

INNOVATION SCIENCE AND TECHNOLOGY



Scopus || Electronic journal specializing in Scopus

ISSUE 6

 **Acceptance of papers June, 2025**



**Acceptance of
papers**
Published monthly



Topics
economics,
technology, social
sciences



EDITOR-IN-CHIEF:

Mirzaliev Sanjar Makhmatjon ugli

DEPUTY EDITOR-IN-CHIEF:

Makhmudov Nosir Makhmudovich
DSc., Prof., Academician

DEPUTY EDITOR-IN-CHIEF:

Ochilov Bobur Bakhtiyor ugli – Senior
lecturer at TSUI

THE SCIENTIFIC-POPULAR ELECTRONIC
JOURNAL **"INNOVATION SCIENCE AND
TECHNOLOGY"** HAS BEEN REGISTERED
UNDER THE NUMBER **C-5669633** BY THE
AGENCY FOR INFORMATION AND MASS
COMMUNICATIONS (AOKA) OF THE
REPUBLIC OF UZBEKISTAN, EFFECTIVE
FROM OCTOBER 9, 2024.

CONTACTS

Phone: **97-748-70-03**

Website: <https://ist-journal.uz>

Email: munis.iriskulova@gmail.com

The scientific electronic journal "Innovation Science and Technology" has been included in the list of scientific publications recommended for the publication of main scientific results of dissertations for the award of PhD and DSc degrees in economics and technical sciences, in accordance with the Resolution No. 370 of the Presidium of the Higher Attestation Commission of the Republic of Uzbekistan, dated May 8, 2025.

Editorial board:



Sharipov Kongiratbay Avezimbetovich,
Doctor of Technical Sciences (DSc), Professor



Abdurakhmanova Gulnora Kalandarovna,
Doctor of Economic Sciences (DSc), Professor



Cham Tat Huei,
Doctor of Philosophy (PhD), Professor (Malaysia)



Muhammad Imran Sadiq
Doctor of Philosophy in Economics (PhD),
Professor, Malaysia



Ahmed Aziz Ismail
Doctor of Technical Sciences (DSc),
Professor (Egypt)



Lee Chin
Doctor of Philosophy in Economics (PhD),
(Malaysia)



