

Original Article

# Factors that Determine the Urge to Switch from E-Commerce into Social Commerce for Indonesian People

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**Abstract** - The high penetration of social media in Indonesia is causing the occurrence of trade in social media called social commerce, this is causing various effects of encouragement, pull, and mooring for the community to switch from e-commerce to social commerce. This study aims to measure the urge to switch to using the PPM framework as its research model. The method used is non-probability sampling, with a minimum number of respondents of 100 people using the partial least squares method. The result of this study shows there's no correlation between push, pull, and mooring factor to the urge to switch. The results of this study have relevance for Indonesian product sellers in online media to sell the products in omnichannel regardless of choosing social commerce over e-commerce. This paper shows that Indonesian buyer doesn't think about what channel to buy the product, but use all channels available to find the best deals of product.

**Keywords** - Social Commerce, Switching Decision, Push-Pull Mooring framework

## I. INTRODUCTION

Marketing techniques have been experiencing vertical disruption which describes the relationship of the brand as an advertiser to the customer to horizontal which defines the brand as if it has its social character in the eyes of the customer [32]. Brands must be able to interact, blend, and form communities with customers, this causes the brand to change the customer's journey map to match the current situation. Kotler formulates A5 (aware, ask, appeal, act, advocate) as a new customer journey map [32].

There have been many studies studying the behaviour of customers in today online shopping. The behaviour characteristics are purchases made because of compliance with online communities [5], purchase intentions are based on trust in the platform [23], and the need to collect information from various online sources including social media [42] which is in line with the concept put forward by Kotler [32] that at this time the customer's decision to

shop is influenced by various social factors. The role of social media as a facilitator for customers to meet their social needs makes this platform as a means for selling while socialising and is called social commerce [61].

The majority of social commerce in Indonesia is performed on the Instagram and Facebook platforms. Besides, the number of millennials in Indonesia currently ranges from 60 million and 40% of them have an Instagram account [43]. Three things describe their shopping behaviour; they are connected customers, premium products, and experience [41]. Therefore, Instagram is the platform most widely used by SMEs (Small and Medium Enterprises) and traders in Indonesia [56].

Seeing a large number of Indonesians who are actively using social media, there is a big opportunity for online trading activities to move from e-commerce to using social media. Besides, addictive behaviours that can occur when using social media [36] may also occur when doing social commerce; this causes social commerce to give its attraction compared to e-commerce. However, there is currently no journal that discusses the factors that prompt the urge to switch from e-commerce to social commerce in Indonesia; therefore, this research aims to examine it.

Indonesian people tend to prefer shopping through social media. Sixty-two million people search for products through social media sellers, and 46 million people make transactions more than once a month. Social commerce is believed to provide benefits in the form of customer interaction, safe and practical. The same source also said that e-commerce seems complicated when used [46], which can lead to the behaviour of switching from using e-commerce to social commerce for shopping. Li & Ku's research is the basis for this research to assess what important factors cause a person to move to a social commerce platform [7]. Also, this study wants to find out more about customer behaviour after switching and making purchases in social commerce.



## II. LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

### A. Switching behaviour & PPM

Switching behaviour is commonly experienced in the context of online shopping. The definition of switching behaviour, according to Lin & Huang (2014), is migration from one place to another. Research on this subject has been widely reviewed in various journals [3][10][53][5]. One of the frameworks used to examine switching behaviour is Push, Pull and Mooring factor (PPM). The PPM discussion was initially applied in the context of population migration. However, over time, the PPM framework was applied to switching behaviour between two online shopping media [7]. By several studies, the PPM framework is relevant enough to understand switching behaviour in online domains such as web browsers (58), chat applications [53], and blogging [60].

PPM consists of three factors. Push factors are defined as adverse effects that cause the subject to move away from its original place, while pull factors are positive effects that cause a subject to move to a particular place [27]. Finally, mooring factors/mooring factors are personal or social factors that can facilitate or prevent switching decisions [53]. The PPM model is also used to examine whether the decision to switch to another platform is an indication for customers actually to move to that platform. While the findings of Li & Ku's research state that if customers have the urge to switch platforms, they truly realise the move [7]. Allegedly this phenomenon also occurs in social commerce.

