

Switching Behavior in Social Commerce: The Role of Perceived Behavioral Control, Information Overload and Avoidance Intentions

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Abstract

Social commerce, as a digital shopping channel, encourages consumers to engage in online shopping through real-time interaction and information sharing. Although social commerce facilitates purchasing behavior, to date, few studies have explored the antecedents of switching behavior among social commerce users. This research aims to explore the antecedents that stimulate online consumers to develop information avoidance intentions and switching behavior in social commerce scenarios. Drawing on the theory of planned behaviour (TPB), a conceptual framework was developed to investigate the effects of perceived behavioral control, subjective norms, and information overload on social commerce consumers opt-out behaviors. The empirical testing of the survey sample (N=394) and the research hypotheses were executed using structural equation modeling. This study revealed that perceived behavioral control and attitudes towards information overload significantly increased social commerce consumers' information avoidance intentions, which in turn drove switching behavior. The mediating effect of information avoidance intention was significant, and it significantly mediated the relationship between attitudes towards information overload, perceived behavioral control, and switching behavior. However, the effect of subjective norms on information avoidance intention is insignificant, and there is no positive association between the two. This research extends the TPB theory by shedding light

on the influencing factors of social commerce consumer switching behavior, and at the same time provides practical insights for the social commerce industry to gain knowledge about consumer information avoidance behavior.

Keywords: Switching Behavior, Information Avoidance, TPB Theory, Social Commerce, Information Overload

Introduction

As a social product in the Web 3.0 era, social commerce provides an interactive shopping space for online consumers by integrating e-commerce and social media resources. Social commerce platforms shift the shopping initiative from retailers and merchants to consumers and utilize digital marketing tactics such as group purchasing, community operations, user-generated content, AR online experiences, and live streaming to motivate consumers to make one-stop purchases of products and services on social commerce platforms. Leveraging personalized shopping experiences, social commerce (e.g., Facebook and Instagram) is gradually replacing traditional e-commerce (e.g., eBay and Amazon) as an epidemic shopping channel in the post-COVID-19 era (Deloitte, 2022). The unique self-presentation, social support and social benefits of social commerce continue to attract consumers to switch from e-commerce to social commerce platforms (Li and Ku, 2018). Especially in developing countries, the frequency of social commerce usage is growing rapidly, such as in China, where 400 million people purchase daily necessities through social interactions and information sharing (Accenture, 2022); in Thailand, where more than 80% of consumers are regular users of social commerce (Statista, 2023); and in Bangladesh, where consumers have a high level of acceptance of social commerce (Khan et al., 2023). While the social commerce market continues to grow, user avoidance behavior may be the holdup for social commerce, with more and more social commerce users actively avoiding non-important information (Li et al., 2020) and engaging in switching behavior (Ye et al., 2022). According to a survey (Statista, 2023), 80% of social media users tend to stay and switch between different social commerce platforms before making a purchase in order to get a full understanding of the product and brand information. If the external information presented by a social commerce platform meets consumers' expectations and helps to boost their confidence, consumers are highly likely to stay on the platform, while on the contrary, they are likely to avoid it and switch on the spot.

In the context of social media, information circumvention and switching behaviors are becoming more prevalent. Switching behavior is defined as consumers voluntarily withdrawing from their current environment and moving to another new environment (Kang, 2022). Bansal and Taylor (1999) define this behavior as a shift in service value, where consumers voluntarily leave their current service and incur replacement behavior after weighing service quality and switching costs. Recent studies Kang (2022); Li and Ku (2018); Liao et al (2019); Wang et al (2023); Ye et al (2022) have explored the influence of external environmental factors on social commerce consumers' switching behavior. It has been established that external factors such as information privacy and media dependence (Kang, 2022), information confusion and social overload Wang et al (2023), interactive services, switching costs and social effects Liao et al (2019), and push-pull effects Ye et al (2022) significantly contribute to consumers' willingness to switch behavior. Bansal and Taylor (1999) and Hino (2017) point out that switching intentions further influence individuals to generate switching behaviors. Although existing research has revealed what antecedents drive social commerce consumers to develop switching behaviors, there are still more factors that remain

