INVESTIGATION OF THE EFFECTS OF SOCIAL CAPITAL ON INFORMATION-SHARING BEHAVIOR THAT DRIVES GEN Z PURCHASE INTENTIONS THROUGH SOCIAL COMMERCE

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Abstract

This study investigates the impact of social capital theory in social networks on consumer decision-making, highlighting the importance of product features and peer preferences. It identifies a research gap in understanding the effects of structural, relational, and cognitive capital, emphasizing the need for further exploration. The study also examines the relationship between information sharing and purchase intention, addressing a previously neglected area. Additionally, it explores how age and gender, influence consumer characteristics. The empirical data collected from 223 respondents who buy consumer goods through social media as part of the millennial generation through an online survey is analyzed using SEM. Results indicate that structural, cognitive, and relational capital influence the exchange of information. The behavior of sharing information indicates that the more people who provide positive information about a consumer goods product, the higher the intention to buy, it is anticipated that the company will increase its promotion on Twitter and Instagram. This is due to the fact that many consumers use the platform in their daily lives and consumers desire to always be willing to share the information they possess. Moreover, younger women are more inclined to share information based on their age and gender characteristics.

INTRODUCTION

Industry 4.0 is still in the conceptual stage, integrating many dynamic technical concepts and explaining some new terminology and issues for clarity and complete-ness, so every business owner must change everything to be based online (Yang & Gu, 2021). Online business is proliferating because many people believe that this is still profitable, and the increase in online business has led to increased competition.

Therefore, online store owners must consider aspects that allow their businesses to survive, grow, and develop (Rosmayani & Mardhatillah, 2020). Fast home delivery, convenience, peer pressure, online store appeal, acceptable prices, ease of business transactions, simple payment methods, and reduced prices so that consumers prefer to buy online (Srivastava & Thaichon, 2022). The consumer goods market is proliferating, with significant growth in the number of information media and competitive products (Mizuno et al., 2021). In everyday life, online shopping for consumer goods is growing, and the majority of women who buy consumer goods see it as a necessity, with 41% describing it as an "unavoidable obligation, without importance" (Pernot, 2021). People can exercise greater control over tangible goods because it results in greater psychological ownership than intangible goods so that the nature of consumption of tangible goods can be completely different from intangible goods, then adding with the motivation to seek identified variations, consumers can obtain hedonic values from searching for and finding unique items that can be physically accessed or owned (i.e., tangible benefits) (N. L. Kim & Jin, 2020). Consumers who consume consumer goods, regardless of religion and cultural affiliation, consumer goods occupy a prominent place in consumers' lives, and the demand for them is increasing day by day (Anubha, 2023).

When shopping for consumer goods, decision-makers must consider product features and peers' preferences, which can result in group preferences over personal preferences (Z. Li et al., 2023). Social capital that exists in social networks benefits individuals in the network, influencing consumer attitudes and behavior in making decisions (J. Zhang et al., 2019). Bourdieu views social capital as the 'connections' made by groups or individuals in a society and social networks that link people together (Gilleard, 2020). Three criteria must be met for social capital to exist, the first is the resources in one's social network, the second is the accessibility of these resources, and the third is the ability to utilize these resources (Spottswood & Wohn, 2020). The source in question is a source that includes interpersonal and organizational relationships. Using platform social commerce in the form of Twitter and Instagram is one of the supporting factors for the sustainability of the process of social capital (Lee & Hallak, 2020).

Sharing information through digital information technology can make life easier by enabling people to build relationships, make business contacts, and receive news updates, but carelessness in sharing information can lead to misunderstandings and even conflicts if users spread false information (Huda, 2022). This gap is the reason for this research regarding whether longtime users of social media will always use social media to share information (Chatterjee et al., 2020). Other studies show that the three dimensions of social capital (structural, relational, and cognitive) can also affect information sharing (Han et al., 2020). The information shared can also affect consumer intentions; this is because the information shared is rich in context and shared in real-time (Pu et al., 2020). Few studies still examine the relationship between information sharing and consumer intentions, so this study adds a new variable, namely purchase intention. This is because many studies use the behavior of sharing information as an output/consequence (Muliadi et al., 2022; Masood et al., 2023; Suti & Sari, 2021).

Researchers previously reported conflict regarding motivation to share product information on social media (C. Li et al., 2021). Researchers found a positive effect between structural capital on sharing information because structural social capital is considered a whole set of specific skills that can produce an environment conducive and suitable for sharing information and controlling its consequences (Fait et

al., 2023). The results differ from other findings regarding structural capital, which state that when the transfer of information is not fully conveyed because it is out from a theoretical perspective and there are objective factors (Ganguly et al., 2019). Relational capital also found supported results because it facilitates the sharing of information through mutual understanding and interaction (Gelderman et al., 2020). Other researchers found different results on rational capital, which said that sharing information does not directly affect user performance but helps to increase satisfaction and subsequently improve performance (Jia et al., 2018). Based on these different results, this research model deserves to be re-examined. Cognitive capital in influencing information-sharing behavior is due to the high trust of social media users when consumers have a higher level of communication and interaction as well as language similarity, reciprocity, respect, and vision for the activities carried out. This also reinforces that social media provides a platform for effective two-way communication (Junaidi et al., 2020). In other studies with different results, namely, cognitive does not affect information sharing behavior, explaining that the flow of cognitive thoughts is more to personal experience. In contrast, sharing information involves interacting with others (Cai et al., 2020).