Based on the theory, the hypothesis conceived is:

H1: The urge to switch from e-commerce to social commerce has a positive effect on actual actions toward the social commerce platform.

### B. Push Effect: Low transaction efficiency

There is an influence of the push factors that cause customers to switch from shopping in e-commerce to social commerce. Research conducted by Ramanathan says that efficiency in e-commerce has a positive effect on customer loyalty [48]. Also, in developing countries, e-commerce is one of the practical shopping solutions for customers. This practicality is due to an efficient e-commerce system.

Findings from Shareef et al. also say that trust, an essential factor underlying purchase decisions in e-commerce, can create a rigid system [51]. Besides requiring excessive effort to be used, this system also reduces the efficiency of one's shopping transactions, which impacts the urge to switch. The existence of efficiency factors also creates a strong relationship between customers and e-commerce, which causes a barrier to switching for customers [10]. Therefore, the impact of low efficiency on e-commerce can be a push factor for customers to move to use other substitutions in shopping.

Based on the theory, the hypothesis that is conceived is:

H2: The push effect in the form of low efficiency of e-commerce has a positive impact on the urge to switch from e-commerce to social commerce

### C. Pull Effect: Sociability (social presence, social benefit, social support, self-presentation)

Preece describes sociability as a social interaction that occurs within an online community [47]. Social interaction between users communicates with the help of technology. Research by Gao et al. based on Preece's research concludes that there are six aspects of sociability, including social environment, the abundance of interactions, formal interactions, humans, social benefits and self-presentation. The Instagram platform provides sociability features through Instagram stories, Instagram TV, comments, and direct messages. Instagram is also a selling platform for its users [17]. Therefore, it is called a social commerce platform. According to Li's research, shopping at social commerce shows that customers feel the social presence, social support and high closeness with other users [37], this is the main attraction in the social commerce platform. Therefore, sociability, which consists of four factors, including social presence, social support, social benefits, and self-presentation are attractive factors for customers to shop on social commerce platforms.

Social presence is defined as a feeling of warmth when interacting on a platform [21]. Besides, a social presence can make platform users feel social ties with the interlocutors even though they are not physically there [30]. Practically, social presence is marked by a choice of words and special symbols when interacting on the platform [40]. Hassanein & Head suggest that the more intense the social presence felt by customers, the higher the decision to buy through the platform [24]. The findings of Hajli et al. also states that social presence factors have a positive effect on purchasing decisions [21], this states that social presence has an attractive factor for users to make purchases through social commerce.

Based on the theory, the hypothesis conceived is:

H3: Perception of social presence from social commerce has a positive influence on the urge to switch from e-commerce to social commerce

Social support is defined as the exchange of information that causes a person to feel loved and valued in a social group/community [11]. Social support is divided into two types, particularly information support in the form of recommendations and suggestions for solving problems and emotional support in the form of a sense of understanding and empathy [55]. In the context of social commerce, Instagram social media provides a platform for users to exchange information. Information exchange in the form of exchange of product and shopping information as well as product purchasing experience [38]. Liang et al. also state that supportive social support between users on a platform increases the possibility for users to perform social commerce on that platform.

Based on the theory, the hypothesis that is conceived is:

H4: The perception of social support from social commerce has a positive effect on the urge to switch from e-commerce to social commerce

Social benefits are explained into two factors: feelings of familiarity and closeness [7]. Feeling accustomed to social commerce is shown as an effective factor, where experience factors play a significant role in shaping these feelings. Lee & Kwon say that there is a positive influence from feeling accustomed toward the urge to continue using the platform [35]. When applied in a shopping context, customers tend to use platforms that provide emotional stimulus. The closeness between users gives rise to emotional ties, which are shown in the form of moral support, intense urge, and tolerance of shortcomings from others. Lee & Kwon emphasise that feelings of closeness give rise to intimacy, which provides a stronger emotional stimulus than feeling accustomed [35]. With the availability of features in the form of exchanging personal messages on social media Instagram, this shows the existence of emotional feelings both of these things are attractive factors for e-commerce users to switch to social commerce.

Based on the theory, the hypothesis that is conceived is:

H5: Perception of social benefits from social commerce has a positive effect on the urge to switch from e-commerce to social commerce.