unproven. In particular, fewer studies have focused on the effects of subjective norms, perceived behavioral control, and attitudes towards information overload on social commerce information avoidance intentions and switching behavior. These factors fit with the constructs explained by the theory of planned behaviour (TPB), which seeks to analyze the determinants of individual intentions and behavioral results (Ajzen, 1991). In interactive shopping environments, individuals tend to make perceptual-behavioral judgments about behavior to be adopted, and the attitudes of others or social pressures can have an impact on the final behavioral decision. If information and social competence exceed the individual's capacity, consumers may adopt negative behaviors, such as generating avoidance intentions and immediate switching. Although prior literature (Asif et al., 2023; Han et al., 2010; Shalender and Sharma, 2020; Zhang et al., 2023) confirms that perceived behavioral control, information attitudes, and subjective norms are antecedents that drive behavioral decisions, to this day, less literature discusses the effects of all three on individuals' information avoidance intentions and switching behaviors in the context of social commerce. To narrow the gap, this research proposes a research model based on the TPB paradigm to explore the theoretical relationship between perceived behavioral control, attitudes towards information overload, subjective norms, and switching behaviors, and to extend the explanatory power of the TPB theory in the context of social commerce by taking into account the mediating effect of information avoidance willingness. This research concentrates on the three research questions (RQ)

RQ1: What are the effects of perceived behavioral control, subjective norms, and attitudes towards information overload on information avoidance intentions?

RQ2: Do information avoidance intentions affect social commerce consumer switching behavior?

RQ3: Do information avoidance intentions play a mediating role between perceived behavioral control, attitudes towards information overload, and switching behavior?

Theoretical Underpinning and Research Model

TPB Paradigm

TPB is a social cognitive model that explains the impact of external information and motivational intentions on consumer behavior, and it focuses on the proximal linear factors that drive consumer behavior including behavioral engagement intentions, perceived behavioral control, subjective norms, and attitudes (Ajzen, 1991). TPB is considered an advanced version of TRA theory because it extends the explanation of purely volitional control over individual behavior by incorporating the "perceived behavioral control" and further analyzes the role of external conditions and the environment in driving specific behaviors (Bansal and Taylor, 1999). In consumer behavior research, the voluntary and involuntary factors covered by the TPB framework help to investigate the process by which an individual's specific intentions and specific behaviors are formed. The core idea of TPB is that the greater the subjective norms and attitudes and perceived behavioral control, the greater the likelihood that intentions and behaviors will be activated (Ajzen, 1991; Rhodes and Courneya, 2005). In other words, subjective norms, attitudes, and perceived behavioral control are important antecedents for predicting specific intentions and behaviors (Rhodes and Courneya, 2005).

Information Avoidance Tendencies and Its Influencing Factors

Information systems theory assumes that people actively acquire knowledge and optimal solutions through objective and truthful information (Mingers and Standing, 2018). However, when consumers recognize external threat signals or perceive information overload, they consciously avoid information Song et al (2021) and engage in switching behaviors (Kang, 2022). Information avoidance is a non-seeking behavior Soroya et al (2021) in which an individual delays access to or blocks the receipt of information when he or she realizes that the information is not useful (Sweeny et al., 2010). Especially in the post-COVID-19 age, information overload and external environmental pressures have prompted consumers to react negatively and adopt information avoidance behaviors (Song et al., 2021). Social or peer pressure can also stimulate individuals to adopt information avoidance behaviors (Yang and Kahlor, 2013).

