

Analysis of Trust Mechanism in Social Commerce: A Systematic Literature Review

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ABSTRACT

Global economic development has entered a new normal era, and social commerce development is very rapid. Social distancing and the slogan of 'stay at home' in the sense of the new normal era boost social commerce to be a very busy activity. Many previous studies indicate that the most important role in social commerce is how to construct trust during online transactions. Research on this subject is still new. Therefore, it is important to analyze the technical enabler of trust through structured reviews. We propose a systematic literature review about the analysis of trust mechanisms in social commerce using data collected from 31 journal articles in the last six years. We emphasize this study on what sources of trust-building cues and how trust mechanisms can play an essential role in social commerce. We believe that this review can provide a new insight into future social commerce research. Implications and limitations are also discussed at the end of the paper.

Keywords: e-commerce, social commerce, trust mechanism, trust-building cues

1. INTRODUCTION

Social commerce represents a new concept of electronic commerce (e-commerce) resulted from rapidly increasing social activities on the Internet. A notable difference between social commerce and electronic commerce is that e-commerce only refers to the process of buying, selling, or exchanging products, services, and information via computer networks, including the Internet [1, 2]. Social commerce has become an emerging concept of doing an online business that developed traditional e-commerce by adding the social empowerment aspect. More precisely, we highlight the superiority of social commerce that enables customers to interact directly with each other by exchanging experiences of purchasing products and services, which influence other

customers' intention to buy [3]. Social commerce has a great potential market. We notice that social commerce can bring strong effects to globally increase company income regarding selling products and services. For instance, with the aforementioned social commerce concept N300 Korea company gained an increase of income around 300 - 500 million dollars in 2011 [3]. Another empirical evidence collected by Morison [4], in regards to social commerce, the U.S. has gradually increased the economic macro from 5 billion dollars in 2014 to 15 billion dollars in 2015. Watt and Wu [5] predicted the economic growth in the U.S. would reach 80 billion dollars in 2020.

For the sake of achieving benefits from social commerce, we investigate possible factors affecting customers' intention to buy and boils down to a conclusion that trust is the most important factor for building a successful relationship because of the existence of a high level of uncertainties in adopting social commerce [6]. In traditional e-commerce platforms, there is no guarantee that the vendor will not have fraud or opportunistic tendencies [7, 8]. Haryanti and Subriadi [9] show mobile social commerce grows and greatly influences the global economy. Therefore, it is necessary to avoid such risks to build customer trust in online commerce. In social commerce, customers will judge vendors' credibility by collecting information cues to identify vendors' trustworthiness. Turel and Gefen [7] considered cues from two sources for trust development; social commerce website (vendor) and users of the website with which they have interactions (members or customers). Furthermore, Chen and Shen [10] identified trust-building cues from the community in influencing social sharing and shopping intention, and Shi and Chow [11] recognized sources for trust development from the company. Meanwhile, Ismail, Alam, and Hamid [12] emphasize trust, commitment, and competitive advantage.

Trust mechanisms have become a challenging consumer behavior instrument with rendering new technology in social commerce. Indeed, by entering the new normal era, it is necessary to give full play to the social innovation spirit and encourage entrepreneurship to achieve economic development [5]. Therefore, similar to the real economy, e-commerce will launch a shift from focusing on weight to quality [13]. Due to this gap, more in-depth exploration and investigation on understanding trust as a challenging social commerce factor in a new normal era are essentially needed. Based on the best of our knowledge, there are few studies in this area that obtain a deeper and more comprehensive understanding of how trust mechanisms can be leveraged to enhance social commerce quality. Having considered all these, the main objective of this study is to analyze how trust mechanisms can play an essential role in terms of social commerce in line with the available works of literature in the last six years [9].

The rest of this paper is organized into five sections. The following section explains our review method of studies on trust mechanisms in social commerce. Then, the next team reviews these studies and summarizes findings in several aspects. Finally, the last section discusses our implications and opportunities for future research, as well as the limitations of our work.

2. LITERATURE REVIEW

2.1 Historical development of social commerce

Yahoo!'s Shoposphere firstly mentioned the word "social commerce" in a post on a popular micro persuasion blog in December 2005 [14]. Yahoo!'s Shoposphere is a place to discover interesting and cool products arranged into picklists by other shoppers. Social commerce becomes a win-win for product marketers and existing e-commerce sites. Then the original article is followed by Jășcanu [15] with an academic article. Jășcanu [15] envisioned social commerce as the combination of both B2C (Business to Consumer), and C2C (Consumer To Consumer) approaches. Based on a survey by ImmediateFuture [16], 53% of 2000 consumers reviews items and services online. It reports findings that consumers' reviews are 157% more effective than traditional advertisements. In 2012, Wang and Zhang [17] introduced a social commerce framework from the perspective of people, business strategy, technology, and information (Table 1). Among the four perspectives, technology is the most explicit and tangible for observational purposes. Then Curty and Zhang [18] summarized academic literature on the most common issues identified in social commerce from Wang and Zhang's framework (see Figure 1).