Self-presentation is a way for someone to present themselves in the eyes of others as they wish. The process of self-presentation is typical in the context of social media. Users try to control, change, and maintain their self-image in the eyes of others [44]. An image that gives a positive impression in the eyes of others provides its benefits for that person [7]. This is stated by the research of Ellison et al. which says that there is a tendency for uploading photos and user stories to be represented positively rather than negatively [13]. Instagram social commerce provides various social features such as galleries, story features, and live Instagram as a place for users to represent themselves, which causes in addition to shopping, social commerce users can also build their self-image and show their identity in the eyes of others.

Based on the theory, the hypothesis that is conceived is:

H6: Self-presentation in social commerce has a positive outcome on the urge to switch from e-commerce to social commerce

#### ***D. Mooring Effect: Conformity, Personal Experience***

The mooring effect is identified by two things, particularly conformity and personal experience [7]. Conformity is defined as someone's actions to adapt in his/her social circle to be accepted [34]. Social pressure factors are very influential on the adjustment of a person in a particular community. Social pressure forces users to perform actions that are considered reasonable by the group [14]. Social commerce customers tend to make purchases due to their urge to adjust to their social circle. Instagram, as a social media, in this case, is positioned as a

tool for someone to adjust their behaviour to their social circle. Therefore, purchasing decisions via Instagram by individuals is because they want to get social acceptance from their friends [8].

Personal experience in online shopping for each user is different. For inexperienced customers, they seek information with another more experienced customers [7]. This information affects the customer's trust to shop on the platform. Li & Ku also explained that social interaction in social media could increase the decision to switch to shopping in social commerce.

Based on the theory, the hypotheses conceived were:

H7: Conformity in social commerce has a positive effect on the urge to switch from e-commerce to social commerce.

H8: Personal experience has a positive effect on the urge to switch from e-commerce to social commerce.

The PPM Framework states that the mooring effect also acts as a moderation between the Push effect and the Pull effect. This statement is reinforced by Bansal, which states that not only the mooring effect has a direct impact on the decision to switch, the mooring effect also moderates the push and pull effects [1].

Conformity causes the advice of experienced users that can affect other users [34]. Instagram social media provides social orientation in shopping, prompting someone to get information from social networks. If in the scope of a particular person's friendships mostly do social commerce, then that person tends to want to adjust their behaviour by using social commerce. Besides, if the scope of friendship believes that transactions in e-commerce are inefficient, then that person tends to follow the opinions of others and move to social commerce [7].

Based on the theory, the hypotheses conceived are:

H9: Compliance positively moderates the effect of impulse with the urge to switch from e-commerce to social commerce.

H10: Conformity positively moderates the relationship of the pull effect to the urge to switch from e-commerce to social commerce.

The experience causes a person to become proficient and understand more in using online shopping services. Experienced users know about choosing without being influenced by the opinions of others [4]. It is emphasised in Li & Ku's research that experienced people are more confident with their own decisions compared to information provided by their social environment through social media, and this causes the experience to weaken the pull effect of social commerce [7]. Besides, experienced users can evaluate shopping platforms based on their quality [59]. Through the learning process, platform users can learn to choose which platform suits their needs [4]. If e-commerce is not efficient, experienced users with the knowledge possessed look for another alternative for shopping.

Based on the theory, the hypotheses conceived are:  
 H11: Personal experience moderates positively the relationship between the effect of encouragement and the urge to switch from e-commerce to social commerce

H12: Personal experience negatively moderates the relationship of the pull effect on the urge to switch from e-commerce to social commerce

