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Investigating the Impact of Social Commerce Characteristics on the Use of E-commerce in the Online Taxi Industry

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Abstract

E-commerce has profoundly transformed business operations at both retail and business-to-business levels, offering numerous advantages to organizations. This study examines the impact of social commerce attributes on e-commerce adoption, focusing on users of Tapsi, an intelligent ride-hailing internet taxi, in Tehran. A simple random sampling method was employed, and 203 respondents completed a structured questionnaire. Data were analyzed using Smart PLS software with structural equation modeling techniques. The results indicate that social commerce attributes have a significant positive effect on electronic word-of-mouth (e-WOM), both directly and indirectly through their mediating role. Moreover, social commerce infrastructure positively influences e-WOM. In turn, e-WOM enhances customer trust and engagement in e-commerce, and both trust and engagement significantly contribute to e-commerce adoption. These findings highlight the critical role of social commerce features in fostering e-commerce adoption and emphasize the importance of e-WOM, trust, and engagement in driving user participation and decision-making. This study provides valuable insights for managers and policymakers seeking to leverage social commerce to enhance customer interaction and adoption of e-commerce platforms.

Keywords: Assessment, Business, Digital, Enthusiasm, Marketing