Social Commerce: Development of the Efficiency of E-WOM of the Cosmetic Industry in Thailand

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Abstract

Social commerce is considered highly significant in today's online market, especially for consumers looking for popular channels to purchase products, including cosmetics. It serves as a convenient distribution channel that allows sellers to easily access and engage with customers, fostering continuous communication and relationship-building, ultimately leading to widespread word-of-mouth promotion. The primary goal of this research is to comprehensively explore the factors influencing the electronic word-of-mouth (E-WOM) promotion of cosmetics products from social commerce, which can be beneficial for online cosmetics entrepreneurs by analyzing the quantitative elements and creating a structural equation model with e-Rough Set Delphi Technique. The quantitative research data was collected using an online questionnaire from a total of 808 cosmetic shoppers through social media stores in Thailand. The statistics used in the data analysis consisted of frequencies, percentages, and a structural equation model. The research shows that social commerce and customer satisfaction significantly and positively influence customer trust in online stores when purchasing cosmetic products. These factors are further supported by influences stemming from customer value, which is a component strongly linked to customer satisfaction. In particular, functional value and emotional value are critical factors in determining customer satisfaction, ultimately leading to the intention to purchase cosmetic products and the willingness to recommend them to others (E-WOM). Cosmetic entrepreneurs in the realm of social commerce should prioritize building customer satisfaction concerning purchase intentions before anticipating that customers will eventually engage in E-WOM promotion.

Keywords: *Social Commerce, E-WOM, Cosmetics.*

Introduction

The cosmetics industry in the global market is one of the important industries with a high market value and annual growth rate. The market value in 2020 was 483 billion US dollars, which will increase to 511 billion US dollars this year. With an annual growth rate of 4.75%, the global cosmetics market is expected to reach 716 billion dollars in 2021. In 2025, it is estimated that the value will increase to 784.6 billion dollars by 2027, as shown in Figure 1.1. With the trend of the global cosmetics market, online channels will expand rapidly. In addition, consumers may pay more for higher quality products. In general, the cosmetics industry will divide products into four categories according to value and growth rate, cosmetics, skincare products, personal care and perfume. By comparing regional market shares, the Asia Pacific region has the highest market share at 46% of the global cosmetics market.

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The current market trend of the cosmetic industry has an increasing growth in the online market,contrary to the marked decline of the offline market including the growing trend of electronic commerce (E-commerce) that has increased considerably. The high-value cosmetic products are cleansing products, organic makeup and natural cosmetics.

Value and growth forecast of the global cosmetics market.
Source: https://thaipublica.org/2023/04/krungthai-compass51/

Krungthai COMPASS estimates that in the next 6-7 years, the cosmetics market will become bright again. and has a tendency to continue growing This is in line with Grand View Research's market report that predicts that The value of the global cosmetics market will reach 364 billion US dollars or approximately 12.38 trillion baht in 2030, growing on average 4.2% per year (CAGR 2022-2030), increasing approximately 1.4 times from 2022. The Thai cosmetics market also has an opportunity to grow in line with global trends. It is expected that in 2030, the Thai domestic cosmetics market will be worth more than 323 billion baht, growing at an average of 5.0% per year (CAGR 2022-2030). From 2022 approximately 1.5 times. (Krungthai compass, 2023)

Consumers are concerned about products that contain no toxic substances, are fragrance-free, and use mainly natural ingredients. Skin care is the most popular at 40% of the global cosmetics market in 2019 when classified by product type. Consumers are interested in sun protection products and anti-aging products. From the consumer trends as mentioned above, cosmetic brands must meet the needs and expectations of consumers as the quality of the products and the experience of using the products are increasing. In addition, cosmetic products are also a product group that creates engagement with the brand's customers through social media channels including Facebook, Instagram, and Twitter. Nowadays, we are seeing more brands selling products to consumers directly and have turned their attention to marketing through social media channels (Social Media Marketing) causing the leap in growth of influencer marketing in the cosmetic product group (Reilly, 2021).

E-commerce has a positive effect on customer satisfaction. To create attractive e-commerce site designs, companies have to use accurate information and maintain completeness of every product with creative packages that are more attractive for customers (Samir et al., 2021).

Social Commerce is the merging of e-commerce and social activities through social media platforms. The intricate relationship between social presence and customers' experience serves as a crucial mediator in shaping individuals' specific personal intentions towards engaging in social commerce. The customers' trust in marketplace platform directly influences the individuals' electronic word of mouth (E-WOM) and purchase intention towards social commerce (Hassan et al., 2018).