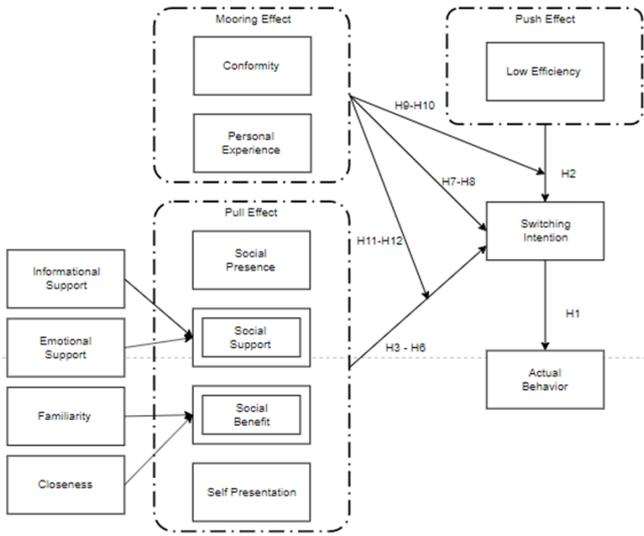


Fig. 1 Proposed Conceptual Framework

### III. RESEARCH METHODS

#### A. Measurement development

A survey method by distributing questionnaires is used for this study. The measurement scale used in this study is a 7-point Likert scale from 1 (strongly disagree) to 7 (strongly agree). The push factor consists of 1 variable, specifically low efficiency, tested in 3 items adapted from the research of Ellahi & Bokhari [12] and Khalifa & Liu [29]. The pull factor consists of 4 variables, particularly social existence, social support, social benefits, and self-presentation. The social existence variable was tested in 4 items which were adapted from Animesh et al. The social support variable includes information support and emotional support variables. The information support variable was tested in 4 items, and social support was tested in 5 items which were adapted from the research of Liang et al. [38]. The social benefit variable in which there are three items of familiarity variable and the four items of

proximity variable and adapted from the research of Ng [45] and Lee & Kwon [35]. The self-presentation variable was adapted from the research of Seidman [50] and Shin & Kim totalling six items. The Mooring effect consists of 2 variables, precisely conformity and personal experience. The conformity variable was tested in 4 items adapted from the research by Kahle [28] and Kim & Park [31]. Personal experience variables were tested in 3 items adapted from the research of Hsieh et al. [26] and Bernard & Makienko [2]. The urge to switch was tested in 3 items adapted from the study of Bansal et al. [1]. Actual behaviour was tested in 2 items adapted from the research of Hsieh et al. [26].

#### B. Administration Survey

This research examines customers' urge to switch prompted by PPM factors on two shopping platforms in Indonesia; those are Instagram and Tokopedia. Each platform has its characteristics for shopping. Instagram is a social commerce platform which prioritises social interaction between users as a purchasing decision, while Tokopedia is an e-commerce platform that prioritises shopping efficiency for its users.

The respondents chosen for this study have at least made a shopping transaction on the Tokopedia e-commerce platform and also a social media user on Instagram. The research method used is non-probability sampling with a convenience sampling technique [54]. Calculation of the number of samples according to Hair et al. [19] there are at least 30 samples for the method of partial least squares. However, this study uses respondents totalling at least 100 respondents to achieve accurate results. The questionnaires distributed to collect sample data was using Google forms and circulated online.

### IV. RESULTS AND DISCUSSIONS

#### A. Results

The number of respondents who participated in this study was 187 respondents. Of the 187 respondents, 45 respondents did not meet one of the two conditions previously stated. Therefore, valid respondents are 142 respondents. The following is a demographic table of the respondents' profiles that have been collected.

**Table 1. Respondent Characteristics**

Characteristic	Description	Frequency	Percentage
Gender	Male	56	39,44
	Female	86	60,56
Age	Under 18 years old	5	3,5
	18-24 years old	69	48,59
	25-39 years old	33	23,24
	40-54 years old	24	16,90
	55-75 years old	11	7,75
	75 years old above	0	0,0
Education Level	Elementary School	0	0,0
	Jr. High School	0	0,0
	High School	13	9,15
	Bachelor degree	114	80,28
	Master degree	15	10,56
	Doctorate degree	0	0,0
Duration of surfing on social media within one day	0-3 hours	75	52,82
	exceeding 3-6 hours	54	38,03
	exceeding 6-9 hours	8	5,63
	exceeding 9 hours	5	3,52
Devices used for online shopping (can be more than 1 device)	Smartphone	137	96,48
	Desktop	31	21,83
	Tablet/Ipad	3	2,11
Frequency of online shopping within the last 3 months	0 times	8	5,63
	1-3 times	85	59,86
	4-6 times	31	21,83
	7-9 times	9	6,34
	10 times over	9	6,34
The average expenditure for online shopping within 1 month	Below Rp 200.000	34	23,94
	Rp 200.000-Rp 1.000.000	84	59,15
	Rp 1.000.000-Rp.5000.000	23	16,20
	Rp 5.000.000-Rp.25.000.000	1	0,70
	Above Rp 25.000.000	0	0,0

Based on the demographic table above, there are 10% more female respondents than men. Also, 90.84% of respondents have a university education. The data with the highest percentage include 0-3 hours of surfing on social media in 1 day as much as 52.82%, the use of smartphones to shop online by 96.48%, 1-3 times online shopping in the last three months and the average expenditure for shopping online in the amount of Rp. 200,000 to Rp. 1,000,000 of 59.15%.