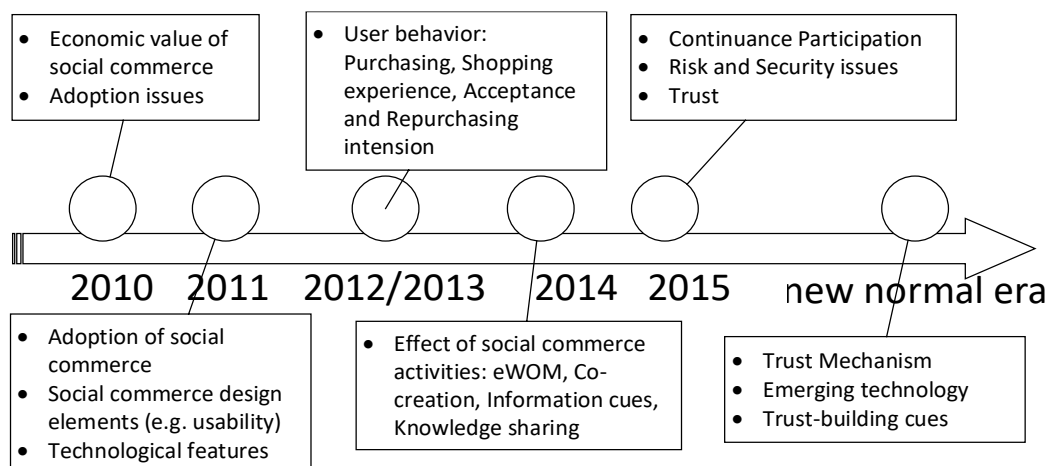


Figure 1. Historical development of social commerce

Gefen [19] shows the important factor/construct of trust in the middle of the development of social commerce. Trust can expose to risk without the ability to control the related behavior of others and its importance in the successful adoption of new technology. It makes trust a potentially essential and precondition for E-commerce. It is because of the willingness to engage in social commerce activities affected by the trust. The trust factor has a positive relation to the perceived risk and satisfaction of customers [20]. By strengthening trust in sellers, it will impact consumers a better transaction intention to buy. Gibreel, Otaibi, and Altmann [21] added the precedence of trust factor that is product price, familiarity, and word of mouth (WoM). To create a high level of trust toward customers, a vendor needs to build quality of product price, buyer familiarity, and positivity of word of mouth among costumers.

Table 1. Four perspectives of social commerce

People	Business Strategies	Technology	Information
+ Social commerce acceptance + Attitudes towards social commerce + Motivational factors + Different roles consumers play + Community ties	+ Web 2.0 & marketing strategies + Social commerce new trends + Alternative revenue models + Group collective buying strategies	+ Platforms, tools, and functionalities + Features to enhance the shopping experience + Product visualization and interaction + Website basic features	+ User-generated content + Social bookmarking/ tags + Textual and video-based reviews + Membership information

2.2 Trust as an important construct in social commerce

While trust is considered in site visitors into buyers in e-commerce, it plays a more significant role in social commerce than e-commerce. Thongmak [22] and Pouti [23] measure trust for social commerce focuses through sets of independent questions. The result shows trust construct has positive relationships with the variable of perceived value, risk, and social networking focus. In deeper, the survey explains a 45.3% change in purchase intent which can be said to be free of bias. It means a significant positive relationship between purchase intent with trust and purchase intent with attitude (social commerce focus). Purchase intent is highly influenced by the level of trust they have built with the paradigm. Shin [24] proposed a research model in social commerce and showed the effects of trust and social support have much stronger impacts on behavior than previous studies.

3. METHODOLOGY

Kitchenham [25] proposes six steps of compiling a systematic literature review article that including: define the research question; design the plan; search for related literature; apply exclusion and inclusion criteria; apply quality assessment; synthesis the result.

3.1 Define the research question

This study considers three research questions to guide our literature review studies and to help us synthesize the research findings:

- What research method was used?
- What source of trust-building cues were studied?
- What were the trust mechanisms studied?

3.2 Design the plan

In this systematic literature review, we confine our literature to only related to how they use trust factor in social commerce. We would like to get new knowledge by synthesizing trust among the recent publications.

3.3 Search of related literature

First, we want to figure out the development of this research topic in the literature. Then, we combine two terms related to this study that is 'social commerce' and 'trust' keyword for the journal filtering process. We select some credible academic databases, including ScienceDirect, Emerald, Taylor & Francis, IEEE Xplore, and Springer. We would like to know the availability of the journal articles in the last six years and all years within [26]. Table 2 shows research in this area is relatively few articles in the academic databases with getting high in the past six years comparing to all years.

Table 2. Academic Databases Summary in Social Commerce

Title keyword	ScienceDirect		Emerald Insight		Taylor & Francis		IEEE Xplore		Springer	
	All Years	2014-2020	All Years	2014-2020	All Years	2014-2020	All Years	2014-2020	All Years	2014-2020
'Social Commerce' and 'Trust'	131	87	5	5	8	5	2	2	1	1

We identify relevant articles in a systematic approach for our literature review. We collect academic and peer-reviewed journal articles related to trust in social commerce. We check and ensure that we do not miss important or relevant articles.

3.4 Apply exclusion and inclusion criteria

The purpose of identifying inclusion and exclusion criteria is to make sure the selected studies are relevant to our study. Our study focuses on understanding trust in social commerce. We consider only the articles from credible journals in the English language. A total of 147 articles were obtained from ScienceDirect, Emerald Insight, Taylor & Francis, IEEE Xplore, Springer. Inclusion criteria include only journal articles from ScienceDirect, Emerald Insight, Taylor & Francis, IEEE Xplore, Springer.; published in 2014-2020; journals related to trust in social commerce, while exclusion criteria include: articles that discuss social commerce without trust element. The duration of the selected studies is from 2014 to 2020. The reason for choosing this period of time is the term trust in social commerce has been increasingly used in several studies since 2014, and the last major article reviewing the state of social commerce research covers literature until this year; therefore, this year is required in an effort to collect systematically, analyses and synthesis these studies for last six years. Table 3 shows the criteria for this review.

Table 3. Inclusion and Exclusion Criteria

Inclusion Criteria	Exclusion Criteria
Full-text	Uncompleted studies
Published within the selected period of time (2014-2020)	Outside the selected time
Published in the above-selected database	Duplicated studies
The study manuscript is written in English	Non-English
In the domain of trust in social commerce	The domain of social commerce without trust element

After applying the method of inclusion and exclusion criteria, we get 100 from 147 articles. Interestingly, only one article that was not included in our inclusion criteria published in 2014-2020, that is published before 2014. It means that research for analyzing trust in social commerce is relatively new. We then check the relevancy by in-depth analysis of each literature title and abstract. Through the conventional literature review approach from Cheng, Gu, and Shen [27], we cross-checked and validated the relevance of the articles submitted. We examine the title and abstract of the articles by referring to two criteria: (1) empirical research and (2) focusing on trust in social commerce. It results from 31 articles after applying inclusion and exclusion criteria and in-depth analysis as well.