This study is focused buying consumer goods through social commerce with the Z generation demographic market because buying consumer goods through social commerce that are more popular with teenagers and generation Z also have another name, namely iGeneration or internet generation. This is because adolescents' ability to be effective communicators and have many relationships without having to meet someone directly makes using social media such as Twitter and Instagram more optimal. Based on the description above, the information-sharing behavior that triggers buying interest has not been optimally discussed in previous studies.

According to the author, not many associates this problem with social capital, which is based explicitly on social media. Therefore, the authors are interested in knowing how far the impact of social capital can influence someone to buy consumer goods products. This study will also examine the characteristics of consumers based on age and sex, which will be used as control variables that are tested in total.

LITERATURE REVIEW

Social Capital

Social capital refers to connections among individuals, social networks, and emerging norms of reciprocity and trust (Putnam, 2020). The role of social capital in creating intellectual capital is divided into three groups: structural, relational, and cognitive (Shao & Sun, 2021). The structural dimension refers to the overall pattern of connections between individuals, which includes network ties, network configurations, and appropriate organizations (Mohammed & Kamalanabhan, 2020). The relational dimension of social capital refers to certain relationship elements such as trust, friendship, and commitment built by all participants on an ongoing basis (Fernandez-Olmos et al., 2021). Social capital can builds brand passion, brand community engagement, and online brand advocacy in consumer goods (Wong, 2023). Additionally, other scholars clarified that structural social capital encompasses the collective arrangements of relationships among individuals, encompassing both the individuals involved and the methods by which they establish connections with others; relational social capital pertains to the intensity and quality of the ties formed among community members, influencing the effectiveness of resource mobilization and sharing; cognitive social capital, on the other hand, pertains to the shared beliefs, aspirations, and ideologies within the community that foster the exchange of

resources among its members (Samutachak et al., 2023).

Social capital theory has been employed in the realm of social networking sites (SNS) or social media to explore various phenomena (Naranjo-Zolotov et al., 2022). Consumers will first evaluate through social capital before buying consumer goods through social media, especially on the aspect of relational capital. In addition, in social capital, the role of relational capital becomes more prominent in an uncertain environment than cognitive and structural; thus, companies need to ensure this diversity by acquiring resources and information from a wider range of sources before purchasing online shopping for consumer goods (L. Zhang et al., 2023). Previous research has classified social capital into three levels, namely individual, group, and societal; although several conceptualizations of social capital exist, the common definitions underpin social structures or networks that generate positive benefits, derived from social relationships by exchanging information and culminate in purchasing online shopping for consumer goods (Wong & Lee, 2022).

Information-Sharing Behavior

Within the realm of information technology and innovation adoption, the performance of information systems is evaluated through measures such as adoption and continuance (Selim et al., 2022). Sharing information is an individual behavior to share information with others (Berraies et al., 2020). Information sharing can be described as the establishment of a cultural environment in which individuals have the opportunity to impart their information, ideas, perspectives, abilities, and personal experiences; Another way to define information sharing is as the transmission of insights, task-related information, and feedback pertaining to various processes or products (Ahmed et al., 2020). Social media has revolutionized how individuals interact and convey information across various platforms (Mladenović & Krajina,

2020). Moreover, as social media users generate their own data, it can potentially offer a more precise representation of the diverse values held by individuals. Alternatively, when aggregated across various social groups, this data can serve as a valuable foundation for assessing equitable distribution of resources; consequently, within a digital start-up, embracing shared decision-making can enhance performance by offering opportunities for acquiring new skills and fostering information promotion (Tajpour et al., 2023). Previous research has explained that the exchange of information about consumer goods is easier to do through social media, so that it can influence consumer decision-making.

Purchase Intention

Purchase intention refers to an individual's subjective likelihood or willingness to engage in a future purchase of a specific product or service; it is a critical construct in consumer behavior research and plays a central role in predicting and explaining consumer purchasing decisions. Purchase intention is a consumer's initial intention to buy a product on social media (Huang et al., 2023). Social networking platforms have amplified the sharing of information, viewpoints, and personal experiences among consumers. This has become a valuable source of information for individuals who actively seek and incorporate relevant content that meets their needs on social media (Leong et al., 2022). Research in the field of purchase intention theory examines the underlying cognitive and emotional processes that shape consumer decision-making, providing valuable insights into consumer behavior in different contexts, such as online shopping for consumer goods.