Examination of this research model was carried out using the partial least squares (SEM-PLS) method. According to Hair et al. (2018), examination using SEM-PLS is more suitable when research data are not normally distributed. The application used to analyse this model was SmartPLS. The first test is the validity and reliability test for each variable, then continue with the hypothesis test to see the significance of the relationship between variables.

Before the data analysis is performed, the push effect variable in the form of low efficiency is arranged in a positive sentence behind the scale first. Survey data collection were carried out in bootstrapping with 5000 subsamples to see the significance of the PLS path model.

The first step is to evaluate the measurement model. Validity test is performed on each question item with a factor loading above 0.5 (Hair et al., 2011). All questions passed the validity test, and the results are shown in the table below. The reliability test was carried out by measuring the Cronbach Alpha value and the composite reliability (CR) method. Convergent validity test was performed using the average variance extracted (AVE) method with values over 0.5. Based on Hair et al. (2011), each variable is declared reliable if it has a composite reliability value over 0.7 and a Cronbach Alpha value beyond 0.6. All variables that have been tested for validity and reliability are shown in the table below.

**Table 2. I Result Indicator, Loading Factor, Cronbach's alpha, Composite Reliability, and Average Variance Extracted**

Indicator	Loading Factor	Cronbach's alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)					
<b>First Order Construct</b>					2. ES2	0.958			
Low Efficiency Subscales		0.869	0.855	0.669	3. ES3	0.949			
1. EF1	0.654				4. ES4	0.933			
2. EF2	0.770				5. ES5	0.919			
3. EF3	0.993				Familiarity Subscales		0.848	0.909	0.769
Conformity Subscales		0.828	0.886	0.664	1. FA1	0.890			
1. CO1	0.687				2. FA2	0.919			
2. CO2	0.908				3. FA3	0.818			
3. CO3	0.905				Closeness Subscales		0.878	0.916	0.733
4. CO4	0.736				1. CL1	0.889			
Personal Experience Subscales		0.698	0.825	0.612	2. CL2	0.889			
1. PE1	0.782				3. CL3	0.859			
2. PE2	0.845				4. CL4	0.785			
3. PE3	0.714				Self Presentation Subscales		0.922	0.937	0.713
Social Presence Subscales		0.868	0.911	0.719	1. SPr1	0.799			
1. SP1	0.730				2. SPr2	0.799			
2. SP2	0.900				3. SPr3	0.815			
3. SP3	0.880				4. SPr4	0.873			
4. SP4	0.871				5. SPr5	0.923			
Informational Support Subscales		0.937	0.955	0.841	6. SPr6	0.851			
1. IS1	0.905				Switching Intention Subscales		0.937	0.960	0.889
2. IS2	0.938				1. SI1	0.908			
3. IS3	0.926				2. SI2	0.956			
4. IS4	0.898				3. SI3	0.963			
Emotional Support Subscales		0.961	0.970	0.865	Actual Behavior Subscales		0.891	0.948	0.901
1. ES1	0.888				1. AB1	0.936			
					2. AB2	0.961			
					<b>Second-Order Construct</b>				
					Social Benefit		0.915	0.932	0.663
					Social Support		0.927	0.963	0.744

Further, a discriminant validity test is performed. This test is declared valid if the result of the square root of the average variance extracted is the highest compared to the

correlation of the numbers of other variables. All variables are declared valid against the discriminant validity test and are displayed in the table below.