3.5 Apply quality assessment

The final filtering process we applied is quality assessment. The articles filtered by inclusion and exclusion criteria must be able to answer the research questions defined above. Quality assessment is needed to see how much the articles have answered the research questions. Finally, at the end of the article filtering process, we obtained 31 journal articles that relevant to our proposed systematic literature review.

A total of 31 most relevant journal articles are collected for our systematic literature review. The number of articles about trust in social commerce has been relatively high since 2014, with at least two articles a year, see Figure 2. Note that three articles have already been published in early 2020. The increase indicates that academics' interest in this research area will be attracted to be discussed for incoming research.

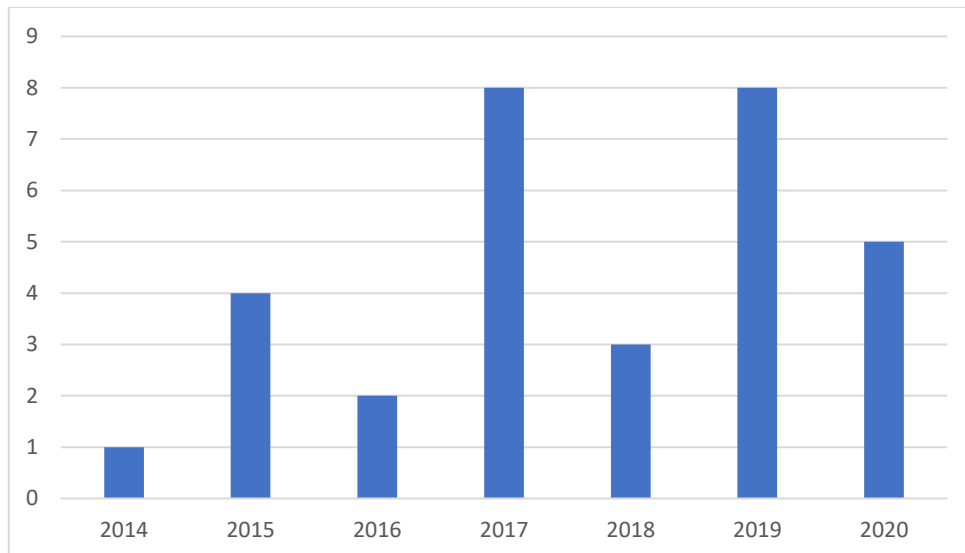


Figure 2. Development of related research in 2014-2020

Table 4 shows a list of 31 journal publishers from the selected articles. The journal publisher with the highest number of published articles is the Retailing and Consumer Services Journal, with four articles. Then, Computers in Human Behavior, Information Technology & People, International Journal of Information Management, Journal of Business Research, Technological Forecasting & Social Change published two articles for each. The other journal publishers still have one relevant article, including Decision Support Systems, Future Business Journal, Industrial Management & Data Systems, International Journal of Electronic Commerce, Internet Research, Journal of Computer Information Systems, Journal of Engineering and Technology Management, and others. It is perhaps an indication that these journals are pioneers in showing an interest in research that focus on the trust factor in social commerce. We expect more studies to appear in the upcoming years, especially from these journal publishers.

Table 4. List of journal publishers

Journal	Studies	Number
Journal of Retailing and Consumer Services, ScienceDirect	[28–32]	5
Computers in Human Behavior, ScienceDirect	[33–35]	3
Technological Forecasting & Social Change, ScienceDirect	[36–38]	3
Industrial Management & Data Systems, Emerald	[11], [39], [40]	3
Information Technology & People, Emerald	[41], [42]	2
International Journal of Information Management, ACM	[27], [43]	2
Journal of Marketing Management, Taylor & Francis	[44][45]	2
Internet Research, Emerald	[46], [47]	2
Journal of Computer Information Systems, Taylor & Francis	[48], [49]	2
Future Business Journal, ScienceDirect	[8]	1
Decision Support Systems, ScienceDirect	[10]	1
International Journal of Electronic Commerce, Taylor & Francis	[50]	1
Journal of Engineering and Technology Management, ScienceDirect	[51]	1
Journal of Internet Commerce, Taylor & Francis	[52]	1
Journal of Electronic Commerce Research and Applications, ScienceDirect	[53]	1
International Journal of Advertising, Taylor & Francis	[54]	1
Journal of Small Business Management, ScienceDirect	[51]	1

We also want to see the distribution of authors' country that contributed to explore the trust factor in social commerce. We only focus on analyzing how trust can play an important role in social commerce. Based on the 31 filtered journal articles, we have information that China is the most active research in this topic area, followed by United States, United Kingdom, and other countries. The remaining country is Chile, India, Germany, Iran, India, and Qatar with one article (see Figure 3).