Development of Hypotheses

Previous studies found a positive relationship between the dimensions of social capital and the behavior of sharing information, indicating that structural, relational, and cognitive capital are independently related to sharing information

between individuals (Han et al., 2022). The structural dimension focuses on network bonding relationships that contribute to the development and exchange of information. In contrast, the cognitive dimension of social capital has the most substantial positive effect on values, ethics, and attitudes, and relational social capital has the most potent effect on information, skills, and experience (Albawwat, 2022). The findings of the other research propose that social capital plays a significant role in influencing consumers' purchase intentions when it comes to consumer goods. As a result, marketers in the consumer goods industry should take into account the management of social capital within the context of social commerce (J. Kim et al., 2020). By enabling regular interactions, social commerce has the potential to enhance social relationships and serve as a valuable tool for effectively managing information integration (Ali et al., 2020). The structural of social capital can be characterized as relationships and access to information in this study (Ekemen & Şeşen, 2020). It is a logical conclusion that when the strength of the relationship is greater, users are more likely to spend more time on social commerce and have a higher frequency of communication, leading to a higher probability of forming information exchanges (Yan et al., 2023). Other findings also show that intellectual, structural, and relational capital of social capital lead to higher levels of information sharing (Tran Pham, 2022).

H₁: Structural capital positive effect on information-sharing behavior.

H₂: Cognitive capital positive effect on information-sharing behavior.

H₃: Relational capital positive effect on information-sharing behavior.

Sharing information is crucial for efficiently carrying out necessary business operations, similar to various other sectors (Shehab et al., 2023). Sharing of content into two types of information creation behaviors, i.e. "reuse" or "creation"

(Shwartz-Asher et al., 2020). Previous research using social media information sharing as an external stimulus confirms that social media information sharing has a positive impact on purchase intentions (Sun & Xing, 2022). This further explains that information-sharing behavior contributes to learning, creativity, meeting needs, and making the virtual world environment more useful (Hoseini et al., 2019). An individual is more prone to engage in some behavior when the intention to engage is stronger (Natu & Aparicio, 2022).

H₄: Information sharing behavior positive effect on purchase intention

Age differences affect consumer behavior in sharing information (Kazemi et al., 2022). A further explanation is that the younger the respondent, the more likely they will be motivated to share information due to reciprocal exchange with others (Obermayer & Toth, 2020). Generation Z is more aware of service/product quality and trust than Generation Y, who care less about product personality (Marsasi & Barqiah, 2023). Regarding gender differences, women are more motivated to share information than men, and women are empowered and involved in decision-making like men (Berraies et al., 2020). It was further explained that sharing information is more likely to lead to purchase intentions for women's groups; conversely, men show more sharing when it comes to errors (Muliadi et al., 2022). Women are usually more subjective and intuitive than men, who tend to be more objective and logical in their thinking processes (Marsasi & Yuanitas, 2023).

H₅: Age moderates the interaction between structural capital, cognitive capital, relational capital, and information sharing behavior to purchase intention.

H₆: Gender moderates the interaction between structural capital, cognitive capital, relational capital, and information sharing behavior to purchase intention.

In the conceptual framework in Figure 1. The expected result of this study is what demographic factors can influence the intention to buy goods products. From the description above, the authors proposed the hypothesis H1–H6 as described previously.

RESEARCH METHODS
Sample

This research was conducted using a quantitative research approach. This study uses the variables of social capital theory, information-sharing behavior, and pur-chase intention as the main hypothesis and questions. The results of the data obtained are as many as 223 respondents. The results of this 223 respondent data were obtained with the criteria of being 15-25 years old, having bought consumer goods on Twitter or Instagram, and having made purchases on these platforms more than two times. The selection of Generation Z as a focal age group for this research was influenced by their significant influence on buying behavior inside the realm of social commerce. Of the 223 respondents obtained, 199 were women (89.2%), and 24 were men (10.8%). The age range was dominated by respondents aged 21-25, 126 people or 56.2%, and those aged 15-20, were 97 people or 43.8%. Based on domicile, people from West Java (20.8%) were dominated, followed by Jakarta (20.4%), East Java (19%), Central Java (15.9%), and Yogyakarta together with Banten (11.1%)