At present, social media stores are the most popular product trading channels because of their ease of use and low start-up costs. This makes trading easier and more numerous, but also leads to more competitors in the market. Entrepreneurs who conduct business through social media channels try to

find various methods or strategies to help obtain competitive advantages over competitors in the same business. This includes electronic word of mouth, as it helps to promote products widely, including building a good image for the brand to achieve sustainable business growth in the future. In the cosmetics field, people believe that word of mouth is the factor leading to extensive business expansionbecause it has established consumers' confidence in the actual use and trust in efficiency and safety. This includes building confidence in cosmetic stores or distributors in terms of products and after-sales services. It also happens in social media cosmetics stores.

For the above reasons, researchers are interested in improving the efficiency of electronic counterpart communication through social media stores as they are the main channel for entrepreneurs to sell their products through online channels today. This includes the trend that consumers are interested in purchasing products through these channels, which is growing every year. Therefore, it is necessary for today's cosmetics entrepreneurs to understand the important factors for creating effective E-WOM. This will lead to the development of marketing strategies to create long-term sustainable business growth. The researchers sincerely expect that the results of this study will help cosmetics entrepreneurs in Thailand improve their efficiency of E-WOM to develop successful business in the future.
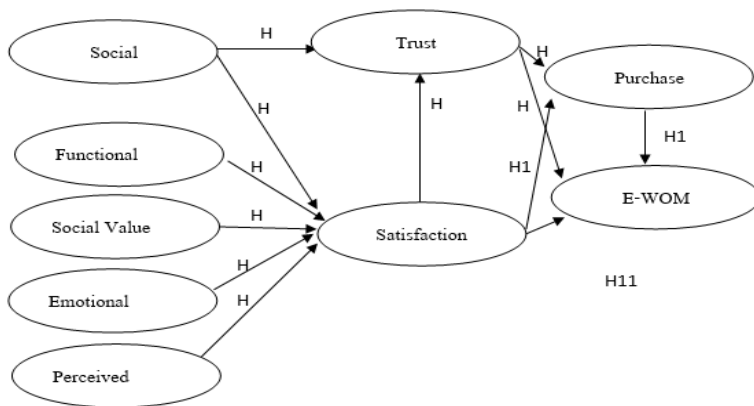
Literature Review

Foundation and Hypotheses

The research aimed to evolve a structural equation model for the efficiency of E-WOM through the cosmetic industry's social commerce in Thailand. The comprehensive literature review was conducted for this study, which is focused on online marketing experts and online cosmetic entrepreneurship in Thailand. This study will provide an appropriate basis:

Wang's (2004) model of customer value and customer's satisfaction, Kim et al.'s (2013) model of social commerce that has a relation with customer's trust, purchase intention and word of mouth intention, Zhang and Cobanoglu's (2017) model of purchase intention that influence E-WOM through social media and Meilatinova's (2021) model of social commerce which finds factors that affect customer's repurchase and word of mouth intention. Finally, the researcher generated the hypotheses and novel conceptual framework that related with the 4 models mentioned above in Fig.1.

Figure 1: Conceptual Framework.

The literature reviews led the following hypotheses for this study

H1: *Social commerce (SC) directly influences Trust (TR).*

H2: *Social commerce (SC) directly influences Satisfaction (SS).*
H3: *Functional Value (FV) directly influences Satisfaction (SS).*
H4: *Social Value (SV) directly influences Satisfaction (SS).*
H5: *Emotional Value (EV) directly influences Satisfaction (SS).*
H6: *Perceived sacrifice (PS) directly influences Satisfaction (SS).*
H7: *Satisfaction (SS) directly influences Trust (TR).*
H8: *Trust (TR) directly influences Purchase intention (PI).*
H9: *Trust (TR) directly influences E-WOM (EWOM).*
H10: *Satisfaction (SS) directly influences Purchase Intention (PI).*
H11: *Satisfaction (SS) directly influences E-WOM (EWOM).*
H12: *Purchase intention (PI) directly influences E-WOM (EWOM).*

Social Commerce (SC)