In the TPB model, perceived behavioral control is the antecedent that predicts an individual's intention to respond to a specific event. This variable is described as the perception and judgment of the difficulty of the behavior (Ajzen, 1991). In the social commerce context, perceived behavioral control is a precursor for predicting consumer intentions and behaviors (Zhang et al., 2023). This variable assists in the ex-ante assessment of the degree of control over the factors required to achieve action in a given scenario, including the value of potential opportunities, external resources and capabilities (Bansal and Taylor, 1999; Han et al., 2010). Perceived behavioral control consists of two constructs, one of self-efficacy and the other of facilitative conditioning (Bansal and Taylor, 1999). The former is an individual's assessment of the ability required to perform the behavior, and the latter is an internal perception of the resources required to perform the behavior. During the information-seeking process, consumers' information-seeking ability and confidence in accomplishing tasks motivate individuals to approach information gradually. However, consumers' tolerance and acceptance of information decreases when they perceive information risk (Yang and Kahlor, 2013). In other words, consumers' perceptions of external conditions trigger information avoidance intentions (Song et al., 2021) and lead to switching behavior (Kang, 2022).

Subjective norms are another antecedent that predicts behavioral intentions. This variable is defined as an individual's perceived social pressure to perform a behavioral (Ajzen, 1991). More specifically, subjective norms are an individual's internal perception of those in the relational network who influence the individual's behavioral decisions, and this perception is a normative belief that drives the individual's behavior (Han et al., 2010). The positive effect of subjective norms on consumer intentions has been emphasized many times in consumer behavior research (Shalender and Sharma, 2020; Asif et al., 2023). Leong et al (2022) state that social commerce consumers' behavioral decisions and information intentions are influenced by social relationships and social norms, which are antecedents that trigger consumer behavior. Yang and Kahlor (2013) found that informational subjective norms significantly contributed to U.S. students' information avoidance intentions, and that peer influence and social pressure had a significant effect on individual behavior.

In TPB theory, attitude is a predictor of an individual's behavior (Ajzen, 1991) and it is a way of assessing a particular behavior (Shalender and Sharma, 2020). Consumer attitudes toward information overload as an assessment of information pressure. Arnold et al. (2023) state that information overload is an individual's perception of excessive information, which leads to lower performance and behavioral consequences. This is also true in social commerce, where overloaded shopping information and shopping interactions can cause psychological distress and lead to information avoidance and switching behaviors. Zhou and Xie (2023) indicate that

social media users' perceived information and social overload lead to negative emotions and, consequently, to information avoidance intentions. Guo et al (2020) make a similar point that social media users' avoidance behavior is governed by information overload. Li et al (2023) assert that information overload has a significant effect on COVID-19 health information avoidance. Soroya et al (2021) found that information overload as an external environmental factor significantly triggered negative emotions and induced information avoidance behavior. Li et al (2020) revealed that information overload significantly enhances avoidance behavior and reduces the frequency of social commerce use among social commerce users.

Information avoidance is a consumer's strategy for dealing with external information (Song et al., 2021), and it will be triggered when the individual realizes that the information does not contribute to behavioral decisions (Sweeny et al., 2010). Prior research has confirmed that information avoidance behaviors are the result of being stimulated by external factors (Sweeny et al., 2010; Zhou and Xie, 2023) and that avoidance behaviors may further induce negative behaviors (Song et al., 2021). In social commerce, the willingness to avoid information can lead to negative consequences because it prevents consumers from understanding objective and truthful information. Guo et al (2020) discovered that the reason why WeChat users do not continuously use social platforms is that they are influenced by information avoidance behavior, which causes users to stop continuously using a single social platform.

Based on the literature reviewed above, this study proposes the following research hypotheses (H)

H₁: Perceived behavioral control positively influences information avoidance intentions.

H₂: Subjective norms positively affect information avoidance intentions.

H₃: Attitude toward overloaded information positively affects information avoidance intentions.

H₄: Information avoidance intentions positively affect switching behavior.

