this dimension and other dimensions, and each dimension has good discrimination validity.

4.3 Research hypothesis and verification

Then, the path coefficient and interpretability (R-square, R^2) of the endogenous variables are estimated from the relationship between the dimensions and items in the structural model. The path coefficient represents the connection relationship and influence strength between the dimensions, and the causal relationship between the observed variables and the potential variables is hypothetically calculated to verify the research model. Therefore, bootstrapping is executed with Smart PLS, which was set to be executed 5,000 times to obtain relevant results, such as Figure 3:

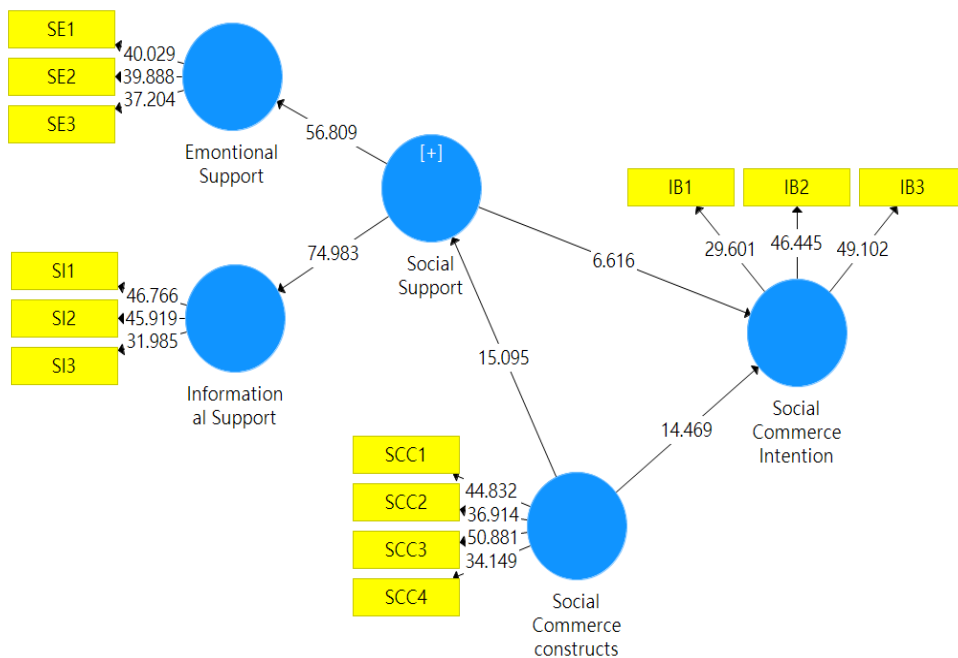


Figure 3: Results of Bootstrapping Executed by Social commerce Intention Model

The hypothesis between potential variables can be verified by the model significance indicator (t value) of Table 4.

Table 4: Verification of Research Hypothesis

	Relation	Path Factor	t Value	Significant Test	Result
H1 : Social Support --> Social Commerce Intention	+	0.283	6.616	***	support
H2 : Social Commerce Constructs --> Social Commerce Intention	+	0.518	14.469	***	support
H3 : Social Commerce Constructs --> Social Support	+	0.546	15.095	***	support

Note: * denotes $P < 0.1$; ** denotes $P < 0.05$; *** denotes $P < 0.01$

Figure 2 shows the path analysis diagram of social support, social commerce structure, and social commerce intention model. Social support has significant impact on consumers' social commerce intentions (H1). The results of this study support this hypothesis, with R^2 reaching 0.508, and the explanatory power is quite obvious. However, the results of social commerce structure has significant impact on consumers' social commerce intentions (H2) and the social commerce structure has significant impact on consumers' social support (H3), meaning they are support. R^2 are 0.508 and 0.298, respectively, with obvious explanatory power.

Based on Hajli's theoretical model and WeChat, which is the most popular social network platform in China, this study conducted a questionnaire survey on post-90s Chinese consumers. Through SEM-PLS statistical analysis, this study concluded that consumers obtain rational or emotional social support through social networking platforms in a positive way, which has significant impact on personal social commerce intentions. In addition, the social commerce structure constructed through rating, comment, forum, community, recommendation, and other models has significant impact on social support and social commerce intention.

4.4 Interference effect of the generation difference of post-90s people

In order to analyze whether there is a generation difference between post-90s people and other generations (especially those born before 1990), this study distributed the same questionnaire among WeChat groups. The questionnaires were regarded invalid if the person who filled in the questionnaire was not born from 1960 to 1989 (non-post-90s) and their monthly online shopping amount exceeded RMB 50. Another questionnaire was conducted at the same time and by the same method, collecting 668 non-post-90s valid questionnaires.