Social Commerce is defined as an innovative mode of e-commerce that relies on online purchases and social interactions (Yin et al., 2019). The convergence of social media and e-commerce has created more new marketing opportunities for brands, businesses, and retailers. Social media stores are now considered integral components of the e-commerce landscape. These platforms combine social media with online shopping to enhance the overall shopping experience by facilitating social interactions among users. The concept of word-of-mouth marketing is highly applicable to e-commerce, and social media stores provide businesses with an array of tools to expand their opportunities for growth (Molinillo et al., 2020). The study revealed that customer satisfaction in the beauty and cosmetics e-commerce sector is influenced by four key factors: online shopping experience, seller or customer service, external incentives, and security or privacy (Nguyen, 2020). Furthermore, the study found that social commerce, trust, and online advertising affected purchase intention, with trust being positively enriched by social commerce (Ali et al., 2020). The study revealed that perceived ease of use and social interactivity have a positive impact on shopping values and user stickiness in the context of social commerce. It also emphasized the significance of online interactions in fostering user stickiness (Qu et al., 2023).

Functional Value (FV)

The research results demonstrated that customers perceive the value of such information, which can make them feel that their interaction is worthwhile (Gan & Wang, 2017; Kim et al., 2013). Functional value serves as the primary motivator for consumers when making purchase decisions, and product quality also significantly impacts customer satisfaction and loyalty (Samir et al., 2021). Functional Value or Quality value was supported that had a positive significant with customer satisfaction which effected online customer loyalty (Surya & Kurniawan, 2021). Moreover, perceived quality value was also found to have a positive effect on purchase decision (Moh. et al., 2018).

Social Value (SV)

Social value has a positive effect on consumer satisfaction (Chen & Lin, 2015; Gan & Wang, 2017; Kim et al., 2013), supporting the concept of social values creating a brand community and facilitating the exchange of opinions on the actual use of the product on social media platforms. These exchanges occur between individuals and the brand on Facebook or among individuals. Furthermore, social value awareness plays an important role in social networks, aligning with the fundamental principles of the Facebook platform, and promoting interaction within brand communities (Jayasingh, 2019; Klepek, 2018).

Emotional Value (EV)

Emotional Value encompasses the intrinsic worth derived from the range of affective states that a product

or service can evoke, ultimately shaping consumers' perceptions and choices in the marketplace (Wang et al., 2004). Another study states that emotional values are the perception of the ability to stimulate consumers' emotions or emotional changes. Most products and services are related to emotional reactions. It is confirmed that emotional experience will create effective experience, from slight positive emotion to final emotion, happiness, and brand satisfaction (Yang & He, 2011). This study revealed that brand value is theoretically posited to be intricately linked with emotional value (a composite of customer value) and satisfaction related to brand image (B. L. Yeo et al., 2016). Moreover, the perceived emotional value was supported to have an effect on customers' purchase decision (S. F. Yeo et al., 2022).

Perceived Sacrifice (PS)

Perceived Sacrifice represents the perceived diminishment in value resulting from a product or service, stemming from an increase in both its perceived short-term and long-term costs. This concept highlights the crucial role that cost perceptions play in shaping consumers' decisions and preferences in the marketplace, ultimately impacting their willingness to engage with a product or service (Wang et al., 2004). Consumers accept that the price of a product affects their quality perception of the product or service. Accepting the price of a product also results in the willingness to sacrifice something in exchange for what is desired (Perceived Sacrifice). Price perceptions were defined as a critical factor with a positive and statistically significant impact on consumers' buying decisions, underscoring the pivotal role of how individuals perceive the cost of a product or service in influencing their buying choices (Moh. et al., 2018; Surya & Kurniawan, 2021).

Trust (TR).

In e-commerce outcomes, trust in social commerce plays an essential role, as it is crucial for building customers' trust and boosting sales (Lin et al., 2019). Research has demonstrated that it plays a significant role in promoting trust formation within the realm of social commerce (Cheng et al., 2019). The study on Halal cosmetic products indicates that perceived value and brand image have an impact on customers' trust, and this trust, in turn, affects customers' attitudes and intentions to make a purchase (Handriana et al., 2020). The study also revealed that customers' trust is influenced by social commerce, and it has an impact on their purchase intentions (Ali et al., 2020) and the significant positive relation between trust and purchase intention (Lan et al., 2021).