Asongu Simplicé
Doctor of Philosophy in Economics (PhD),
Cameroon



Rui Dang
Doctor of Chemistry (DSc), Professor, China



Zahoor Ahmed
Doctor of Philosophy in Economics (PhD), Turkey



Shujaat Abbas
Doctor of Philosophy in Economics (PhD), Russia



Tina A Coffelt
Doctor of Philosophy in Educational Sciences
(PhD), USA



Judy B. Smetana
Doctor of Philosophy in Economics (PhD), USA

CONTENTS

Decoding the crypto ecosystem: a bibliometric and conceptual study of blockchain assets and their alignment with sustainability goals.....	6
Sultonov Ikromjon Shukhratjon ugli, Dr Maya Sari SE MM, Adon Asep Miftahuddin	
Taxation in transition: a comparative analysis of indonesia and uzbekistan's tax systems (2011–2023).....	15
Masharipov Azizbek Murodjon ugli, IDA Farida Adi Prawira, Prof, Dr. Alfira Sofia	
Traditional methods of assessing the effectiveness of women's entrepreneurship.....	21
Raxmonova Aziza Tolibovna	
Educational costs.....	27
Usanova Mekhriniso Norkobil kizi, Toni Heryana	
Sustainable development of foreign investments in uzbekistan's economy: analysis, challenges, and opportunities.....	32
Khusanova Khojiyabonu Rovshan kizi, Denny Andriana	
The role of transportation in improving the export potential of the national economy.....	40
Narziyev Umidjon Baxrillayevich	
Methodology of teaching english: traditional and modern approaches.....	46
Ravshanova Ziyoda Qahramon Qizi, Xoliqova Dilafruz Shuhratovna	
Work-life balance, teacher wellbeing, and educational outcomes: a cross-national analysis toward achieving sdgs 3 and 4.....	50
Rikhsiboev Azamat Murodali ugli, Dr.askolani, SE.,MM, Annisa Ciptagustia, SE.,M.Si	
Simple innovations and firm performance in transitional economies: a qualitative case study of artel electronics in uzbekistan.....	59
Alloyorov Xondamir Nurmurod ugli, Dr. Mokh. Adib Sultan ST, MT	
Integrating data science into innovative approaches to working capital management for enhancing financial stability in enterprises.....	68
Doniyor Khoshimov, Ilmurod Kungratov Kuzibay ugli	
Characteristics of interstitial nephritis against the background of uropathy in children.....	76
Aralov Mirza Djurakulovich	
Ways and methods of using renewable energy sources in industrial enterprises.....	79
Bobobekov Ergash Abdumalikovich	
Understanding the role of accounting reports in financial control: evidence from uzbek enterprises.....	84
Abdimurodov Ulug'bek Olimjonovich, Aristanti Widyaningsih, Toni Heryana	
Nalyzing the impact of investment volume in the tourism sector on the regional gross domestic product (case study of samarkand region).....	89
Shukurov Ikrom Abdurashitovich	
Types of accommodation facilities in uzbekistan and their characteristics.....	92
Ikramov Akbar	
Controlling inflation in uzbekistan: the role of monetary and fiscal policy.....	97
Bahodirov Jahongir, Omonova Navruzoy	
Digital banking: is it possible to open a digital bank in uzbekistan.....	102
Abdushukurov Dilshodbek Shovkat ugli, Dr Maya Sari SE MM	
From soviet legacy to global identity: the brand strategy of uzauto motors.....	109
Movlonov Bekzod Baxtiyor Ugli, Prof. Dr. Vanessa Gaffar, Arief Budiman	
Revisiting the returns to education and gender wage disparities in indonesia: evidence from IFLS4.....	115
Kurbonov Davronbek Sherali ugli, Dr. Mokh. Adib Sultan ST, MT, Dr. Adon Asep Miftahuddin	
Comporative analysis of accounting in indonesia and uzbekistan.....	122
Abdimuradov Shohjahon Olimjon ugli, Aristanti Widyaningsih, Tony Heryana, Yusupov Komaliddin Bakhtiyor Ugli	

Problems in the accounting of long-term assets and their solutions based on international experience.....	126
Rizakulov Abdurauf Abdimutalibovich	
Analysis of the economic efficiency and market competitiveness of BMB za'faron brand products.....	131
Mirgulom Usmanov	
Issues of improving the essence, classification, and identification criteria of extra-large and large taxpayers.....	134
Xushatov Nuriddin Maxmatqulovich	
Analysis of practical proposals for further improvement of tax administration in uzbekistan.....	141
Umid Kh. Normurzayev	
Modern directions for developing a service provision system based on digital platforms.....	149
Berdiqulova Madina Zokir qizi, S.B.Boboqulov	
The impact of online motivation and trust on purchase intention in social media: a qualitative study among upi students	154
Akhmadov Javokhir Abror ugli, Vanessa Gaffar, Arief Budiman	

THE IMPACT OF ONLINE MOTIVATION AND TRUST ON PURCHASE INTENTION IN SOCIAL MEDIA: A QUALITATIVE STUDY AMONG UPI STUDENTS

Akhmadov Javokhir Abror ugli

Tashkent state university of economics and Universitas Pendidikan Indonesia

Vanessa Gaffar

Faculty of economics, Universitas Pendidikan Indonesia, Bandung, Indonesia

Arief Budiman

Faculty of economics, Universitas Pendidikan Indonesia, Bandung, Indonesia

Abstract: Even with the social commerce boom in Indonesia, still the psychological factors that drive student purchase intentions are not well understood. A research has been conducted to find out how online motivation and trust impact students' purchasing behavior on social media platforms to be more specific students of Universitas Pendidikan Indonesia (UPI). The research also employs thematic analysis of interviews with a chosen sample of 10 participants. A qualitative methodology was adopted to collect data by employing ten semi-structured face-to-face interviews with participants. Through thematic analysis, four prominent themes such as (1) impulse-driven and peer-influenced motivation, (2) trust formation through social proof and seller transparency, (3) the emotional and visual appeal of content and (4) the interdependence of motivation and trust in shaping purchase decisions have been found. The results show that trust acts as a catalyst for motivation and frequently is the decisive factor if it is going to be turned into actual behavior. Besides, the role of impulse motivation and social proof has been stressed the most. These conclusions are quite significant for marketers, educators, and platform developers who intend to enable ethical and efficient engagement with digitally savvy youth in Indonesia.