**Table 3. Discriminant validity test**

	Actual Behavior	Closeness	Conformity	Emotional Support	Familiarity	Informational Support	Low Efficiency	Personal Experience	Self Presentation	Social Presence	Switching Intention
Actual Behavior	0.949										
Closeness	0.425	0.856									
Conformity	0.334	0.569	0.815								
Emotional Support	0.409	0.600	0.448	0.930							
Familiarity	0.377	0.772	0.573	0.555	0.877						

Informational Support	0.416	0.602	0.509	0.739	0.540	0.917					
Low Efficiency	-0.260	-0.382	-0.414	-0.423	-0.362	-0.439	0.818				
Personal Experience	0.264	0.447	0.474	0.358	0.369	0.418	-0.325	0.782			
Self Presentation	0.415	0.685	0.521	0.477	0.581	0.529	-0.210	0.521	0.845		
Social Presence	0.535	0.474	0.398	0.478	0.443	0.527	-0.423	0.416	0.447	0.848	
Switching Intention	0.206	0.435	0.452	0.389	0.540	0.461	-0.211	0.323	0.421	0.287	0.943

Discriminant validity test result states that the root value of AVE for each variable has the highest value compared to the correlation of the numbers of other variables, therefore this study is declared valid in this test.

Third, hypothesis testing is performed by ignoring the moderating factor of the suitability variable and personal experience. The requirements for a hypothesis are accepted if it has a p-value below 0.005 and t-statistics above 1.96. Each hypothesis is described in the following chart and table.

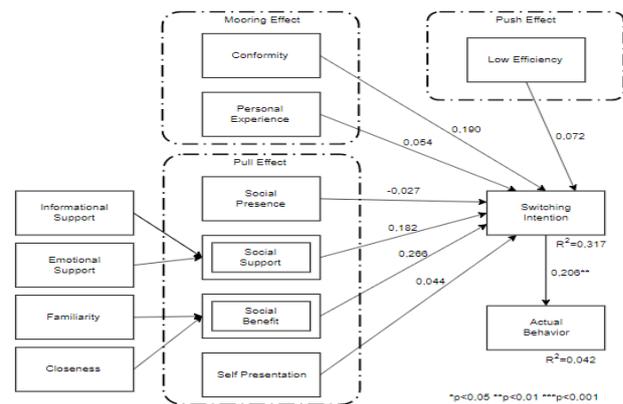


Fig. 1 Hypotheses Analysis Result

Table 4. Result from H1 to H8

Hypotheses	Coefficient	T-statistics	P-Values	Note
Switching Intention → Actual Behavior (H1)	0.206	2.817	0.005	Hypothesis accepted
Low Efficiency → Switching Intention (H2)	0.072	0.426	0.670	Hypothesis rejected
Social Presence → Switching Intention (H3)	-0.027	0.285	0.776	Hypothesis rejected
Social Support → Switching Intention (H4)	0.182	1.537	0.124	Hypothesis rejected
Social Benefit → Switching Intention (H5)	0.266	1.905	0.057	Hypothesis rejected
Self Presentation → Switching Intention (H6)	0.044	0.362	0.718	Hypothesis rejected
Conformity → Switching Intention (H7)	0.190	1.858	0.063	Hypothesis rejected
Personal Experience → Switching Intention (H8)	0.054	0.574	0.566	Hypothesis rejected

From the results of the processing of smart plus, the R2 value of the desire to switch is 0.317, and the actual behaviour is 0.042. In hypothesis testing, a positive and significant correlation occurs between the desire to switch and actual behaviour and is marked with h1 received. Regarding the effect of the push toward the urge to switch, low efficiency does not affect the urge to switch. Therefore,

h2 is rejected. Also, the effect of push in the form of social presence, social support, social benefits, and self-presentation does not influence the urge to switch. Thus h3, h4, h5 and h6 are rejected. The effect of mooring in the form of conformity and personal experience does not influence the urge to switch; therefore, h7 and h8 are rejected.

Lastly, to measure the effects of moderation, the variable of conformity and personal experience is connected to the correlation between each effect on the urge to switch.

In smart plus, the analysis is performed using the product indicator calculation method. The test results are shown in the following table.