Measure

This research was conducted on all generation Z people on the island of Java who use social commerce. The platform means Twitter and Instagram. This survey was created using Google Forms until it formed an electronic questionnaire, then deployed on both platforms. This test uses a 5 Likert scale, where the structural capital, cognitive capital, and relational capital variables are sourced from Chen *et al.* (2017). Meanwhile, the information sharing behavior variable originates from Omotayo & Babalola (2016), and the purchasing variable from Ghahtarani *et al.* (2020).
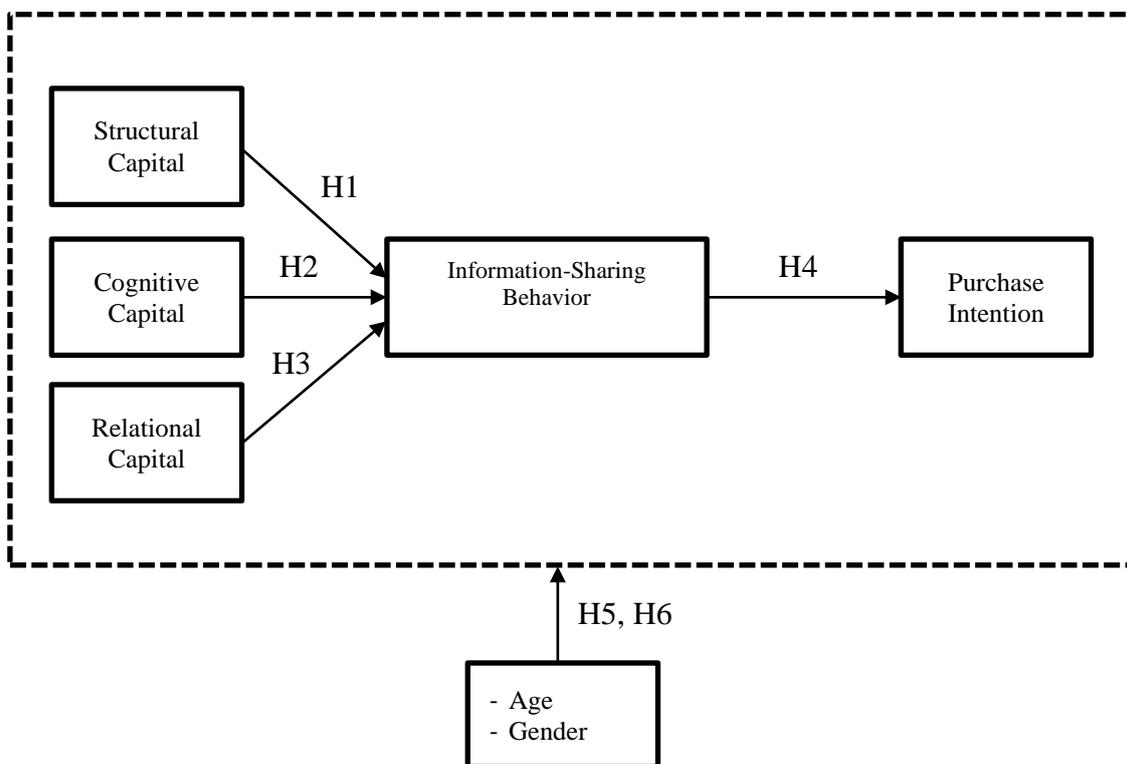
Figure 1. Conceptual Framework

Data Analysis

The data obtained through distributing the questionnaires will be analyzed using the Structural Equation Modeling (SEM) program, namely AMOS 24, and *software* another support, namely SPSS 22. This is done so that the results of the model testing the influence of a variable on other variables can be obtained, which are simultaneous. If research wants a good model, then the test must fulfill the procedures that must be carried out first, according to the Goodness of Fit criteria. The analysis of the model is carried out in sequence. The first is the measurement model (measurement model), the second is a structural model (structural model), and the last is multiple group analysis. SEM analysis (structural equation modeling) was used to test this research using AMOS 24.0.

RESULT AND DISCUSSION

Result

The measurement model test is a model that consists of latent variables (endogenous and estrogen constructs) with several indicators that explain these latent variables. This test aims to find out how close the existing indicators are or are used to explain latent variables. The Mark loading factor accepted must be ≥ 0.05, which is available in Table 1. In exogenous variables, value loading factor structural capital, cognitive capital, and relational capital have a value of ≥ 0.05. The highest value is owned by the first relational capital indicator (RC1), and the lowest is owned by the second (RC2). In endogenous variables, the value loading factor, the behavior of sharing information, and purchase intention have a value of ≥ 0.05. The highest score is owned by the third information-sharing behavior indicator (IS3), and the lowest score is owned by the second information-sharing behavior indicator (IS2). Before being used for analysis, the research data was tested for its quality by testing its validity and

reliability. Data is declared valid if it has an Average Variance Extracted (AVE) value of minimal 0.5, and in reliability testing, the variable is said to be reliable if the composite reliability (CR) value is at least 0.70 (Hair et al., 2018). The results of the validity and reliability tests can be seen in Table 1.