Key words: Social commerce, purchase intention, motivation, trust, UPI students, social media, qualitative research.

INTRODUCTION

To state something very obvious, the vibrant digital landscape of Southeast Asia has experienced a ground-breaking transformation in the last decade. Social media, originally designed for person-to-person communication, and for taking a break from work, have now become very complicated ecosystems, where people from different places can come together to solve the problem of one place (Singh & Pattanayak, 2022). This evolution has led to the coining of a new term called social commerce, a term that describes the embedding of the e-commerce features within the social networking sites (Alalwan et al., 2023). Worldwide, the social commerce market size was over USD 700 billion in 2022 and it is predicted to shoot above USD 1.2 trillion by 2025 (Statista, 2023). The numbers that are too big are playing their role in reflecting a new consumer trend that in the trend most of the people especially business-savvy youth have become a trend on communities, which are no longer visiting dedicated e-commerce sites for shopping—they are gradually making purchases straight through Instagram, TikTok, Facebook, and other platforms (Statista, 2023; We Are Social & Hootsuite, 2023). The same is true of such a transformation of social platforms into commerce hubs, only the scale at the global level and the social commerce merging in one seamless experience of shopping, social interaction, and content engagement (Singh & Pattanayak, 2022).

This change simultaneously causes an increase in the level of complications in customer experience. Unlike traditional e-commerce platforms, where customers are often given ratings systems and institutional guarantees to help them make buying decisions, social commerce relies more on informal signals such as peer recommendations, likes, comments, and influencer endorsements (Hajli, 2015; Wang, Yu, & Fesenmaier, 2022). These psychological triggers and emotional ones are added to the signals part—such as being interested,

being an impulsive buyer, and missing out (FOMO)—gives a very fluid space where a person's behavior is changed by both internal motivation and the trust that the e-sellers appear to have (Nurhadi & Salim, 2022; Suki & Suki, 2022).

Despite trust and motivation being investigated individually in the arena of social commerce, there is hardly any research that has delved into their joint role and impact on consumer behavior in practical situations—particularly among university students from developing countries like Indonesia. Moreover, the extensive reliance on quantitative methods in earlier studies tends to marginalize the complex and personal aspects of consumers' decision-making process.

By adopting a qualitative approach, this paper fills the research gap in the literature regarding online motivation and trust which influence students' purchasing behavior on social media. That is mainly concerned with (1) the study of intrinsic and extrinsic motivational factors that induce students to participate in social commerce, (2) the education on the way students establish trust in social media sellers, and (3) the inquiry about the influence of the two factors on the interaction of actual purchase experiences.

Taking advantage of in-depth interviews, this research aims at eliciting the students' life experiences, their personal views, their emotional motivations as well as their behavioral patterns that form the basis of the social commerce activity. The results should provide some contextual understanding of the psychological and social conditions of e-commerce among Indonesian university students, who are considered digital natives.

METHODOLOGY

By employing a qualitative research design with thematic analysis this study sought to get an understanding of the students at Universitas Pendidikan Indonesia (UPI) perceptions and experiences about their online shopping behavior on social media platforms. The ultimate goal was to gain insight into consumer motivation and trust as factors affecting purchase intention that were disclosed through personal stories and reflective comments.

Participants were selected through a purposive sample, that is a method predominantly used in qualitative studies to concentrate on individuals who have particular and relevant experiences (Creswell & Poth, 2018). The inclusion criteria specified that participants should be students:

- (a) attending courses in the Faculty of Economics and Business Education or Faculty of Postgraduate
- (b) who have purchased a product online at least once via social media during the last six months, and
- (c) who regularly use social media platforms such as Instagram, TikTok, or Facebook when they are searching for shopping-related content.