**Table 5. Result from H9 to H12**

Hypotheses	Moderation correlation	Coefficient	T-statistics	P-Values	Note
H9	Conformity – Low Efficiency → Switching Intention	-0.172	1.502	0.133	Hypothesis rejected
H10	Conformity – Self Presentation → Switching Intention	0.030	0.211	0.833	Hypothesis rejected
	Conformity – Self Presentation → Switching Intention	-0.245	1.492	0.136	
	Conformity – Self Presentation → Switching Intention	0.017	0.141	0.888	
	Conformity – Self Presentation → Switching Intention	0.245	1.648	0.100	
H11	Personal Experience – Low Efficiency → Switching Intention	0.252	1.695	0.090	Hypothesis rejected
H12	Personal Experience – Self Presentation → Switching Intention	-0.084	0.581	0.561	Hypothesis rejected
	Personal Experience – Self Presentation → Switching Intention	0.270	1.577	0.115	
	Personal Experience – Self Presentation → Switching Intention	0.163	1.028	0.304	
	Personal Experience – Self Presentation → Switching Intention	-0.140	0.913	0.361	

Based on the data in the table, moderation of the conformity variable does not affect the correlation of the push effect on the urge to switch. Also, the conformity variable does not influence the correlation of the pull effect on the urge to switch. Therefore h9 and h10 are rejected.

The moderation of personal experience variables does not affect the correlation of the push effect on the urge to switch. The personal experience variable also does not moderate the association of the pull effect to the urge to switch. Therefore, h11 and h12 are rejected.

**B. Discussion**

Based on the research results, there are several significant findings related to the PPM framework concept to see the decision to switch from e-commerce users to social commerce users. The primary purpose of this study is to prove whether the PPM factor studied by Li & Ku (2017) provides the same results for the desire to switch from using e-commerce to social commerce in Indonesia.

First, there is a significant correlation when someone has the intention to switch; it will be realised with concrete actions supported by various TAM research in information systems [16][49][18]. Therefore, this finding can expand the realm of TAM research to include social commerce as its research object.

Furthermore, with the rejection of the hypothesis related to the push effect (h2), the pull effect (h3-h6), the mooring effect and its moderation (h7-h12) shows that the factors contained in PPM are less able to describe the urge to switch from the e-commerce user to social commerce. This study contradicts the results of Li & Ku's study (2017), where all the research hypotheses were accepted. Also, the R square value of 0.317 indicates that there are

still many other factors that can be used as a reference to influence the urge to switch. Other findings, such as the use of mobile devices that dominate people's online shopping (96%) might also provide a new factor for users when they want to switch platforms. Several journals discuss the urge to switch in a mobile context [53][9][52]. Some inputs for push factors such as quality, price perception, technical issues, customer service, et cetera. Pull factors include dissatisfaction, boredom, motivation, affective interest, et cetera. Mooring factors include transition costs, commitments, past restitution, et cetera. All factors mentioned can be used for further research.

Further, based on the examination of each variable in validity and reliability shows that the push effect factor, the pull effect and the mooring effect do occur and are experienced by respondents in Indonesia. Still, these various factors do not affect their urge to switch platforms when shopping online, this shows that respondents who shop online, it is not the media or the shopping platforms that are important, but how these factors affect the attitude of shopping and the convenience of shopping for customers. This finding is in line with several studies conducted by He et al. [25], Xiao [57], Hansen [23] concerning customer attitudes and behaviour when shopping.

Managerial implications of this study have relevance for product sellers on the online platform, both e-commerce and social commerce. Cross-sectional data are taken from respondents with the highest percentage (60% of respondents) with the characteristics of accessing smartphones for shopping, surfing on social media between 0-6 hours, bachelor educated, and spending online shopping under Rp. 1,000,000 - is the primary concern for

the seller of the product for the segment. This characteristic is characterised by experiencing PPM factors, being quite socially active using a smartphone, highly educated shows that all dimensions of the above factors are essential to be taken care of by online product sellers. However, with no urge to switch shows that the customer is not concerned with which media are used to shop; thus, the seller can implement an omnichannel strategy with good experience to reach customers.

**V. CONCLUSION**

The results show that there is no effect of the pull, push, or mooring effect factors on the urge to switch. However, there is an influence of the desire to switch toward actual behaviour. This study shows that the dynamics of customer behaviour in Indonesia in switching platforms are different from customers in Taiwan[7], although both have similar demographic characteristics. For future researches, they can examine other factors that influence the urge to switch, as well as to look for what variables are influenced by factors of push, pull and mooring presented in this study.