Average variance extracted (AVE) is a summary metric of convergence among a collection of elements that represent a hidden concept assessed by reflecting indicators. The construct's average percentage of variation explained, also known as variance extracted, refers to the proportion of variance that can be accounted for by the construct among its constituent elements (Hair et al., 2018). Composite reliability (CR) is One method of assessing the reliability of a measurement instrument is through the use of internal consistency reliability. Unlike Cronbach's alpha, this particular statistic does not make the assumption that the indicator loadings are equally weighted. In exploratory studies, it is recommended that the composite reliability measure exceed 0.60. As a general rule, a value over 0.70 is considered acceptable. However, it is cautioned that the composite reliability should not be above 0.95 (Hair et al., 2018).

Based on the results of the validity test and data reliability test presented in Table 1, it can be concluded that all research indicators that represent variables are stated to be valid and reliable so that data from the variable research indicators can be used as data for this research analysis. Furthermore, this research also conducted additional examinations to assess discriminant validity. The AVE values were compared to the squared correlations among the pertinent constructs, revealing that the AVEs surpass the squared correlations. These findings, which are presented in Table 2 and Table 3, provide support for the discriminant validity of the study. Additionally, discriminant validity was tested by employing the HTMT

(Heterotrait-Monotrait Ratio) test and factor loading for each item. Table 3 displays that all HTMT values are below 0.85, and Table 2 displays the square root of AVEs exceeds the correlations between the variables (Fornell & Larcker, 1981; Hair et al., 2018, 2022). Consequently, the presence of discriminant validity is confirmed.

The assessment of discriminant validity can be achieved by employing the square root of average variance extracted (AVE). In this approach, it is necessary for the square root value of AVE for each construct to surpass the maximum correlation between that construct and other constructs within the model. This concept is analogous to comparing AVE with the square of the correlation between constructs (Hair et al., 2022). According to the findings presented in Table 2, it can be observed that the square root average variance extracted (AVE) values for the reflective constructs, namely IS (0.843), CC (0.846), PI (0.849), RC (0.830), and SC (0.879), are all greater than the correlations of these constructs with other latent variables in the path model. This suggests that all of these constructs serve as valid measures of distinct concepts. The assessment of discriminant validity may be established via the use of the heterotrait-monotrait correlation ratio (HTMT) in Table 3, which involves comparing the measurements of all constructs within the same model. A good measure of discriminant validity is shown when the HTMT value is less than 0.90 (Hair et al., 2022). According to the findings shown in table 3, the HTMT value falls below the threshold of 0.90, indicating its validity.

The next test, if seen based on the data values whose validity and reliability recapitulation is listed in Table 1, Table 2, and Table 3 can carry out the testing goodness of fit (Figure 2). The results of testing the model can be summarized in Table 4. The goodness of fit model test results show that of the 8 tests, only one tester showed marginal fit of the model.

This shows that the chi-square, p-value, RMSEA, CMIN/DF, GFI, AGFI, TLI, and CFI values meet the requirements; in other words, the research model proposed in this study can be said to be a good model so that the analysis can be continued to see the influence of one variable on other variables.

Hypothesis testing was carried out to determine the effect of one variable on other variables using AMOS 24.0. This stage was carried out after recapitulating descriptive data from a sample of 223 participants, followed by an analysis of the measurement and structural models using these criteria. At this stage, the standard value provisions used in testing the research hypothesis were carried out using a benchmark of probability, where a p-value of ≤ 0.1 aims to see whether a hypothesis is significant, can also see the critical value | C.R. | equal to ≥ 1.65 (Hair et al., 2018). Based on statistical analysis using the AMOS 24 program, the results of hypothesis testing were obtained, which were tests of the effect of each research variable as presented in Table 5. It shows that all hypotheses are supported.

Multigroup Analysis

This study examines consumer characteristics based on age and gender as full control variables in purchase intention. Based on Table 6 and Table 8 prove that age and gender indicate differences in behavior toward purchase intentions. The probability level value is (0.000)<0.05. This proves that there is a difference in purchase intention behavior between the age groups 15-20 and 21-25, as well as between male and female consumers (H5 and H6).

In proving whether different ages indicate differences in intentions to buy consumer goods, we get a probability level (0.000)<0.05. This proves that there are differences in intention to use consumers products between gender groups.

In more detail, differences in characteristics between ages 15-20 and 21-25 are shown in Table 7. If it has a p-value < 0.1, it indicates support, and the estimated value indicates a positive or negative relationship.

The results evidence results from Table 8 to show whether differences in consumers based on gender indicate differences in intentions to buy consumer goods products. The probability level value (0.000)<0.05 proves differences in intentions in buying consumer goods products between male and female sex groups.

In more detail, differences in characteristics between man and woman are shown in Table 9. If it has a p-value < 0.1, it indicates support, and the estimated value indicates a positive or negative relationship.