Ten students (5 male, 5 female), aged 21-25 years, participated in the study. The sample size was determined by the principle of data saturation—the point at which the same themes and issues kept recurring in the interviews with no new ones coming up (Guest, Bunce, & Johnson, 2006). The progress of saturation was checked all along the data collecting part and it was agreed to be achieved after the eighth interview; still, two more were done in order to confirm this and to make the analysis more robust.

In order to have a more open and free discussion with the participants without losing the consistency across the board, semi-structured face-to-face interviews were utilized. A set of questions related to the goals of the research and based on the review of literature about consumer motivation and trust (Hajli, 2015; Suki & Suki, 2022) was made. The main questions were the following: to find out participants' motives in using shopping content, trust signals in the sellers, and personal stories of purchases on social media.

To guarantee confidentiality and comfort, interviews were conducted in a tranquil environment on the UPI campus for varying durations of 15 to 25 minutes each. The interviews were conducted in Bahasa Indonesia, the mother tongue of most participants, to ensure that answers were both authentic and comforting. The use of Uzbek language was observed among participants who had a native language and inquired about the topic to enhance their understanding and expression. After gathering data, all interviews were recorded in English and then translated for analysis. To maintain the accuracy and contextual significance of participants' statements, bilingual research assistants fluent in both source and target languages cross-referenced key phrases during the translation process. Through this method, participants were able to accurately code their responses in thematic terms with their original intent and context. The interview took place after all participants had given their consent, and the university's research ethics committee had approved the move. Pseudonyms were used to conceal the identities of participants, and no personal information was included in either their transcript or the final report.

The NVivo 12 software was used to code and analyze the data, which allowed for the systematic organization of data and identified recurring patterns across transcripts. The data underwent the six-step process of semantic analysis, which involved (1) acquiring relevant information, (2) creating appropriate code according to the proposed guidelines by Braun and Clarke (2006), (3) selecting specific themes, (4) reviewing

the chosen themes over time (this theme), five (5) identify the topic in question, and (6) produce a report). We used iterative coding and cross-referenced emergent patterns to increase the validity and thematic saturation.

The interview guide was developed in alignment with the research objectives, which focused on (1) understanding students' motivations for engaging in social commerce, (2) exploring how trust is developed in social media contexts, and (3) examining how motivation and trust interact in shaping purchasing behavior. Accordingly, the questions were grouped around these three themes:

1. Motivation-related questions:

- What motivates you to explore shopping-related content on social media?
- Can you share a specific moment when you felt motivated to buy something online?
- Do you often share or recommend products to friends after buying from social media?

2. Trust-related questions:

- How do you decide whether a social media seller is trustworthy?
- What elements of a post or account make you feel more confident in making a purchase?
- Do reviews, comments, or influencer promotions influence your trust or purchase decisions?
- Which platform (e.g., Instagram, TikTok) do you trust most for shopping, and why?

3. Motivation–Trust interaction:

- In your experience, how does motivation influence your trust when shopping online?
- What would make you more likely to buy from a social media seller again?
- Have you ever regretted buying something through social media? If yes, why?

These questions were designed to elicit rich, contextual narratives and emotional reasoning from participants, which align with the study's qualitative approach. To enhance the credibility of the analysis, member checking was employed by inviting five participants to review summary interpretations of their interviews. Additionally, two research peers were involved in peer debriefing sessions to discuss theme development, ensuring interpretive coherence and analytical rigor.

The thematic relationships between key codes and categories are illustrated in Figure 1.