Satisfaction (SS)

The literature review found that the research results went in the same direction, pointing out the positive relationship among perceived value, satisfaction and behavioral commitment (Participation) (Chen & Lin, 2015; Gan & Wang, 2017; Kim et al., 2013). The findings of a study underscore the significant impact of customer satisfaction, demonstrating its positive influence on both repurchase intentions and customers engaging in word-of-mouth recommendations (Rita et al., 2019). The study showed that four factors above affected customer satisfaction of online business in beauty and cosmetics e-commerce: online shopping experience, seller or customer service, external incentives, and security or privacy (Nguyen, 2020). Another study showed that defined customer satisfaction through e-commerce had an effect on the beauty products' purchase intention(Liu & Napitupulu, 2020).

Purchase Intention (PI)

Purchase intention is positively enhanced by the presence of social commerce, trust, and online behavioral advertising(Ali et al., 2020). Four factors that positively influence purchase intention are shopping enjoyment, trust, benefits, and website quality. This study suggests that sellers should prioritize the development of strategies that cater directly to customers' needs and work on strategies aimed at attracting more online buyers(Lan et al., 2021). The purchase intention of cosmetics through e-commerce was found to be influenced by two key factors: trust and the country of origin(Khoi & Long, 2020). Moreover, regarding the online buying of beauty products through e-commerce, it was found that purchase intention was affected by customer satisfaction, trade off price, and value(Liu & Napitupulu, 2020).

Electronic word-of-mouth (EWOM)

Word-ofmouth marketing (WOM) is a marketing strategy that has been favored by marketers due to its effectiveness and cost-efficiency. When discussing your next product or role, word of mouth can significantly contribute to raising awarenes among potential customers. When consumers become aware that their friends, acquaintances, or family members have had positive experiences, it can strongly influence their decision-making process. The positive impact of E-WOM has been observed in the context of consumer decision-making for beauty products within women's online communities. The findings suggest that emotions expressed in comments are equally as important as cognitive aspects in evaluating product quality(Al-Haidari & Coughlan, 2014). Social Word of Mouth (sWOM) readers assess the credibility of messages, seeking content that is free from commercial influence. Moreover, it has been observed that a customer's level of product knowledge positively influences their perception of sWOM, particularly concerning usage experiences(Tan & Lee, 2019). A study found that tie strength, homophily, source trustworthiness, and customer endorsement all have a positive impact on the perceived credibility of positive eWOM reviews. This increased credibility, in turn, positively influences attitudes toward the product and website, as well as the adoption of positive eWOM reviews (Chih et al., 2020). Moreover, it also found that adoption of eWOM information is affected by trust of news source, quality of eWOM and consumer expertise (Le-Hoang, 2020).

Research Methodology

This research employed a comprehensive mixed-methodology approach that collected or analyzed both qualitative research and quantitative research. This research aimed to develop a structural equation model for the efficiency of E-WOM through social commerce and to examine the consistency of the E-WOM performance model through the cosmetic industry's social commerce in Thailand. In this chapter, the researcher utilized the steps as follows:

Step 1: Evolving a Structural Equation Model for the efficiency of E-WOM through social commerce of the cosmetic industry

1. To involve problem identification, which entails synthesizing existing literature and investigating related research.
2. To select 21 experts in online marketing or social commerce marketing.
3. To involve soliciting 21 expert opinions by crafting a well-structured questionnaire designed to gather valuable insights and perspectives from those with specialized knowledge in the field using electronic Delphi (e-Delphi) in 3 rounds.

Round 1: *Provide a questionnaire with open-ended questions.*

Round 2: *Generate a questionnaire by investigating the responses obtained in the initial round and incorporating them as variables*

Round 3: *Design a comprehensive final closed-ended questionnaire aimed at verifying and corroborating the answer given by experts during the second round of data collection.*

4. The summary of qualitative research findings, drawn from the method for assessing consensus involving 21 experts and facilitated by the Rough Set Delphi Theory**.**

Step 2: **Verification of the consistency of the electronic word-of-mouth performance model through the cosmetic industry's social commerce.**

5. Create an online questionnaire for quantitative research acquired from 21 experts in step 1, then the questionnaire will be utilized to obtain results from 800 consumers who buy cosmetics through

social commerce.

6. Incorporating a comprehensive analysis of the quantitative research outcomes, and ultimately formulating informed conclusions from this study.