Table 1. Validity and Reliability Test Results

Variable	Source	Items	Loading factor	CR	AVE
Structural Capital (SC)	(Chen et al., 2017)	(SC1) – I follow developments in consumer goods from resellers on Twitter or Instagram	0.854	0.903	0.699
		(SC2) – I often communicate with consumer goods resellers on Twitter or Instagram	0.841		
		(SC3) – I know consumer goods resellers well on Twitter or Instagram	0.792		
		(SC4) – Consumer goods resellers and I always maintain contact with each other on Twitter or Instagram	0.855		
Cognitive Capital (CC)	(Chen et al., 2017)	(CC1) – When interacting on Twitter or Instagram, other consumers of consumer goods use language that is easy to understand together	0.815	0.868	0.622
		(CC2) – During conversations when shopping, I and consumer goods resellers on Twitter or Instagram use communication models that are commonly used and easy to understand	0.806		
		(CC3) – Shoppers on Twitter or Instagram have the same hope of getting a good product at a fair price	0.731		
		(CC4) – Buyers believe that resellers on Twitter or Instagram can help them find consumer goods products	0.801		
Relational Capital (RC)	(Chen et al., 2017)	(RC1) – I want to be back on Twitter or Instagram every day	0.858	0.888	0.616
		(RC2) – I want to make another purchase on Twitter or Instagram	0.706		
		(RC3) – I recommend Twitter or Instagram that sell consumer goods products to my friends	0.789		
		(RC4) – I believe that consumer goods resellers on Twitter or Instagram can be trusted.	0.724		
		(RC5) – I believe that consumer goods resellers care about my interests	0.835		
Information Sharing Behaviour (IS)	(Omotayo & Babalola, 2016)	(IS1) – I share experiences and information with other consumers regarding consumer goods.	0.779	0.898	0.639
		(IS2) – I tell other members about using consumer goods cosmetics	0.755		
		(IS3) – I actively share the information I have with others	0.833		
		(IS4) – I provide information that is useful for myself and others	0.810		
		(IS5) – I voluntarily share information with others	0.818		

Table 1. Continue

Variable	Source	Items	Loading factor	CR	AVE
Purchase Intention (PI)	Ghahtarani *et al.* (2020)	(PI1) – I spend a lot of money buying consumer goods online via Twitter or Instagram	0.784	0.903	0.651
		(PI2) – I buy more consumer goods on Twitter or Instagram than any other platform	0.815		
		(PI3) – I am interested in purchasing consumer goods via Twitter or Instagram	0.802		
		(PI4) – I like buying consumer goods products on Twitter or Instagram	0.805		
		(PI5) – I will make consumer goods purchases again on Twitter or Instagram in the future	0.827		

Table 2. The Result of Fornell-Larcker Criteria

	IS	CC	PI	RC	SC
Information-Sharing Behaviour (IS)	0.843				
Cognitive Capital (CC)	0.466	0.846			
Purchase Intention (PI)	0.368	0.170	0.849		
Relational Capital (RC)	0.326	0.200	0.281	0.830	
Structural Capital (SC)	0.461	0.360	0.237	0.414	0.879

Table 3. The Result of HTMT Ratios

	IS	CC	PI	RC	SC
Information-Sharing Behaviour (IS)					
Cognitive Capital (CC)	0.523				
Purchase Intention (PI)	0.408	0.188			
Relational Capital (RC)	0.360	0.231	0.314		
Structural Capital (SC)	0.508	0.405	0.261	0.462	

**Table 4.** Structural Model Goodness of Fit Test Results

The Goodness of Fit Index	Cut off Value	Results	Model Evaluation
Chi – Square	≤ 258.836	247.592	Good Fit
P-Value	≥ 0.05	0.124	Good Fit
RMSEA	≤ 0.08	0.022	Good Fit
CMIN/DF	≤ 2.00	1.110	Good Fit
GFI	≥ 0.90	0.914	Good Fit
AGFI	≥ 0.90	0.894	Marginal Fit
TLI	≥ 0.90	0.991	Good Fit
CFI	≥ 0.90	0.992	Good Fit

Table 5. Hypothesis Test Results

Hypothesis	Path	Estimates	C.R.	P	Information
H1(+)	SC - IS	0.298	3.834	***	Accepted
H2(+)	CC - IS	0.369	5.032	***	Accepted
H3(+)	RC - IS	0.139	1.960	0.05	Accepted
H4(+)	IS - PI	0.408	5.530	***	Accepted