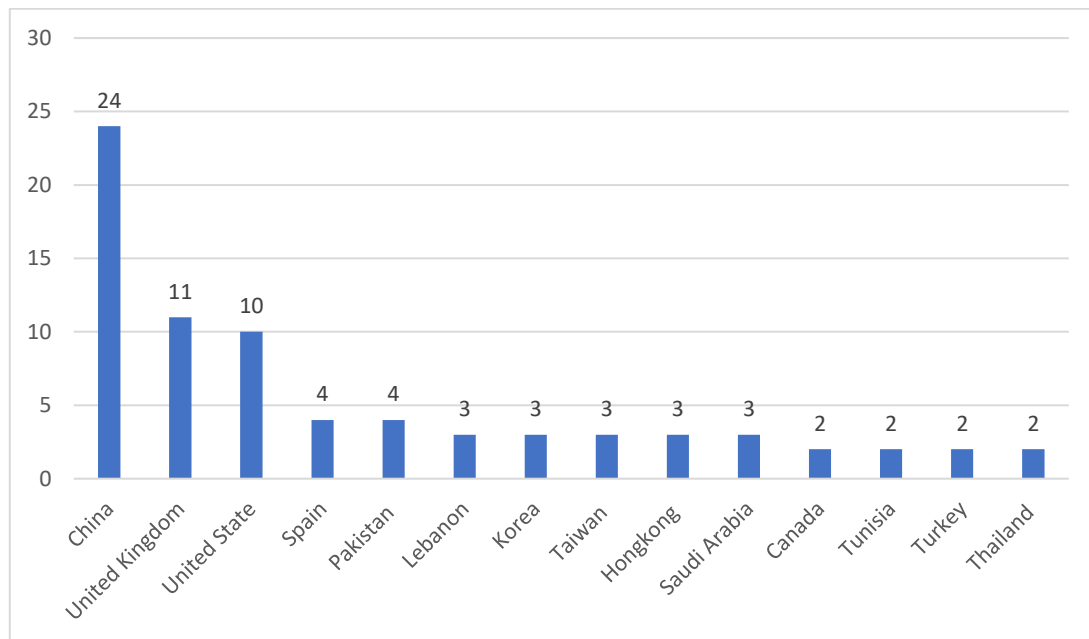


Figure 1. Country of origin research

3.6 Synthesis of result

At this stage, we will synthesis the 31 journal articles that should answer our defined research questions. We also summarize them in Table 5 that we will synthesize next. To conduct this last step, we explain the result of synthesis in a deeper analysis in the next section that consists of research method, source of trust-building cues, and trust mechanisms.

Table 5. Summary of The Articles' Review

No	Articles	Highlighted Review Findings
1	[41]	User intention is significantly and positively related to perceived trust, enjoyment/easiness, social pressure, satisfaction, and awareness.
2	[36]	Social commerce information sharing activities increases the trust in sharing commerce platforms
3	[51]	Pioneering for studies of this kind at a national level and proposes interesting lines of actions for both future research and in the field of business management
4	[10]	Emotional and informational social support significantly affected consumers' trust and community commitment
5	[27]	Particularized trust can be transferred into system trust, and particularized trust only exerts a positive effect on social WOM intention
6	[46]	Commerce risk deters purchasing intentions; trust toward the social commerce website increases users' purchasing intentions, and trust toward the site members indirectly increases purchasing intentions.
7	[55]	The positive effect of relationship quality on social commerce intention. Relationship quality, measured by commitment, trust, and satisfaction, has the potential to enhance social commerce intention.
8	[43]	Web 2.0 applications are attracting individuals to have interactions as well as generate content on the Internet. Consumers use social commerce constructs for these activities, which in turn increase the level of trust and intention to buy.
9	[44]	Trust in a social networking site (SNS) increases information seeking, which in turn increases familiarity with the platform and the sense of social presence.
10	[8]	The findings of this study demonstrated a positive relationship between social factors, trust and website quality, and an individual's intention to use social commerce websites.
11	[50]	A new conceptualization of social commerce trust and demonstrate its importance by examining its effects on e-commerce outcomes.
12	[33]	Social presence factors are grounded in social technologies.
13	[34]	Social support, community identification, community trust significantly affect customer engagement.
14	[31]	Social commerce trust fully mediates the relationship between social presence and commitment as well as loyalty in social commerce online brand communities

Table 5. Summary of The Articles' Review

No	Articles	Highlighted Review Findings
15	[48]	Trust in the Internet and trust in firms significantly influence consumers' trust and, ultimately, their intention to engage in social commerce
16	[42]	Social commerce construct, relationship quality, and social support has a significant impact on social commerce intentions
17	[11]	The results confirm the positive impacts of social commerce trust on company trust and their subsequent influences on consumers' eWOM intention.
18	[45]	The symbolic value is found to have a direct and indirect effect via trust in sellers on customer engagement.
19	[28]	Price advantage and reputation have the strongest influence on trust habits, social interaction, product differentiation reduces trust.
20	[56]	The results show that the individual vendor's trust has no significant effect, but customer loyalty is accumulated by individual vendors.
21	[57]	Customer purchase intention is influenced by trust sellers and trust brands at the same time. However, consumers generate brand trust due to trust in sellers.
22	[52]	The relationships between consumer engagement, brand awareness, and intention to purchase through social commerce are fully mediated by trust.
23	[39]	The results indicate that social support and presence can influence swift guanxi and trust.
24	[53]	Sociability determines how users interact, and the conceptualization of sociability remains unclear
25	[40]	Perceived social distance had a positive indirect effect on eWOM sharing intentions through reciprocity expectations
26	[32]	Consumer trust in online merchants has a significant effect on shopping intentions.
27	[35]	social referrals, information quality, and transaction safety positively affect users' trust.
28	[47]	The results demonstrate that two types of reciprocity positively affect trust in s-commerce.
29	[49]	social commerce constructs exerted positive and significant effects on social interactions in terms of cognitive states.
30	[54]	The vital role of abstract or systems trust within modernity and raises questions concerning the particular difficulties.
31	[49]	Among the dimensions of trust, competence has the strongest impact upon behavioral intention for the USA and China.

4. RESULT and DISCUSSION

4.1 Research method

Based on our literature reviews, all studies have employed two methods to provide empirical evidence regarding trust mechanisms in social commerce. There are two types of research methods [58]: qualitative and quantitative. However, our findings only focus on quantitative research that emphasizes collecting numerical data and analyzing the relationship. As shown in Figure 4, 95% of the organized study used the survey method, and only 5% used the experimental method. It indicates that the survey method is the most dominant method used in research related to social commerce trust mechanisms.