**VI. IMPLICATIONS AND SUGGESTIONS**

**A. Managerial Implications**

Based from this research, PPM framework used to measure the factor of switching intention between e-commerce and social commerce shows that Indonesian online buyer behaviour isn't based on which channel they are using to do online shopping. This shows that Indonesian online buying behaviour is leaned towards the products which it sold. If the availability and the price of the products match their intention to buy, then they will buy it from whichever channel that products available. This gives insight to the online seller and online marketer to make sure their products are always available in all channel. This leads to research about omnichannel, which nowadays it's a must for an online seller.

**B. Future Research**

There still exists another method which can be used to measure switching intention between social commerce and e-commerce. PPM framework, which is used in this research, should include another variable that relates or relevant to the products, not the channel where the products are sold. To expand this research, further research on omnichannel topics in Indonesia should be conducted.

**APPENDIX**  
**Appendix 1. Questionnaire Items**

<i>Variable</i>	<i>Code</i>	<i>Indicators</i>
<b>Social Presence</b>	SP1	<i>When surfing Instagram, interaction with other customers is personal.</i>
	SP2	<i>When surfing Instagram, the interaction with other customers is warm</i>
	SP3	<i>When surfing Instagram, the interaction with other customers is humanising</i>
	SP4	<i>When surfing Kids home, the interaction with other customers is friendly.</i>
<b>Social support</b>	<b>Informational support</b>	
	IS1	<i>When I encounter a problem, some people on Instagram give me information to help me overcome the problem.</i>
	IS2	<i>On Instagram, some people offer suggestions when I need help.</i>
	IS3	<i>When I am faced with difficulty, some people on Instagram help me discover the cause and offer suggestions</i>
	<b>Emotional support</b>	
	ES1	<i>When I am faced with difficulty, some people on Instagram are on my side.</i>
	ES2	<i>When I am faced with difficulty, some people on Instagram comfort and encourage me</i>
	ES3	<i>When I am faced with difficulty, some people on Instagram express interest in me and are concerned with my well-being.</i>

<b>Social benefit</b>	<b>Familiarity</b>	
	FA1	<i>I am familiar with my friends on Instagram through message exchanges.</i>
	FA2	<i>I am familiar with my friends on Instagram through information sharing.</i>
	FA3	<i>Compared with other users, I am more familiar with friends on Instagram.</i>
	<b>Closeness</b>	
	CL1	<i>I feel a sense of closeness with my friends on Instagram.</i>
	CL2	<i>I feel a sense of intimacy with my friends on Instagram.</i>
	CL3	<i>I feel that my friends' product recommendations or product reviews on Instagram are a very important part of my shopping life</i>
<b>Self-presentation</b>	SPr1	<i>I usually update my profile on Instagram.</i>
	SPr2	<i>I can express my opinions through publishing articles on Instagram.</i>
	SPr3	<i>I share my personal information and living conditions on Instagram.</i>
	SPr4	<i>I tell my stories on Instagram.</i>
	SPr5	<i>I present personal information on my profile on Instagram.</i>
<b>Efficiency</b>	EF1	<i>Processing transactions on Tokopedia are efficient (e.g., fast retrieval of information, ordering, payment processing and scheduling deliveries).</i>
	EF2	<i>The Tokopedia search function is quick</i>
	EF3	<i>Tokopedia provides customised applications.</i>
<b>Conformity</b>	CO1	<i>I always follow the opinions of the majority</i>
	CO2	<i>Others must think well of how I behave and act</i>
	CO3	<i>When I am uncertain on how to act in a social situation, I try to imitate others.</i>
<b>Personal experience</b>	PE1	<i>In the past, I usually shopped online</i>
	PE2	<i>In the past, I seldom changed the way I shopped online.</i>
	PE3	<i>I know everything about online shopping stores.</i>
<b>Switching intention</b>	SI1	<i>I'm most likely to switch from Tokopedia to Instagram within 2 months.</i>
	SI2	<i>I'm probably switching from Tokopedia to Instagram within 2 months.</i>
	SI3	<i>I'm certain to switch from Tokopedia to Instagram within 2 months.</i>
<b>Actual behaviour</b>	AB1	<i>Regarding usage frequency, I usually use Instagram every day.</i>
	AB2	<i>I spend more time on Instagram than on Tokopedia.</i>

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