Notes: *Significant at $p < 0.1$; **significant at $p < 0.05$; ***significant at $p < 0.01$
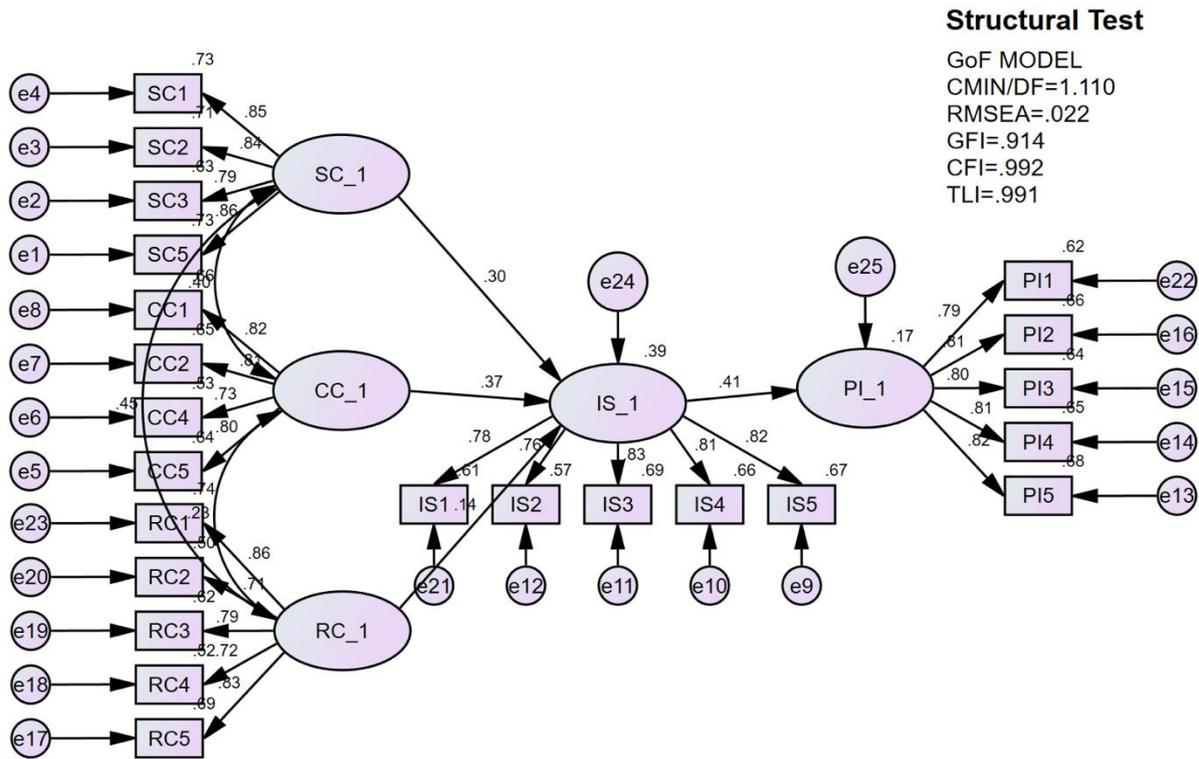
Figure 2. Standardized Amos Result

Table 6. Output Notes Age

Number of distinct sample moments:	552
Number of distinct parameters to be estimated:	88
Degrees of freedom (552 - 88):	464
Minimum was achieved	
Chi-square =535.410	
Degrees of freedom = 464	
Probability level = 0.012	

Table 7. Multigroup Analysis Age

Hypothesis	Path	15-20	21-25
H1	SC - IS	0.234 (p-value: 0.037**)	0.257 (p-value: 0.002**)
H2	CC - IS	0.475 (p-value: ***)	0.312 (p-value: ***)
H3	RC - IS	0.220 (p-value: 0.029**)	0.045 (p-value: 0.591[ns])
H4	IS - PI	0.575 (p-value: ***)	0.332 (p-value: 0.002**)

Table 8. Output Notes Gender

Number of distinct sample moments:	552
Number of distinct parameters to be estimated:	106
Degrees of freedom (552 -106):	446
Minimum was achieved	
Chi-square =779.176	
Degrees of freedom = 446	
Probability level = 0.000	

Table 9. Multigroup analysis gender

Hypothesis	Path	Man	Woman
H1	SC - IS	0.322 (p-value: 0.017**)	0.244 (p-value: 0.002**)
H2	CC - IS	0.543 (p-value: 0.006**)	0.355 (p-value: ***)
H3	RC - IS	-0.009 (p-value: 0.957^{ns})	0.156 (p-value: 0.028***)
H4	IS - PI	0.548 (p-value: 0.002**)	0.435 (p-value: ***)

Discussion

Table 5 shows the results of hypothesis testing, that all hypotheses are supported. The results show that social capital has an effect on information sharing. Based on research, structural capital means that if a buyer knows who and how to access information about consumer goods, then the desire to share the information they already have will increase. The more often someone communicates, the more information will be exchanged. This causes the buyer to have no difficulties in the future when they want to ask something about this product because they already know the target and the method. Language is a significant factor in connecting in social commerce. The absence of meetings or direct physical contact makes the language even more crucial. This language is one of the raw materials for forming cognitive capital. Cognitive capital will be more robust when buyers agree to use language easily understood between buyers and sellers. These results follow previous research Albawwat (2022) and Han et al. (2022).