Switching Behavior

In marketing research, switching behavior is referred to as a substitution behavior that occurs during the process of consumers abandoning the original service for a new service environment (Bansal and Taylor, 1999). In social commerce, Ye et al (2022) view switching behavior as a process of moving from an old platform to a new one. Prior research (Kang, 2022; Liao et al., 2019; Wang et al., 2023; Ye et al., 2022) has confirmed that switching behavior is the result of a combination of multiple factors. Wang et al (2023), for example, found that information and overload-related factors have both direct and indirect effects on switching intention. From the TPB perspective, the behavioral intention of social commerce consumers is the result of multiple factors, among which perceived behavioral control and personal attitude significantly influence consumer behaviors (Zhang et al., 2023). Based on the prior works, the following research hypotheses were formulated for this study

H₅: Information avoidance intentions mediate the relationship between perceived behavioral control and switching behavior.

H₆: Information avoidance intentions mediate the relationship between attitudes toward information overload and switching behavior.

In summary, based on the TPB paradigm and prior literature, this research proposes six research hypotheses and sets up a research model (see Figure 1). The model is employed to explore the theoretical relationships between perceived behavioral control, subjective norms, attitudes toward information overload, information avoidance intentions, and switching behaviors.

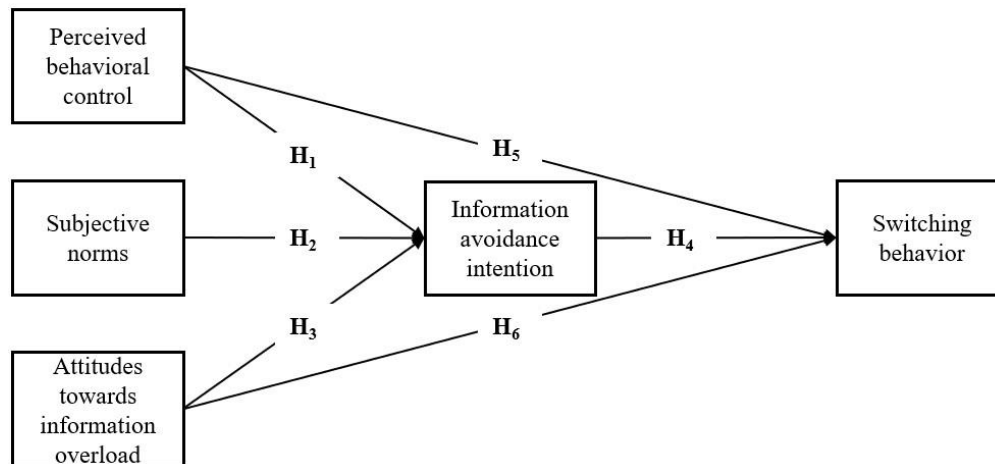


Figure 1. Proposed research framework based on TPB theory

Methods

Measures

A self-administered seven-point Likert questionnaire scale (1=strongly disagree-7=strongly agree) with two sections was employed: the first section was the main body of the questionnaire, which measured participants' understanding of perceived behavioral control (PBC), attitudes toward information overload (AIO), subjective norms (SBE), information avoidance intentions (IAI), and switching behaviors (SBR) through multi-items. The items for each construct were selected from well-established scales with minor modifications based on the social commerce scenario. There are three items for PBC derived from Han et al (2010), four items for SBE derived from Shalender and Sharma (2020), three items for each of AIO and IAI drawn from Song et al (2021), and three items for SBR obtained from (Kang, 2022). Furthermore, this section set up screening questions to identify qualified samples by asking respondents whether they have had experience in social commerce shopping; the second section was a demographic information survey, which contained age, gender, educational background and frequency of social commerce use.

Participants and Questionnaire Distribution

This research adopts a convenience sampling method to treat Malaysian social commerce consumers as a population unit. Prior to the survey, this study invited two marketing professors and an e-commerce expert to conduct a pre-expert test, who suggested modifications to the scale content and scale design. To preliminary check the reliability status of the scale, a pilot test was conducted on a sample of 30 using the convenience sampling method. The study then created a web-based questionnaire through Google and distributed it through WhatsApp and Facebook App. A total of 482 responses were received from the participants, but 88 responses were manually removed due to irregular completion and non-compliance with screening, etc. Finally, a total of 394 valid responses were obtained for this study, which is a valid response rate of 81.74%.