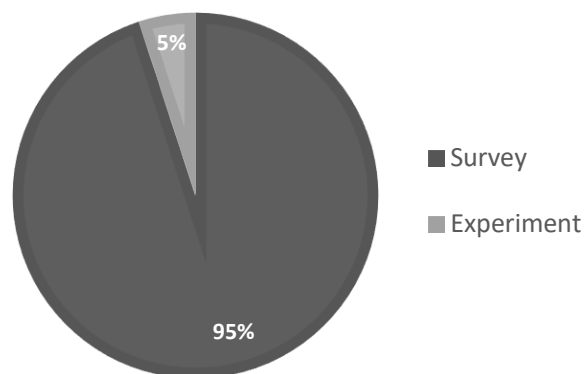


Figure 4. Research method used

As previously mentioned, the survey method is the most widely used in this research interest. In the context of the trust mechanism in social commerce, the survey method can allow questionnaires to reach many people on social networking sites to be sampled and collected many theoretically related variables. Several studies conducted the survey using online questionnaires to gain social network site users. Hajli, Sims, and Shanmugam [37] distributed online questionnaires to 1,000 Facebook users, while Cheng, Gu, and Shen [27] invited 686 users of MOGU Street, social commerce in China; Besides, Molinillo, Sanchez, and Cabanillas [34] also distributed 593 online questionnaires to Facebook users.

In contrast, our review found that research using experimental methods was still very limited. Using this method requires manipulation and control to collect variables. In the context of the trust mechanism in social commerce, Lu, Fan, and Zhou [33] use a free simulation experiment methodology. This method experiments by duplicating the real-world situation the research subject is exposed to respond naturally to the task before answering the related questions [27]. The experiment's procedure was carried out on subjects who were MBA and senior undergraduate students in business schools in China. The subjects were then given a brief introduction to learning; then, they followed a guide to simulate the buying process from a Taobao shop after completing

their assignment filling out the research questionnaire.

4.2 Source of trust-building cues

After reviewing the extant literature and considering the propositions and purposes of this research, this study identified that trust mechanisms in social commerce could be divided into four different streams of source of trust-building cues. Figure 5 depicts the publication timeline of the four research streams and overall. The results of our study review found there were four sources, namely; towards customers [7] ($n = 11$), vendors [7] ($n = 9$), community [10] ($n = 5$), and firm [11] ($n = 2$). We can see that many of the journals we reviewed built their trust through interactions with customers and vendors.

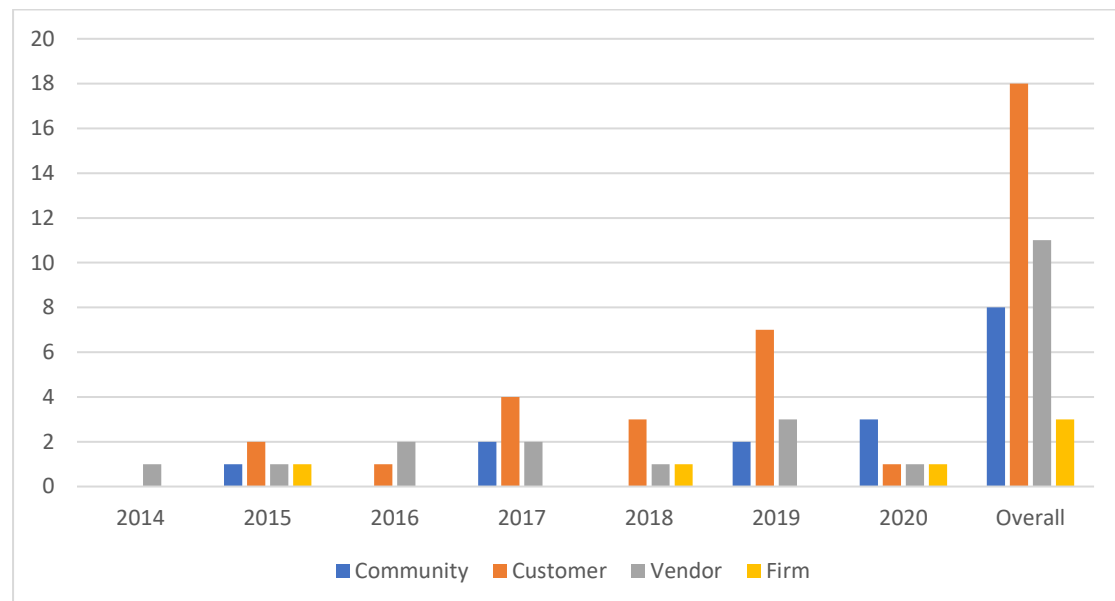


Figure 2. Trust-building cues used in the literature

Furthermore, from the customer stream, we can see a significant upward trend from year to year. This suggests that the study of social commerce, which makes interaction with fellow customers a sign of building trust, is an area of research that is increasingly attractive to academics. On the other hand, another exciting thing, studies that make vendors a source in building trust cues in social commerce, is shown by a consistent trend from year to year (see vendor streams). Although trust toward customers and trust toward vendors are the majority type of trust toward social commerce, these trends indicate that customers' trust is a more important and more stable research topic than trust toward vendors. This is because a special trust in social trading customers can facilitate the emergence of system trust in social trading applications/vendors [11].

Apart from trust toward customers and trust toward the vendor, we find other trust levels, namely trust toward community and trust toward the firm, with few studies being conducted, especially trust toward the firm. Trust toward community, used by Lal [8], [34, 48], Cheng, Gu, and Shen [27, 51] is trust toward community refers to a person's perception of a focused community as a place of reliable and predictable social

interaction. Meanwhile, the trust toward a firm conducted by Shi and Chow [11] and Yahia, Neama, and Kerbahache [28], is a customer trust in social commerce towards the company's honesty, and it will not reveal false statements. This is important because, according to Kräuter [59], community trust can be a significant source for customers to build trust in companies that host this brand community.

4.3 Trust mechanism

Trust mechanism is a tool used by online commerce to overcome information asymmetries between customers to facilitate transactions. Among 31 selected articles, 18 articles discuss the trust mechanism within. According to Lai and Turban [1], there is no standard approach from the regulator to the trust mechanism. Four articles and three articles are new journal articles that were published in 2019 and 2020, respectively. With still on-going 2020, we expect the number of journal articles discussing trust mechanisms in social commerce is still increasing in the upcoming years.