Relational capital in this study states that buyers have mutual respect, which influences a person's desire to exchange information about consumer goods products, according to research results Hanifah & Vafaei-zadeh (2022). This could be because external parties are more influential in sharing information. The personality of each can also support this exchange of information if the respondent's personality is indeed open in cyberspace. The results of other studies also explain that social capital can increase brand passion, as one dimension of cognitive capital (ie, shared vision) and relational capital (ie, reciprocity) predicts brand passion (Wong, 2023).

Humans are social creatures who always need other people to meet their needs. In the real world or the virtual world, social commerce makes interactions between one another a significant thing. The exchange can be done either from the buyer's or seller's side. A platform's existence is also looming if more and more people are exchanging information on it. Well-known platforms like Twitter and Instagram will be a treasure trove for someone looking to find product information. A buyer with absolutely no information about consumer goods products can conduct questions and answers to anyone to explore something he wants to know and ends up buying the product.

The results in Table 7 explain that consumers aged 15-20 affect all hypotheses, but for consumers aged 21-25, one hypothesis is not supported, namely relational capital for sharing information. These results follow research Kazemi *et al.* (2022) and Obermayer & Toth (2020), where more accessible consumers tend to share information behavior, so consumers aged 15-20 often return to Instagram and Twitter to share information, in contrast to consumers aged 21-25, that is the reason the relational hypothesis is not supported in sharing information because consumers aged 21-25 are less interested in continually returning to Instagram or Twitter.

Table 9 shows that female consumers in the relationship between structural, cognitive, and relational capital on purchase intentions produce a significant positive relationship. Different results for male

consumers, in which one hypothesis is not supported, where relational capital does not affect consumer intentions to buy consumer goods products. These results follow research Berraies et al. (2020) and Fatemi et al. (2022) which explains that female consumers are more likely to share information on social media, especially Instagram and Twitter. This is because consumers believe the information shared will be helpful for themselves and others. Different results for male consumers where relational capital does not affect information-sharing behavior because men think this is unimportant, and men will share information if there is an error.

CONCLUSION AND RECOMMENDATION

This study states that the theory of social capital that affects triggering the process of exchanging information is only structural and cognitive capital. The concept of structural capital states that the more you understand and know to whom and how to access information, the smoother the exchange or provision of information will be. The information obtained helps buyers follow the development of these products as well. On the other hand, cognitive capital also explains that the easier the language used in discussing consumer goods products on Twitter or Instagram platforms, the higher the feeling of wanting to share or exchange information. This easy-to-understand communication model will make a buyer more confident in the information obtained and the seller himself. This research on relational capital states that the more familiar and the higher the respect for other people on the Twitter or Instagram platform, it does not make that person immediately wants to share the information they have. This incident could have occurred because the information held was felt to be very private. Other feelings of discomfort can also be triggered by fear of providing information that is not yet clear. On the

one hand, they do not want to share their information because they feel the information obtained is precious, giving rise to a selfish side to that person.

The behavior of sharing information indicates that the more people who provide positive information or comments about a consumer goods product, the higher the intention to buy the product. This positive information can be in the form of experience when using the product, procedures for using the product, or other information that can benefit oneself or others. The more people who tell these things, the more people will be curious about consumer goods products. Curiosity, if it goes straight with increased buying interest, in the end, the way out that someone will do is to buy a product.

In the type of age group, there is a difference between consumers aged 15-20 and consumers aged 21-25. The results show that younger respondents want to share information. The same result was also found in the female sex group, who preferred sharing information. This could become the company's target to focus more on female and young consumers aged 15-20 because of the characteristics of women who are easily influenced and influenced, as well as young consumers who like the virtual world.

The author hopes that future academics who wish to research the same topic will be able to change some of the things studied. It can change the original, non-durable goods, such as consumer goods, into durable goods, like furniture or something else. Other things can be changed, such as changing premium goods to non-premium goods. If these changes are implemented, new and more exciting research results are hoped to be found.

Based on research conducted by the author, it is hoped that the company can increase its promotion on the Twitter and Instagram platforms. This is because many consumers use the platform in their daily lives, and consumers still maintain their

desire to always be willing to provide the information they have. On the other hand, Word of Mouth (WOM) can also have an excellent effect on the company, such as increased sales and a good reputation. In light of the recent closures of TikTok shop, Instagram Live presents itself as a viable platform for the promotion of consumer goods. This research also only reads the characteristics of consumers from age and gender; it is hoped that in future research, it can use the characteristics of consumers at an older age, such as generation Y and can use educational or income background to determine consumer behavior through consumer spending to buy consumer goods.

This research does not represent an interest in buying products in general because it only focuses on the area of Java Island. The author hopes that in the future, if research is carried out on the same topic, the geographical reach can be expanded so that it can be generalized to other cities. Another hope from the author is the addition of variables so that it doesn't just stop at aspects of intention but also into aspects of cognition. It is hoped that future researchers will discover new and more diverse things.

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