Of the valid samples (N=394), 46.45% were male and 53.55% were female. In terms of the respondents' age, 18-30 years old (47.97%) accounted for the highest percentage, followed by 31-40 years old (29.44%), below 18 years old (11.42%), 41-50 years old (9.39%) and 50 years old above (1.78%). In terms of educational background, more than 70% of the respondents had a Bachelor's degree or higher; specifically, 52.03% of the participants indicated that they had a Bachelor's degree, 14.97% held a Master's degree, and 7.11% belonged to the PhD group. Besides, half of the participants said they use social commerce shopping platforms at least once a week, 28.68% said they use them 2-3 times, 15.23% said they use them 4-5 times, and the remaining respondents use them more frequently than 5 times a week.

Data Interpretation

Common Method Bias and the Measurement Model Analysis

Prior to evaluating the measurement model, a common method bias (CMB) test was executed on the valid responses (N=394) to detect whether the linear model assumptions were conformed. After determining that the CMB results (34.695%) were in the normal range, confirmatory factor analysis (CFA) was executed on the measurement model to assess construct reliability and validity, among other things. The CFA results demonstrated that the valid data fit the model well, and several values (e.g., $X^2/df=1.228$, RMSEA=0.024, SRMR=0.024, GFI=0.964, AGFI=0.949, NFI=0.977, CFI=0.996) were in the favorable range. In terms of reliability, as shown in Table 1, the factor loading coefficients for each measure were above 0.8 for PBC, SBE, AIO, IAI and SBR, and the Cronbach Alpha was above 0.8 for each construct. The composite reliability (CR) values were in the range of 0.894-0.97, which indicates a good case of internal consistency of the variables (Hair et al., 2019). The average variance extracted (AVE) values for each construct are greater than 0.7, which provides solid evidence of good convergent validity (Hair et al., 2019). Subsequently, a discriminant validity analysis was executed based on the recommendations of Fornell and Larcker (1981), the results of which showed that the five constructs were strongly differentiated from each other because the AVE square root values for each construct were significantly larger than the values within the remaining constructs. In addition, the variance inflation factor (VIF) provides support for non-multicollinearity, and the VIF values for each construct are below 2 (Hair et al., 2019).

Table 1

Factor loading coefficients and reliability values

Construct and indicators	Item loadings	Cronbach- α	AVE	CR	VIF
Perceived behavioral control (PBC) (Han et al., 2010)		0.897	0.78	0.91	1.20
			2	5	4
PBC1	0.895				
PBC2	0.872				
PBC3	0.886				
Subjective norms (SBE) (Shalender and Sharma, 2020)		0.967	0.88	0.97	1.09
			9		6
SBE1	0.942				
SBE2	0.941				
SBE3	0.946				
SBE4	0.942				
Attitudes toward information overload (AIO) (Song et al., 2021)		0.895	0.76	0.90	1.29
				5	3
AIO1	0.86				
AIO2	0.891				
AIO3	0.864				
Information avoidance intentions (IAI) (Song et al., 2021)		0.877	0.74	0.89	1.29
				5	8
IAI1	0.858				
IAI2	0.857				
IAI3	0.865				
Switching behaviors (SBR) (Kang, 2022)		0.875	0.73	0.89	1.28
			8	4	9
SBR1	0.878				
SBR2	0.837				
SBR3	0.862				

Hypothesis Outcomes

The results of the AMOS-SEM evaluation (see Table 2) indicated that PBC ($t=3.308$, $p<0.001$) and AIO ($t=6.308$, $p<0.001$) significantly contributed to IAI in the social commerce context, but the effect of SBE ($t=0.958$, $p>0.05$) on IAI was not significant. Besides, IAI ($t=4.293$, $p<0.001$) further positively influenced SBR. Hence, in terms of the direction of the direct effects path, H1, H3 and H4 were accepted but H2 was not established.