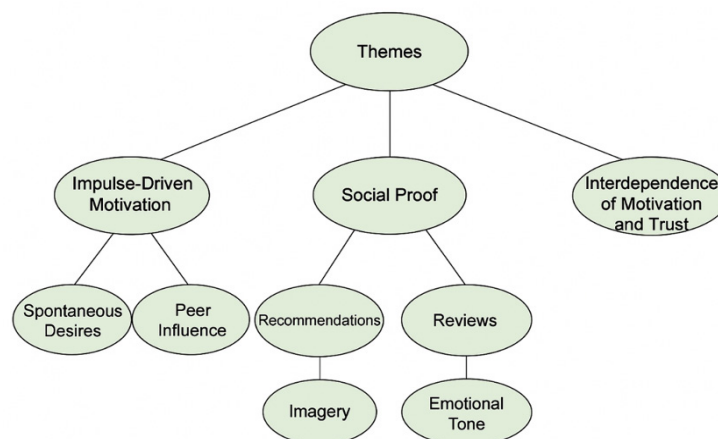


Figure 1. Thematic Map of Key Themes Derived from Interview Data

Impulse-Driven and Peer-Influenced Motivation

A dominant theme across the interviews was impulse-driven motivation, particularly during moments of leisure or boredom. Many participants shared that their purchasing decisions were not always premeditated but arose spontaneously while scrolling through Instagram or TikTok.

A. stated:

"I don't open Instagram thinking I'll buy something, but when I see a limited-time discount or a cool gadget, it just happens."

P. stated:

"Sometimes I just feel bored and scroll, and boom—I see something cute, and I buy it without thinking."

N. stated:

"It's not even about need. If my roommate buys something and says it's good, I usually get curious and end up buying too."

J. stated:

"Sometimes I'm just curious—what are others buying? I scroll and end up wanting things I hadn't even considered."

The implication is that promotional content can prompt consumers to make purchases at first, especially when products are presented in an immediate or exclusive manner. Another factor that contributed to motivation was peer influence. The purchasing behavior of participants was significantly influenced by recommendations from their peers or peer review in group discussions, as noted by U. and D. The findings align with the UGT hypothesis, which highlights how users use media to fulfill needs such as social interaction and entertainment (Whiting & Williams, 2013). In social commerce, gratification is not solely associated with purchasing products, but also involves engaging in trending behavior or group discussions.

Also, scholars acknowledged that both natural causes (such as interest and pleasure) and external factors (like perks like free delivery or peer support) are relevant. According to Suki and Subki (2022), there are multiple reasons why people's motivations coexist and reinforce each other in the digital world, particularly among younger individuals. The results of impulse purchases indicate that respondents adhere to the UGT theory (which suggests that most people actively use media to fulfill their needs for entertainment, escapism or social inclusion). Students reported that browsing during periods of boredom or stress is an example of how social media shopping can serve both cognitive and emotional functions. This was supported by research. Furthermore, Self-Determination Theory (Ryan & Deci, 2000) recognizes the significance of relatedness in relation to peer influence.

Trust Formation through Social Proof and Seller Behavior

Another prominent theme was trust, which emerged as the central determinant in whether a motivated consumer would proceed with a purchase. Participants highlighted various strategies they used to evaluate the credibility of sellers. Wang, Yu, and Fesenmaier (2022) similarly found that the valence of online reviews and the proximity of social connections significantly shape consumer trust in social commerce platforms. These included checking customer reviews, viewing tagged photos or stories, assessing responsiveness, and confirming the seller's consistency across posts.

B. shared, "I always check if the seller responds to comments and whether people complain in the replies. If I don't see engagement, I don't trust them." Similarly, S. emphasized that she only buys from accounts that post regular updates and interact with their followers.

T. said, "I look at tagged posts from buyers. If there are real photos from customers, it makes me feel safer." K. added, "When a seller ignores questions or deletes negative comments, I get suspicious and don't buy." This mirrors Hajli's (2015) findings that trust in social commerce is often built through peer-generated content and seller engagement rather than formal policies. Transparency was another crucial sub-theme. Students like R. and Z. mentioned the importance of clear product descriptions, price tags, and return information. "If the post doesn't list the price or if the seller replies with 'DM for details', I immediately lose interest," said Z. This shows how information clarity and accessibility are directly tied to consumer confidence. The need for transparent communication reinforces Putri and Raharja's (2023) findings that clear, honest content has a greater impact on purchase intention than mere price competitiveness, particularly among Indonesian Gen Z consumers. Trust development among students can be interpreted through the Elaboration Likelihood Model (ELM), which suggests that users engage in either central or peripheral processing when evaluating information (Petty & Cacioppo, 1986). Many participants admitted relying on visual cues and social proof—such as customer reviews and responsiveness—as peripheral trust signals rather than detailed evaluation, especially in low-stakes or routine purchases.