A well-known Mount-Reiter mechanism design or so-called Mount-Reiter diagram Mount and Reiter [60] considered mechanisms that realize a given goal function. Realize is the term used to refer to a situation in which the outcomes of the mechanism are precisely those specified by the goal function when agents do not attempt to use their private information strategically. Mount-Reiter diagram consists of a set of elementary processors connected by a directed acyclic graph (DAG). A number of papers modify and apply the Mount-Reiter concept of informational sizes [61], such as Watt and Wu [5], who alter the Mount-Reiter diagram regarding trust behavior in e-commerce.

Mount-Reiter diagram for trust mechanism is a new classification strategy. Watt and Wu [5] propose a new classification scheme for understanding trust mechanisms based on three categories: participant, content, and function. To understand the universe of trust mechanisms, there are many attempts to catalog design features of trust mechanisms in a structured way (see Figure 6). Since the growing ubiquity of online platforms and the diverse types of trust problems they face, Watt and Wu [5] suggest a better understanding of trust mechanism in the concept of Mount-Reiter design theory by introducing private information, market outcomes, and trust mechanism as three key components. Basically, the mechanism design approach is inspired by engineering that studies the design of protocols in systems to incentivize rational agents to act in a desired way. Trust mechanisms can be thought of as a solution to the mechanism design problem for online platforms in that they constitute a set of possible actions by platform users and a way for the platform to aggregate these messages and use them to bring about the exchange.

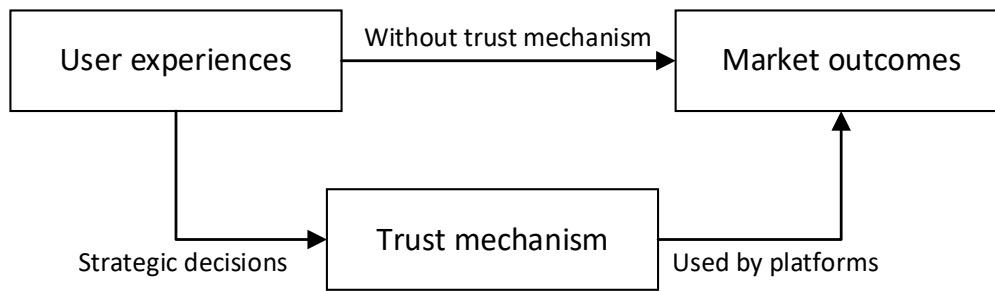


Figure 3. Mount-Reiter diagram for trust mechanism

Participant category determines type space who may participate in the platform's trust mechanism. The customer who buys a product or service will have the experiences of transaction process toward the vendor and the quality of the product or service as well. That is, actual user experiences will be necessary for strategic decisions of users whether to apply trust mechanism. Content category determines action space for users of what information participants must provide as part of the mechanism design and what information may be used by the platform to determine outcomes for market participants. In e-commerce, trust mechanisms such as reviews, ratings, or other informational content can affect the customer in influencing intention to buy a product or service for a better market outcome. Finally, the function category determines the outcome for the trust mechanism on how the informational content of the trust mechanism is used by the online platform. Further, user's actions are aggregated and then used to affect the actual market outcomes on the platform. The direction of private information to market outcomes is not observable or attainable without a trust mechanism due to information asymmetries in the context of online commerce, which is not recommended. Then, we focus on discussing the trust mechanism component deeper by analyzing several journals regarding the use of trust mechanisms in social commerce in the last seven years. Totally eighteen trust mechanisms we found from the literature are discussed and analyzed in detail below.

5. TRUST MECHANISM FRAMEWORK

Next, we get antecedents about how the trust mechanism is in social commerce. Trust mechanisms in user recommendations are used to determine how customers decide to use social commerce. As many as 92% of worldwide customers trust the advice of their friends and family more than any other form of advertising, 70% trust the comments and reviews they read on social networks, 58% advertising on a brand's website to be valid and believable [51].

5.1 Onsite and offsite commerce

Social commerce can be categorized as onsite and offsite social commerce. There are essential differences between these two groups; offsite social commerce is made up of social media brand pages or plug-in that are not on the vendor website; onsite social commerce consists of adding social features to the vendor website. Based on our

literature review, we see that not always the 31 selected journal papers provide trust technical enabler in their papers. We then classify again which journals only have trust mechanism components within. Finally, there are 18 journals, see Table 1, that discuss trust construct such as service quality, privacy on SNS, informational support, vendor characteristics, and scoring system into onsite social commerce based on our deeper investigation. Trust mechanisms such as security, information sharing, recommendations, live streaming services in offsite social commerce (see trust mechanism framework in Figure 7). We summary the trust construct to be a framework of trust mechanism.