Developing a Structural Equation Model for the efficiency of electronic word of mouth through social commerce of the cosmetic industry in Thailand using the Rough Set Delphi Theory

Population and Samples

The study involved the categorization of participants into three distinct groups (21 people): Group 1, university teachers of experts in online marketing (7 people), Group 2, online business entrepreneurs who have knowledge and experience in the online cosmetic business for at least 5 years, with an annual business income of no less than 20 million baht (7 people), Group 3, online business entrepreneurs who have knowledge and experience in the online cosmetic business for at least 5 years (7 people).

Research Tools

An online questionnaire was generated for data collection (E-Delphi) on the efficiency of E-WOM through social commerce of the cosmetic industry in Thailand. The researcher conducted an extensive review of various related research tables and compiled the data into a questionnaire, structured as an open-ended 7-level rating scale, which was then submitted to 21 experts.

Data Collection

The researcher obtained the data from a 3 rounds online questionnaire to 21 experts in 3 months from May to July 2022.

Data analysis

The data was analyzed by the Rough Set Delphi theory. The examination of data ambiguity and uncertainty involves applying simplified concepts of upper and lower bounds to evaluate data groups, with the aim of facilitating decision-making by 21 experts following a predefined set of steps:

Developing a Model of the efficiency of E-WOM through social commerce of the cosmetic industry in Thailand

Population

The population of this study includes consumers who purchase cosmetics through social media stores in Thailand.

Sample

The research sample consisted of 808 cosmetic shoppers who made purchases through social media stores in Thailand, obtained by simple sampling. Kline (2022) and Wiratchai (1999) proposed that the optimal sample size should be in one acceptable sample or the minimum acceptable sample in every 10-20 observed variables, and it must be greater than 200 according to Hoelter statistics (Hoelter, 1983). Therefore, assuming that the causality model is consistent with the empirical data, this study needs 29 observable variables, requiring approximately 290 samples. To prevent data errors, the researchers added 808 samples. The relationship model aligns well, and this data can subsequently be utilized for analyzing the sample to collect preliminary data (See Table 3.2).

Table 3.2: Quantity and Proportion of Participants.

Variables	Quantity	Percentage
Have you purchased cosmetics through social media shop?	808	100.00
- Yes		
- No	0	0
Age		
-18-30years	447	55.32
-31-40 years	220	27.23
-41-50 years	76	9.41
-more than 50 years	65	8.04
Sex		
-male	156	19.3
-female	582	72.0
-other	70	8.7
Status		
-single	476	58.91
-married	290	35.90
-widowed/divorced	42	5.20
Education		
-undergraduate	223	27.60
-Bachelor's degree	491	60.77
-Master's degree	85	10.52
-Doctor's degree	9	1.11
income		
-less than 10,000 baht	61	7.55
-10,001-20,000 baht	160	19.80
-20,001-30,000 baht	320	39.60
-30,001-40,000 baht	169	20.92
-40,001-50,000 baht	63	7.80
-more than 50,000 baht	35	4.33

Research Instruments

The research's data collection tool was an online questionnaire specifically designed to assess the effectiveness of E-WOM within the context of social commerce in the cosmetic industry in Thailand.

Data Collection

The researcher gathered data by administering questionnaires to cosmetic shoppers who had made purchases through social media stores in Thailand. A screening question was included: "Have you purchased cosmetics through a social media shop?" If respondents answered "no," their data was excluded from the analysis. Data collection took place over a four-month period, spanning from August to November 2022, resulting in a total of 1,475 respondents. Subsequently, the researcher selected complete questionnaires, totaling 808 respondents, which will be made for statistical analysis.

Data Analysis

This research used descriptive statistics to describe and applied inferential statistics to analyze them. The researcher conducted the data analysis.

The samples were analyzed in terms of descriptive statistics to provide an overview of the respondents' general characteristics. This was achieved by calculating frequencies and percentages as part of the

analysis process.

Inferential statistics were used to analyze the causal relationship of the variables. The references were tested to assess the alignment between the empirical data and the hypothetical model: statistical values CMIN/DF less than 3.00, GFI, AGFI, CFI 0.90 or higher, and RMSEA, SRMR less than 0.08, which are consistent with the structural equation model (SEM)(Rangsungnoen, 2011) areshown in Table 3.3.