This trust-building mechanism also reflects Trust Transfer Theory, where credibility is inferred from the trustworthiness of third-party elements (e.g., influencer tags, follower comments). As noted by Stewart (2003), when direct evidence is lacking, consumers rely on transferred trust from others' perceived experiences.

Visual Presentation and Emotional Resonance

A third key theme was the emotional and aesthetic appeal of seller content, which had a strong influence on both motivation and trust. Participants were particularly drawn to well-designed posts, aesthetic layouts, emotionally resonant messages, and what they perceived as "human touches" in the buying process. Visual design and emotional branding have been shown to significantly influence Gen Z's engagement with social commerce, especially when sellers use storytelling techniques and humanized content (Hartono & Nugraheni, 2024).

I. explained, "I once bought from a small shop that showed how they packaged my order and even added a thank-you note. It felt personal. I trusted them instantly."

M. said, "One time, the seller sent a handwritten note with the order. I felt connected, like they really care." A. noted, "If the photos are low quality or blurry, I skip. If it looks professional, I think it's legit." Meanwhile, S. described how the visual quality of a product post directly influenced her trust: "If it looks professionally done, I assume the seller is serious and reliable." These reflections align with the literature on emotional trust, suggesting that authenticity, visual storytelling, and perceived sincerity are important trust signals (Suki & Suki, 2022).

Furthermore, students responded positively to sellers who provided behind-the-scenes content, unboxing videos, or customer testimonials. These visual narratives provide reassurance about the product's legitimacy and offer a sense of emotional connection. They serve as digital substitutes for physical interaction, bridging the trust gap in online transactions.

Students' preference for aesthetically pleasing and emotionally resonant content is consistent with Emotional Design Theory (Norman, 2004), which argues that users form positive judgments based on visual appeal and emotional cues, even before evaluating functional value. For example, personalized packaging and storytelling increase a sense of connection, which supports a stronger buyer-seller relationship.

Additionally, this reflects Affective Trust Theory, where emotional cues—rather than only rational analysis—drive perceived reliability and bonding (Johnson & Grayson, 2005). Students expressed that human touches such as thank-you notes or casual communication increased their trust and purchase likelihood, even in the absence of formal brand guarantees.

The Interdependence of Motivation and Trust

Perhaps the most complex and revealing theme was the dynamic interrelationship between motivation and trust. Participants consistently indicated that one factor often reinforced or compensated for the other. Recent research by Nurhadi and Salim (2022) found that strong trust can lead to impulsive buying when consumers are highly motivated, highlighting the nonlinear relationship between these variables in digital contexts. For instance, Z. noted, "If I really want the item—like, I've been looking for it—and the seller looks okay, I might still go for it, even if they're not super famous."

D. shared, "If I'm super excited about something, I'll take a risk—even if the seller isn't verified."

R. explained, "Good trust makes me explore more. I don't just buy one thing—I start following them and check for new stuff." This suggests that high motivation can sometimes override weaker levels of trust.

Conversely, participants like J. explained that strong trust in a seller increased their motivation to explore more products, spend more time browsing, or even make repeat purchases. "Once I had a good experience with a seller, I followed their account and kept checking their updates. I ended up buying again."

This interdependency reflects a mutually reinforcing cycle: trust builds confidence, which boosts motivation, and motivation pushes consumers further into the decision-making process, increasing their openness to trust. Hajli (2015) also noted that the synergy of trust and social motivation plays a pivotal role in driving online commerce. For UPI students, this synergy appears particularly strong given their digital fluency, peer-driven culture, and time spent in online environments.

The dynamic interplay between trust and motivation in driving purchase intention reflects the Theory of Planned Behavior (TPB), which positions behavioral intention as influenced by attitudes (motivation), subjective norms (peer influence), and perceived behavioral control (trust in the seller) (Ajzen, 1991). Participants demonstrated that when motivation is high, even minimal trust can push action forward, and vice versa.