After the 668 non-post-90s valid questionnaires were obtained, SmartPLS v.3.28 software was used for statistical analysis, and the PLS algorithm was executed according to the same social commerce intention model. After reliability and validity analyses, it was confirmed that the high reliability, convergence validity, and discrimination validity are sufficient. The path coefficient was estimated by the relationship between the dimensions and items in the structural model, and the

interpretability of the endogenous variables was used to verify the research model. This study also used Smart PLS to perform bootstrapping, which was set to perform 5,000 times to obtain relevant results, as shown in Figure 4.

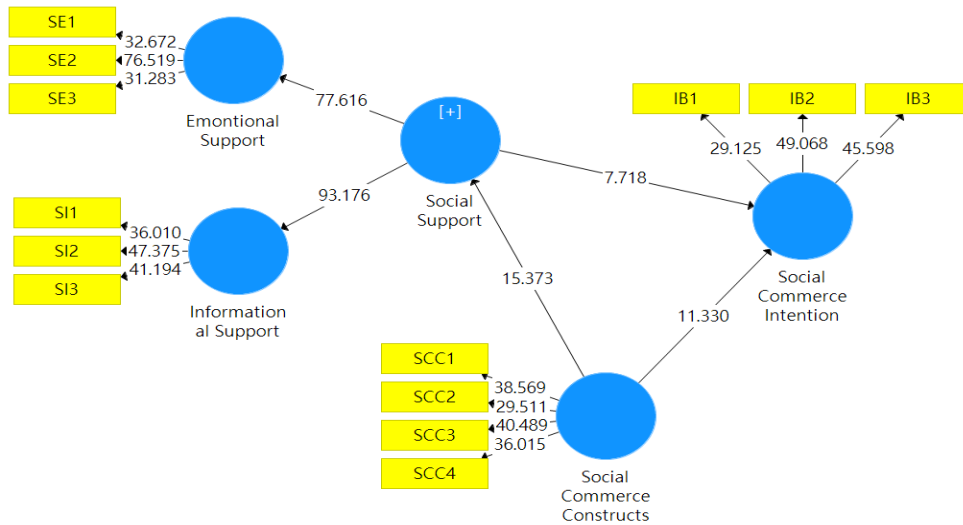


Figure 4: Results of Bootstrapping Executed by Non-Post-90s Social commerce Intention Model

The hypothesis between potential variables can be verified by the model significance indicator (t value) of Table 5.

Table 5: Verification of Research Hypothesis

	Relation	Path Factor	t Value	Significant Test	Result
H1 : Social Support --> Social Commerce Intention	+	0.307	7.718	***	support
H2 : Social Commerce Constructs --> Social Commerce Intention	+	0.431	11.330	***	support
H3 : Social Commerce Constructs --> Social Support	+	0.498	15.373	***	support

Note: * denotes $P < 0.1$; ** denotes $P < 0.05$; *** denotes $P < 0.01$

Based on Hajli's theoretical model and WeChat, which is the most popular social network platform in China, this study conducted a questionnaire survey and statistical analysis on non-post-90s Chinese consumers. The results show that the social support of non-post-90s consumers has significant impact on social

commerce intentions, and the social commerce structure of post-90s consumers has significant influence on social support and social commerce intention.

In order to verify the generation difference, post-90s and non-post-90s is set as an interference variable, which is represented by various data. This study grouped data according to the interference variables, and then, conducted t-testing through the estimated values generated by Smart PLS to calculate the significance of interference effect. In addition, this study referred to the t-test method put forward by Keil [30] et al. (2000) to perform significance testing. The t-test method is shown in Eq. (1), where L is the first category group of interference variables, H is the second category group of interference variables, including the path coefficient of different groups, the SE standard deviation of the path coefficient, and n the sample number of different groups.

$$t = \frac{\text{path coefficient}_L - \text{path coefficient}_H}{\sqrt{\frac{(n_L - 1)}{(n_L + n_H - 2)} \times SE_L^2 + \frac{(n_H - 1)}{(n_L + n_H - 2)} \times SE_H^2} \times \sqrt{\frac{1}{n_L} + \frac{1}{n_H}}} \tag{1}$$

Source: t-test formula put forward by Keil et al. (2000)

After calculation, the results are as follows:

Table 6: Analysis of Inference Effect of Generation Difference

		Samples	Standard Deviation	Path Factor	t Value	t Value Difference	t Value Difference	Significant Test
Social Commerce Constructs--> Social Support	post-90s	609	0.036	0.546	15.095	25.22	25.22	***
	non-post-90s	668	0.032	0.498	15.373			
Social Commerce Constructs--> Social Commerce Intention	post-90s	609	0.036	0.518	14.469	41.90	41.90	***
	non-post-90s	668	0.038	0.431	11.330			
Social Support--> Social Commerce Intention	post-90s	609	0.043	0.283	6.616	10.33	10.33	***
	non-post-90s	668	0.040	0.307	7.718			

