

Social Commerce Adoption Based UTAUT Model for Consumer Behavior: Iraq Small and Medium Enterprise

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ABSTRACT-- Using of e-commerce is one of the Internet's most far-reaching influences. Particularly, in terms of business and market models where Social commerce is proved to be a significant topic in information systems, where fast increasing online shops e-commerce platforms assisting in increasing customer engagement and sales. As a result, social media has evolved into a far more significant platform for the retail business. This research examines the impact of social commerce on customer behavior and intention to use electronic purchasing in the Iraqi local market, based on the suggested expanded Unified Theory of Acceptance and Use of Technology (UTAUT) model. The purpose of this paper is to analyses crucial elements using an empirical research as well as a quantitative survey questionnaire administered to social media users, with 410 valid responses where we conducted analysis on these responses by using SPSS package All participants can envisage the importance of e-commerce. The results also showed that the majority of the participants embrace the concept of e-commerce and react favorably to it. Further, the findings highlight that performance expectancy has a positive effect on behavioral intention and the actual use to adopt social commerce. The inclusion into the proposed model of relevant insights obtained from the interviews, the questionnaire, and the focus group ensures that the model has both theoretical and practical validity where study considers the major effect of Iraqi customers' behavioral intentions and their culture on social commerce. The analysis also considered nine dependent variables, including customer adoption and confidence in social commerce.

Keywords--- *social commerce, ecommerce, electronic purchasing, extended UTAUT, consumer behavior, behavioral intention, quantitative, survey, questionnaire.*