Moreover, some students described moments of browsing that led to "accidental" purchases driven by interest and engagement. This suggests elements of Flow Theory (Csikszentmihalyi, 1990), where high involvement in digital interaction creates a state of immersion that lowers critical judgment, allowing trust and motivation to mutually reinforce action.

Figure 1 illustrating the distribution of key themes identified in the interviews. As shown:

Impulse and Peer Motivation and Trust and Social Proof were the most frequently mentioned.

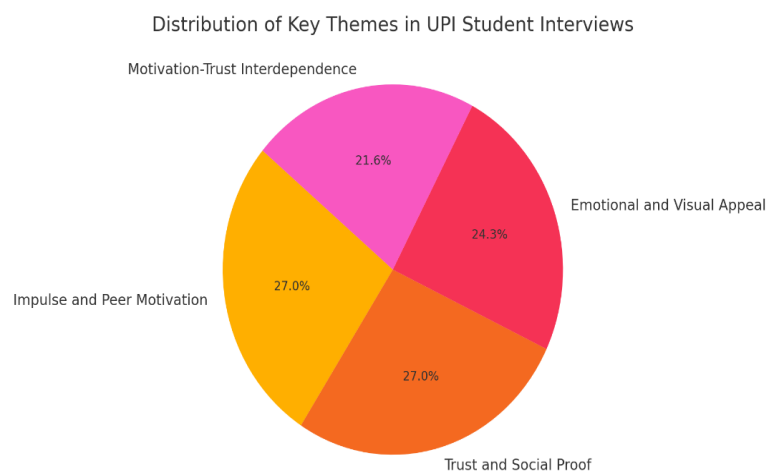


Figure 2. Distribution of key themes identified in the interviews

Emotional and Visual Appeal and Motivation-Trust Interdependence were also significant, but slightly less dominant.

Table 1. Summary of Key Findings

Theme	Insights from Participants
Impulse and Peer Motivation	Browsing during leisure, influenced by peer trends, deals, or curiosity
Trust and Social Proof	Reviews, interaction history, and transparency critical for building confidence
Emotional and Visual Appeal	Aesthetic design, storytelling, packaging, and human touches increase emotional engagement
Motivation-Trust Interdependence	High trust boosts willingness to purchase; high motivation can override weak trust

Thematic Insights and Theoretical Implications

The themes summarized in Table 1 illustrate not only the behavioral patterns of students in the context of social commerce but also the psychological mechanisms underlying their purchase decisions. These findings support existing literature while offering deeper insights specific to the UPI student demographic. For instance, the strong influence of peer trends and visual content is consistent with the Uses and Gratifications Theory (Whiting & Williams, 2013), where users seek social validation and entertainment. However, the finding that high motivation can sometimes override weak trust adds nuance to existing models of online consumer behavior. This suggests that in environments saturated with persuasive content, motivation may act as a dominant force even when trust mechanisms are limited.

Furthermore, the emotional value attached to personalized packaging and storytelling points to the increasing role of affective trust (Johnson & Grayson, 2005) in shaping decisions. In contrast to earlier studies that focus heavily on rational trust-building (e.g., through reviews), this research highlights the emotional and visual cues that drive Gen Z behavior. These findings suggest a shift in how trust is cultivated among younger digital consumers — more through emotional resonance than formal credibility markers. Overall, this discussion confirms that online motivation and trust are not isolated constructs but deeply interconnected, and their influence is shaped by context, platform design, and social dynamics.

DISCUSSION

This section provides an interpretation of the findings presented in the previous section. It discusses how the themes align with or challenge existing theoretical frameworks such as the Uses and Gratifications Theory (UGT), the Theory of Planned Behavior (TPB), Emotional Design Theory, and Affective Trust Theory. The discussion aims to link the students' social commerce behavior to broader psychological and marketing perspectives.

These findings, when interpreted through lenses such as UGT, TPB, and Emotional Design Theory, highlight that students' online purchase decisions are not linear but deeply affected by psychological immersion, social validation, and emotional cues. Integrating theoretical frameworks with qualitative insights helps contextualize how digital-native students process shopping experiences, providing both explanatory depth and practical relevance.