To examine the mediating effect of information avoidance intentions, the AMOS bootstrapping and the assessment method proposed by Zhao et al (2010) are adopted. The empirical results (see Table 3) showed that IAI not only mediated the relationship between PBC (upper: 0.122, lower: 0.025, $p<0.01$) and SBR but also played a mediating role between AIO (upper: 0.084, lower: 0.013, $p<0.01$) and SBR at the 95% confidence interval. Accordingly, both mediating paths of this study, i.e., H5 and H6, are supported.

Table 2

Assessment of path relationships

Paths	Hypothesis	Path coefficients	t-Statistics	p-value	Supported
IAI <---PBC	H1	0.172	3.308	0.000	Yes
IAI <---SBE	H2	0.021	0.958	0.338	No
IAI <---AIO	H3	0.368	6.308	0.000	Yes
SBR<---IAI	H4	0.259	4.293	0.000	Yes

Table 3

Assessment of the mediation path

Mediating paths	Hypothesis	Estimate	Bias-corrected method		p-value	Supported
			Lower confidence limit	Upper confidence limit		
PBC-IAI-SBR	H5	0.068	0.025	0.122	0.002	Yes
AIO-IAI-SBR	H6	0.041	0.013	0.084	0.004	Yes

Discussion

This research investigates the antecedents that drive switching behavior among social commerce consumers and examines the mediating role of information avoidance intentions through three research questions. Based on the TPB paradigm, a conceptual model encompassing five constructs was developed to exploring the theoretical relationships between perceived behavioral control, subjective norms, attitudes toward information overload, information avoidance intentions, and switching behavior. Based on the empirical results, several interesting findings are currently obtained as follows.

First, this research found that there is a positive relationship between perceived behavioral control and information avoidance willingness in a social commerce context, and perceived behavioral control significantly promotes information avoidance intention. Like Han et al (2010); Asif et al (2023); Shalender and Sharma (2020), this work also confirmed that perceived behavioral control helps to stimulate an individual's willingness to act. The intrinsic perception of switching behavior by social commerce consumers has a significant contribution to behavioral intention, and the stronger the perceived behavioral control, the more likely it is to induce information avoidance willingness and thus switching behavior. Second, this research revealed that subjective norms are not positively associated with information avoidance intentions. In other words, subjective norms do not have any effect on consumers' information avoidance willingness, a finding similar to that of (Li et al., 2023). In social commerce, the social pressure that consumers perceive for specific behaviors (switching behaviors) does not positively affect individual willingness, and the opinions and behaviors of others do not influence consumers' behavioral decisions. In interactive shopping environments, consumers do not pay special attention to others or society's perceptions of information avoidance willingness and switching behavior. Third, this study found a positive association between attitudes toward information overload and information avoidance intentions, where the former significantly contributed to the latter, a finding similar to that proposed by (Song et al., 2021; Zhou and Xie, 2023; Soroya et al., 2021). The more positive consumers' attitudes towards information overload, the more likely they are to cause