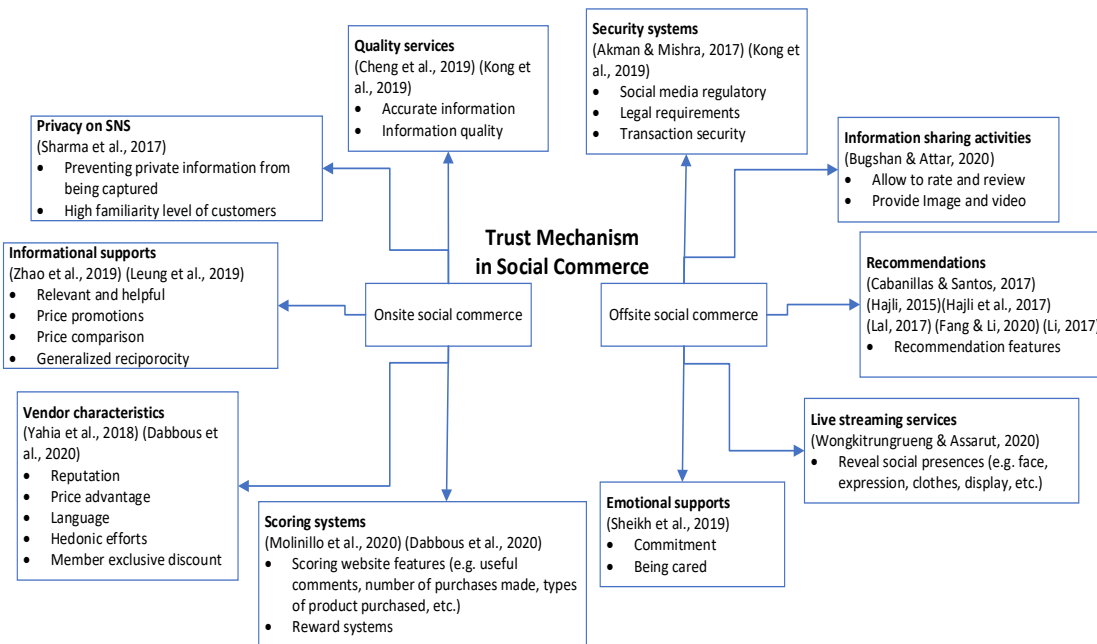


Figure 4. The framework of Trust Mechanism

5.2 Technical enabler for proposing trust mechanism

Akman and Mishra [41] used a security policy statement as a trust mechanism in their research. The study considers the security policy statement because individuals are especially suspicious about security in online commerce activities. Although security is essential in social commerce, it is not any specific standard. However, there is the key that security policy should have, such as regulatory and legal requirements that can affect the use of social media, managing internal and external hosted applications, broad coordination of enterprise, usability, community manager roles, and responsibilities, reporting and monitoring on training, education, and policy management. In sharing commerce, transaction security is also considered to be an important factor. Kong and Wang [35] contend that a high level of transaction safety on sharing commerce platforms can improve users' trust towards these platforms. For instance, active customers on Airbnb consider using Airbnb because of a secure payment system, and risk evaluation is provided to protect them [35]. Strong transaction security provided by platforms can improve customer trust [3]. Besides, the trust mechanism in the form of information sharing activities is used by Bugshan and Attar [36] to determine the impact on customers in social commerce. Information sharing

activities have several types representing social media elements on multiple platforms, including reviews, ratings, forums and communities, videos, images, feedback, and referrals. Ratings and reviews can allow customers to rate and review the product on social commerce platforms. Simultaneously, images and videos can provide information about products to promote social interactivity. The social commerce platform [43] and referrals can be a social marketing approach and promotion at zero cost.

Another trust mechanism is recommendations from friends or other users on social commerce. Recommendations or referrals assist customers in receiving and making recommendations on what to buy, read, eat, and do. Browsing and collecting personal experiences facilitate social interactions and thus increase social presence [53]. We found recommendations from friends used by Cabanillas and Santos [51] and recommendations from forums and communities [8, 43] as a trust mechanism. The recommended feature is a facility provided by social commerce with the help of web 2.0. Recommendations have an important role in social commerce. Recommendations from forums and communities can accurately describe products or services so that consumers will trust the website more. Besides, social commerce members' recommendations can affect individual intentions to buy products and make consumers more friendly. Furthermore, reputation building stimulates an individual to increase their contributions in community activities [62]. Accordingly, reputation building exerts a positive influence on trust in product recommendations.

Cheng, Gu, and Shen [27] consider quality service as a trust mechanism. Good quality service can increase user confidence in using social commerce. There are several types of quality service in this case. Website quality service has a positive influence on online sales [31]. Good quality website makes consumers feel that the website can be trusted as well as the transactions therein. The quality of information refers to the information, which members of the social commerce apps share, which is accurate, correct, timely, and useful. Apart from a good quality website, it turns out that accurate information can also convince consumers to make transactions. The quality of information is a key factor influencing the customer's confidence in the online experience. If the information quality is low, then customers will have difficulty evaluating the service offering. But, if the information is provided in high-quality information, then it will fulfill their demands easily [35].

Informational support has a trust mechanism in providing advice, guidance, or information to others to help consumer decision-making. For instance, if consumers see relevant and helpful information, it will create a perception that the information (vendor) is kind, honest, and capable, building trust with the vendor. Promotions are part of the information support area. We address that promotions can harm brand equity because people do not believe the lower-priced products can be of good quality. Using price promotions to sell will damage the original brand trust, which was not too high originally, so as to better give the priced products in their place according to the information presented. Leung, Shi, and Chow [47] added generalized reciprocity could

help to create and maintain balance in social relationships and establish solidarity. At the individual level, restricted reciprocity confirms the need to reciprocate and promotes predictability.

According to Yahia, Neama, and Kerbahache [28], trust in social commerce can be built by the effects of the perceived characteristics of the s-vendors. We address the existence of the trust mechanism while drawing attention to social vendor characteristics. On Yahia, Neama, and Kerbahache [28] findings, the study shows that the vendor's trust is positively related to reputation, price advantage, language, and hedonic efforts. To have a deeper understanding, in Instagram, for instance, trust mechanisms of vendor characteristics are reputation ("if I see more followers I believe that the vendor has many satisfied customers"); price advantage ("the vendor offers at a lower price than the ones found in retail stores"); language ("the best thing is that the vendor makes an effort to communicate in a different language"); and hedonic efforts ("sometimes I get bored from all the products he is listing. I appreciate seeing something else funny"). In the e-commerce literature, it is well-known that web characteristics are important, and the study shows that vendors' characteristics play an important role in forming consumers' trust. In addition, it is important for firms to prepare well-oriented marketing messages that shed light on their products' and services' competitive advantage [52].

Live streaming service is a real-time video broadcasting that has been adopted by many vendors as a direct selling tool such as Facebook Live, YouTube Live Streaming, Instagram Live, etc. Live streaming's role in increasing sales and loyalty suggests small online vendors build customer trust engagement by using live streaming services [45]. Through this kind of trust mechanism, online vendors can demonstrate how products are created, show the uniqueness of products, answer customer questions in real-time, and encourage customers to buy on the spot. Unlike advertisements, which feel artificial, live streaming services can add value to the vendors in building trust by allowing to reveal the seller's face and expression, background (e.g., clothes, display), product, office/home, personality, and other social presences.