Table 3.3: Statistical Values Were Used to The Structural Equation Model.

number	Statistics/Index Values	Criteria for consideration
1	Probability	> 0.05
2	CMIN/DF	<3.00
3	GFI	≥ 0.90
4	AGFI	≥ 0.90
5	RMSEA	< 0.08
6	SRMR	< 0.08
7	TLI	≥ 0.90
8	CFI	≥ 0.90

Results

The data analysis results were demonstrated in Table 4.1 ($X2 = 988.12$ df $= 348$, $\chi2/df = 2.839$, p $=0.00$; CFI $= 0.916$; TLI $= 0.902$, RMSEA $= 0.048$, SRMR $= 0.026$). Thus, it has been expressed that the altered model aligns consistently with the structural equation model. (Rangsungnoen, 2011).

As shown in Table 4.2, the loadings were all above 0.3 and ranged from 0.51 to 0.93.

Table 4.1: Structural Models.

| X^2	df	P- Value	χ^2/df	RMSEA	CFI	TLI	SRMR
988.12	348	0.000	2.839	0.048	0.916	0.902	0.026

Table 4.2: CFA, Cronbach's alpha, Construct Reliability, Average Variance Extracted and Factor loading (FL).

Latent variables and indicators	Cronbach's alpha		AVE		Construct Validity use CFA			
			CR	$\square^2$	df	p	RMSEA	GFI
Social Commerce	0.770	0.806	0.522	0.231	1	0.631	0.000	1.000
SC01						FL =0.59		
SC02						FL =0.86		
SC03						FL =0.51		
SC04						FL =0.86		
Functional Value	0.727	0.749	0.503	0.010	1	0.921	0.000	1.000
FV1						FL =0.57		
FV2						FL =0.76		
FV3						FL =0.77		
Social Value	0.712	0.738	0.503	0.001	1	0.977	0.000	1.000
SV01						FL = 0.47		
SV02						FL = 0.93		
SV03						FL = 0.65		
Emotional Value	0.723	0.757	0.509	0.000	1	1	0.000	1.000
EV01						FL = 0.76		
EV02						FL = 0.67		
EV03						FL = 0.71		
Perceived Sacrifice	0.736	0.758	0.524	0.000	1	0.992	0.000	1.000
PS01						FL = 0.65		
PS02						FL = 0.53		
PS03						FL = 0.93		
Trust	0.751	0.765	0.531	0.001	1	0.980	0.000	1.000
TR01						FL = 0.75		
TR02						FL = 0.87		

TR03					FL = 0.52				

Latent variables and indicators	Cronbach's alpha	CR	Mean	AVE	Construct Validity use CFA				
					χ^2	df	p	RMSEA	GFI
Satisfaction	0.750	0.759	6.225	0.514	0.000	1	0.987	0.000	1.000
SS01					FL = 0.71	SS01			
SS02					FL = 0.78	SS02			
SS03					FL = 0.66	SS03			
Purchase Intention	0.728	0.744	6.255	0.503	0.000	1	0.994	0.000	1.000
PI01					FL = 0.61				
PI02					FL = 0.89				
PI03					FL = 0.58				
Electronic Word-of-mouth	0.807	0.795	6.243	0.502	0.515	1	0.473	0.000	1.000
EWOM01					FL =0.65	EWOM01			
EWOM02					FL =0.90	EWOM02			
EWOM03					FL =0.70	EWOM03			
EWOM04					FL =0.54	EWOM04			

The results of the causal factor analysis impacting the efficiency of E-WOM within the cosmetic industry's social commerce in Thailand are as follows:

Figure 4.1: The statistical values of SEM affecting the efficiency of E-WOM through social commerce of the cosmetic industry in Thailand.
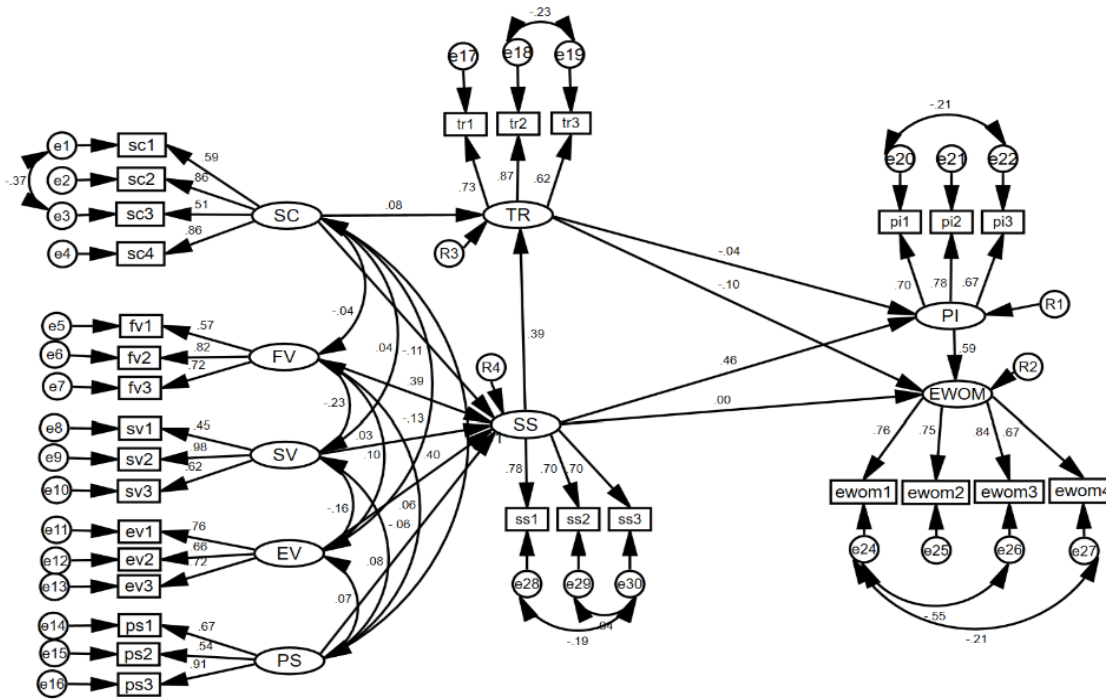
Chi-square (df) = 988.120 (348); P value (>=0.05) = .000
;CMIN/df (<=3) = 2.839; AGFI (>=0.9) = .900
;GFI (>=0.9) = .920; CFI (>=0.9) = .916; IFI (>=0.9) = .917; TLI (>=0.9) = .902
;RMSEA (<=0.08) = .048; RMR (<=0.08) = .026

Table 4.3: Research Result (p***<0.001,p**<0.01,p*<0.05).

Hypothesis	Relations	T	P	Decision
H1	⟶ SC TR	1.976	0.048*	Acceptable
H2	⟶ SC SS	-2.898	0.004**	Acceptable
H3	⟶ FV SS	8.218	***	Acceptable
H4	⟶ SV SS	0.779	0.436	Unacceptable
H5	⟶ EV SS	8.821	***	Acceptable
H6	⟶ PS SS	2.057	0.040*	Acceptable
H7	⟶ SS TR	6.984	***	Acceptable
H8	⟶ TR PI	-0.822	0.411	Unacceptable
H9	⟶ TR EWOM	-2.439	0.015*	Acceptable
H10	⟶ SS PI	8.517	***	Acceptable
H11	⟶ SS EWOM	0.34	0.973	Unacceptable
H12	⟶ PI EWOM	10.514	***	Acceptable

Discussion

The research indicated that social commerce affected the customer's trust with a statistical significance level of 0.001 but it can't influence the customers to have purchase intention for buying cosmetic products. Social commerce and customer satisfaction significantly and positively influence customer trust in online stores when purchasing cosmetic products. These factors are further supported by influences stemming from customer value. Both functional value and emotional value emerge as crucial

components significantly correlated with customer satisfaction. This satisfaction, influenced by various factors, ultimately drives customers towards purchase intention, subsequently influencing their inclination to engage in E-WOM. The results of the study indicated that consumer satisfaction had an indirect effect on E-WOM, with purchase intention serving as the mediator. And an important factor is trust in stores that bring in influencers to create awareness for customers. Receiving the benefits of purchasing products Perception of risks in using and substances used in the product This is in line with the research of Forsythe et al. (2006) and Rebelo (2017) who studied the perception of factors that influence consumer satisfaction.

Suggestions

This research gathered qualitative data, utilizing the insights from a total of 21 experts distributed across three distinct groups, all of whom possessed expertise in the domain of social commerce in Thailand. It is suggested to extend the investigation to include other specialist groups with diverse experiences, thereby facilitating the acquisition of more extensive and valuable data.

Further research should incorporate additional factors related to social commerce that influence customers' cosmetic purchases. This will help identify which additional variables should be integrated into the development of a structural equation model for assessing the efficiency of E-WOM within the context of the cosmetic industry in Thailand.

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