information avoidance, and the overloaded shopping information drive consumers' behavioral intention to be negative. When social commerce consumers realize that the online information is too large or they cannot handle the amount of information, they will avoid the shopping information, which will lead to switching behavior. Fourth, the empirical results proved that there is a positive association between information avoidance willingness and switching behavior, and that avoidance intention significantly affects the switching behavior of social commerce consumers. As with Sweeny et al (2010); Zhou and Xie (2023), this work re-emphasizes that information avoidance is the result of stimuli from external factors. Once a social commerce consumer develops a willingness to avoid information, he or she is subsequently likely to leave the current channel and switch to another. Fifth, this research innovatively discovered that information avoidance intentions significantly mediated the theoretical relationship between perceived behavioral control and switching behavior. Perceived behavioral control not only directly affects switching behavior but also indirectly enhances the likelihood of switching behavior through information avoidance willingness. This work enhances the understanding of switching behavior in social commerce environments by validating the theoretical path of "perceived behavioral control - information avoidance intention - switching behavior". The present work demonstrated that social commerce consumers' perception of the difficulty of a particular behavior significantly contributes to information avoidance willingness and further leads individuals to adopt opt-out strategies (switching behavior). Last but not least, in terms of mediating effects, this paper obtains another new finding, i.e., that information avoidance willingness significantly mediates the theoretical relationship between attitudes towards information overload and switching behavior. Attitudes towards information overload can affect switching behavior not only directly but also indirectly through information avoidance willingness. By examining the theoretical path of "attitude toward information overload - information avoidance intention - switching behavior", this study enhances the TPB theoretical literature and provides new perspectives for the social commerce industry to understand the behavior of consumer behavior. This work confirmed that the more positive social commerce consumers' attitudes toward information overload, the more likely they are to be willing to avoid information, which in turn leads to switching behaviors.

Research Contributions

In terms of theoretical contributions, the current study enhances TPB theory by investigating consumer switching behavior in a social commerce scenario. In particular, this work makes substantial theoretical contributions to understanding the relationship between perceived behavioral control, attitudes toward information overload, subjective norms, information avoidance intentions, and switching behavior. To the best of our knowledge, this study is one of the earlier empirical studies to develop a conceptual model to explore social commerce switching behaviors based on a TPB perspective, and it further expands the scenario explanatory power of TPB theory. The current empirical results not only promote the understanding of the switching behavior in the context of social commerce but also provide strategic guidance for the social commerce industry to develop digital marketing strategies. The social commerce industry and related interest groups may benefit from the findings. This study provides a theoretical reference for social commerce practitioners to understand consumer switching behavior. Social commerce provides an interactive shopping space for online consumers, which stimulates purchasing behavior through information sharing and online interaction. However, perceived behavioral control and attitudes toward information

overload make consumers lose loyalty to social commerce. Based on the current findings, the social commerce industry and related policymakers should pay attention to the antecedent factors that stimulate consumers' switching behavior and effectively avoid the negative impact of information risk factors on consumer behavior. Based on this, it is recommended that the social commerce industry establish an information risk monitoring mechanism to reduce the likelihood of consumers' information avoidance intentions occurring, and therefore support the long-term development of the consumer market.

Conclusions and Future Prospects

This study examined the effects of three drivers (subjective norms, perceived behavioral control, and attitudes toward information overload) on social commerce consumers' information avoidance intentions and switching behaviors based on a TPB lens. A self-administered questionnaire was used to obtain empirical data from social commerce consumers, and six sets of hypothesized relationships were analyzed using structural equation modeling. This paper revealed that perceived behavioral control and attitudes toward information overload significantly influenced information avoidance willingness and consequently stimulated switching behavior. In contrast, subjective norms do not significantly affect information avoidance intentions.

The several limitations of this research provide fertile ground for future exploration. First, although this research explored the antecedents of information avoidance intention and switching behavior, it investigated the theoretical relationship between the three antecedents and switching behavior based on the TPB theoretical perspective only. Future work could explore the switching behavior of social commerce consumers from different theoretical perspectives such as TAM and TRA. Second, due to resource constraints, only questionnaire methods were considered in the current study. Social commerce is a rapidly iterative industry and it is necessary for researchers to use different research methods to enhance the understanding of consumer behavior in this business scenario. Future studies may be able to use qualitative research such as in-depth interviews and focus groups to further explore the antecedents that drive switching behavior in social commerce. Last but not least, despite the current emphasis on the mediating effect of information avoidance intentions between perceived behavioral control, information overload, and switching behavior, it failed to examine whether information avoidance intentions stimulate information avoidance behavior. Perhaps future scholars could further explore the theoretical relationship between information avoidance willingness and behavior of social commerce consumers.

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