Emotional support is a feeling that other online customers are not stranger because of being cared for and loved by having trust [42]. By receiving emotional support, the customer in a community may decrease one's anxiety level. The availability of emotional support between customers in A social network site provides trust to the community. Trust mechanism and emotional support are an aspiration to maintain a relationship with a vendor or so-called commitment. Commitment can maintain a long-term relationship concerning trust. Being caring is also a trust mechanism of emotional support to improve social relations' attentiveness among customers. Those two support elements can motivate customers to proactively share information to endorse a product by sharing its related information using social media.

Privacy in social network sites is having control over the customer's personal information. When emerging technology is introduced, ensuring that customers'

privacy to keep safe is important to gain trust in social commerce. Trust in online shopping depends on customers' perceptions of privacy on social network sites, especially in sharing information [48]. The trust mechanism on privacy is based on how individuals view their service providers. Their perceptions of trust help form their overall trusts, such as preventing private information from being viewed, captured, or manipulated by inappropriate parties during transit and storage. Moreover, customers' familiarity with online shopping and the level of human presence they feel in the network may impact trust. Lack of familiarity with online shopping may result in lower levels of trust. Also, customers' perception of privacy is also based on confidence that their information will not be misused or shared with unintended third parties. Their visibility into the information is limited to only selected persons.

The Scoring system is also considered as a trust mechanism in our selected literature. The Scoring system acknowledges website features such as user comments, the number of purchases made, types of products purchased, etc. [34]. The system will be able to identify the highest-rated users toward a product to promote transparency and provide trust to other customers. Besides, online vendors are suggested to behave honestly and credibly to avoid manipulating information. In addition, the vendors can offer reward systems that, most importantly, conduct in-depth market research to compare their prices and offers with other products or services sold through online and traditional channels [52].

5.3 Implications and Limitations

We believe this study contributes several important implications for future research. First, it made a difference in how trust in social commerce is more challenging in the new normal era than conventional e-commerce in the past. While studies discussing trust in social commerce have emerged, their findings are fragmented and appear with inconsistencies and ambiguities towards trust in a new normal era. Therefore, it is difficult to get conclusive insights into how trust is in social commerce. In this regard, we provide an overview of the current literature and reveal research methods, sources of trust-building cues, and trust mechanisms. This can advance our knowledge of how to trust mechanisms work on social commerce and provide critical theoretical foundations for future research.

In the literature, trust has played a crucial role in stimulating social commerce. Moreover, it has now entered a new normal state, whereas the outbreak of coronavirus disease 2019 has impacted approximately 150 countries in any aspect of the world economy [4]. The great uncertainties of the outbreak and its associated economic losses have caused markets to become highly volatile and unpredictable [45]. Consequences of the high uncertainties, Europe will compensate €1,7 trillion for the redemption package [30]. Another loss impact, the challenges faced by the Malaysian retailers present in the e-business, is the lowering of customers' buying behavior [29]. With the outbreak's implications, this concern is inversely proportional to the Watt and Wu [5] prediction. On the other hand, even the challenges of social commerce will be different and tough along with entering full of unpredictable and uncertain social commerce of

the new normal era.

In the context of a new normal, the economy related to mobile commerce (m-commerce) is important for the growth of the Chinese economy [63]. People tend to use smartphones, tablets, and other mobile smart devices than traditional P.C.s in their online commerce activities. The growing traffic of mobile commercial activities poses major challenges to societal habits and methods of operation. However, it is less of a concern for the Chinese public in increasing the success of its commercial activities. A study through an evaluation model of mobile commerce usage satisfaction states that more attention is needed to change processes to increase user satisfaction in commercial activities. Our literature study's implications are in line with the conditions of the new normal era mentioned above. Mobile commerce is part of e-commerce that should also pay attention to social commerce's trust mechanism in increasing customer satisfaction. Several trust mechanisms can be linked to the above China case, such as quality service, live streaming, and recommendations from friends, family, and community.

This study provides relevant insights for managing trust in social commerce sites. However, we notice that our research is inseparable from the limitations that need to be considered for future work and research lines. One of our limitations of the study is that we only collected studies on trust in social commerce. Besides, we only collect studies from journals and do not use conference proceedings. Thus, further literature review studies can enlarge the collection of articles and gain more insight into social commerce trust. Also, it is better to consider the application of each technical enabler of trust. We limited our literature review only to provide the conceptual model of the subject research. We give an instance before Airbnb can improve customer's trust by providing high-level security into their payment systems for security system indicator. Therefore, it is better to provide another application for each indicator.

5.4 Opportunities for future research

Our literature review provided several opportunities for future research. First, it shows that our review only adopts quantitative research methods. The survey method is the most used method. In contrast, qualitative research methods such as interviews or focus group discussions are not adopted in the literature. Besides, other research methods are adopted, such as the experiment, although their use is still limited. This indicates that the research method in further research needs to consider adopting qualitative research methods or exploring experimental methods.

Second, this systematic literature review leads us to achieve a more comprehensive understanding of the source of building trust cues in social commerce. The results of the study show an increasing trend in the source of building trust cues for customers. We believe that the academic interest in the research area of the source of building trust cues for customers will remain high in the following years. However, the source of building trust cues for firms is relatively new, and little research has been done in this area. Thus, one possible direction for further research is to explore the source of building trust cues for firms in social commerce.

Third, the traditional era of e-commerce has changed and entered a new normal era to use social commerce to consider the trust factor. By reviewing the literature, we discover how trust mechanisms play a role in the new normal era. Although there is no standard approach regarding the trust mechanism, our findings can provide insight into what the trust mechanisms are in this study's interest. Then further research can consider our findings that is to investigate how the trust mechanisms in social commerce.

6. Conclusion

This study provides a systematic overview of trust in social commerce. We gained insights through discussions on research methods, the sources of trust-building cues, and this study's trust mechanisms. Moreover, we propose a framework of trust mechanisms to elicit a research gap in the context of consumer behavior in social commerce. By analyzing the trust mechanism in social commerce, we believe that our literature review can contribute to a broader understanding and considerations by many studies on the related interests in the future.

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