Note: * denotes P<0.1; ** denotes P<0.05; *** denotes P<0.01

In H4, the generation difference between consumers has different impact on the improvement of social support, as caused by social commerce structure; in H5, the generation difference between consumers has different impact on the improvement of social commerce intention, as caused by social support; in H6, the generation difference between consumers has different impact on the improvement of social commerce intention, as caused by the social commerce structure. The generation difference is an interference variable, which verifies the interference effects of different types of samples of post-90s and non-post-90s consumers. The analysis results are shown in Table 6. H4, H5, and H6 are significantly supported (t values are 25.22, 41.90, 10.33, respectively, *** significant), which means that the

generation factor has different impact on Social commerce intention models. In deconstructing social commerce, we find that social support has significant impact on consumers' social commerce intentions, especially, as compared with non-post-90s, and social support has significantly different impact on the social commerce intentions of post-90s consumers. The social commerce structure has significant impact on consumers' social commerce intention, especially, as compared with non-post-90s, and social commerce structure has significantly different impact on the social commerce intentions of post-90s consumers. The social commerce structure has significant impact on consumer social support, especially, as compared with non-post-90s consumers, and the social commerce structure has significantly different impact on the social support of post-90s consumers.

From the above analysis results on the interference effect, it can be seen that, in the context of the rise of social commerce, there are obvious generation differences between post-90s and non-post-90s consumers. Compared with non-post-90s consumers, social support has significantly different impact on the social commerce intentions of post-90s consumers, and the social commerce structure has significantly different impact on the social commerce intentions of post-90s consumers. That is, compared with non-post-90s consumers, the Social commerce intention model has significantly different impact on post-90s consumers. We can also infer from this that, compared with non-post-90s consumers, post-90s consumers are more able to provide evidence to influence other people's behavior when reviewing and commenting on products or services. Post-90s consumers first tend to conduct research in forums and communities or refer to recommendation systems before online shopping, and the application of such Social commerce structure affects their social support, as constructed by emotional and informational support, which enhances their Social commerce intentions.

5. Conclusion and Suggestions

With the popularity of social networks in China, people tend to transmit and exchange information through social networks. In such real and interactive Internet environment, enterprises should start from encouraging consumers to share their personal experiences, use social platforms as carriers, maintain customer relationships through interaction between stores and consumers, and promote interaction among consumers to develop their social commerce. Consumers are guided to engage in promotional activities through rating, comments, forums, communities, recommendations, etc. The social commerce generated through the construction of social commerce will gain increasingly rapid development. Faced with the slowdown in the growth of traditional e-commerce, social commerce combined with e-commerce and social platforms is making its next move. Individuals are no longer just consumers who receive information from the Internet, meaning consumers can generate content and share it with others, and conduct social interaction and spontaneous promotion. In this way, traditional e-commerce dominated by sellers is gradually becoming a consumer-led behavior. The

generation of post-90s people have grown up in China's reform and opened market economy system, and they have experienced the progress of information technology and the Internet era, thus, their lifestyle and consumer behavior characteristics have been the research subjects of modern commerce studies. With the rise of social networks, Microblogs, WeChat, and QQ have long been important platforms and channels for post-90s people to acquire, share, disseminate, and use information to express themselves. Thus, it is of great practical value to study the differences in the social commerce applications by post-90s consumers.

According to foreign literature regarding the UK's Internet environment, this research adopted the theories of social commerce construction and social support, as well as the concepts in information systems, in order to study consumer-led behaviors, which are mainly reflected in influencing other consumers' intentions of products and services after sharing and receiving relevant information through social networks. This study employed the above theoretical model to review China's Internet environment and Chinese consumers. The empirical test was conducted among young post-90s consumers. The results of empirical research evaluation using SEM-PLS show that social commerce construction will promote the reproduction of communication and social interaction of consumers, and such social commerce construction will have significant impact on social support and social commerce intention. However, while social support is embodied in informational support and emotional support, social support also has significant impact on Social commerce intention. This model is still applicable to cross-cultural and new generation age groups, as it reaches the same conclusions and with higher interpretability. In addition, such model proves that there are obvious generation differences in Social commerce intentions between the post-90s generation and non-post-90s generation.

Following traditional e-commerce, social commerce has gradually flourished in recent years; however, such a new business model still lacks sufficient theoretical basis. Through the supporting theory of social psychology and application of the model, this study makes contributions in the following aspects: (1) Verifies the Hajli theoretical model, samples the young post-90s generation under a cross-cultural and cross-platform environment for empirical comparison, and enhances the practicability of the theoretical model; (2) Demonstrates the significant impact of social commerce construction on social support and social commerce of post-90s consumers under China's Internet social platform; (3) Under the significant impact of social commerce construction on social support and social commerce, there are significant generation differences between post-90s and non-post-90s consumers. This study provides enterprises with the opportunity to develop social commerce. As post-90s consumers become the main customers, subsequent researches can focus on how to guide the direction of social commerce intention, in order to upgrade the consumption of e-commerce.

Social commerce is in an ascendant, and with the vigorous development of actual commerce, front-end researches, such as the differences between urban and rural areas, should be conducted in the future.

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