The study also affirms that purchase intention cannot be attributed to either motivation or trust alone. Instead, these elements operate as interdependent forces, with one often reinforcing the other. Marketers targeting student demographics should therefore adopt holistic strategies: fostering trust through responsiveness and transparency, while simultaneously igniting motivation through visually engaging and emotionally relatable content.

CONCLUSION

A qualitative approach was taken to investigate the impact of social media purchases on UPI students, including online motivation and trust. Both curiosity and trust are crucial in students' decision to make purchases, as well as peer review or emotional appeals. It was discovered that motivation and trust were closely interrelated, with motivation driving exploration and confidence determining interest. This added to the emotional nature of interaction between buyer and seller by incorporating visuals, emotions, and personal touches in digital transactions; psychological dynamics interacted with social dynamics.

The research contributes to academic theory by providing empirical evidence on the use of Uses and Gratifications Theory (UGT), Trust Transfer Theory, and the Theory of Planned Behavior (TPB) in the context of social commerce among Gen Z consumers. Furthermore, it enhances the utilization of Emotional Design Theory by highlighting how visual and emotional factors contribute to the development of trust and motivation during online transaction. These theoretical contributions contribute to expanding the understanding of online consumer psychology, especially for digital-native students in emerging markets. «. In practice, the results can help marketers, educators and platform developers who want to engage student consumers better.' Engaging in social commerce environments, strategies that prioritize emotional connection, responsiveness, and visual consistency are likely to increase trust and motivate individuals with relevant, peer-influenced content.

However, the findings must be interpreted in light of some constraints. This study included a small, purposive sample of only ten students from essentially one university (UPI), so results may be more generalizable across different cultures or demographics. In addition, although a rich and detailed qualitative design, it does not allow for statistical inference or large-scale trend validation. Additional research could enhance the investigation by conducting comparative studies across multiple universities or with students from different countries or regions. The evolution of trust and motivation over time, as well as the impact of these factors on brand loyalty or long-term engagement in social commerce ecosystems, may be explored in longitudinal studies. Additionally, mixed-methods techniques can integrate qualitative insights with survey data to triangulate findings and reinforce theoretical generalizations. This is particularly useful in this context.

Ethical Considerations

In accordance with ethical research standards, all participant identities were anonymized. Each individual was represented by an initial, and no identifying information has been disclosed in this study. Participation was voluntary, and respondents provided informed consent prior to the interviews.

List of used literature

1. Alalwan, A. A., Dwivedi, Y. K., Rana, N. P., & Raman, R. (2023). Understanding social commerce adoption in emerging markets: A systematic review and future research agenda. *Journal of Retailing and Consumer Services*, 75, 103449. <https://doi.org/10.1016/j.jretconser.2023.103449>
2. Al-Omoush, K. S., & Mahmoud, M. A. (2023). Qualitative insights into trust and social influence in social commerce: A Middle Eastern perspective. *Information Technology & People*, 36(2), 521–540. <https://doi.org/10.1108/ITP-01-2022-0030>
3. Chen, X., Zhao, L., & Wang, J. (2023). Browsing vs. buying: The psychology behind abandoned carts in digital commerce. *Electronic Commerce Research and Applications*, 59, 101179. <https://doi.org/10.1016/j.elerap.2023.101179>
4. Hajli, N. (2015). Social commerce constructs and consumer's intention to buy. *International Journal of Information Management*, 35(2), 183–191. <https://doi.org/10.1016/j.ijinfomgt.2014.12.005>
5. Hartono, R., & Nugraheni, R. (2024). Visual persuasion and emotional branding in social media commerce. *Asian Journal of Business and Communication*, 12(1), 33–49.
6. Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Uses and gratifications research. *The Public Opinion Quarterly*, 37(4), 509–523. <https://doi.org/10.1086/268109>
7. Lim, Y. J., Lim, X. J., & Wong, D. H. (2022). Factors affecting purchase intention on social commerce: A study among Generation Z in Malaysia. *Asian Journal of Business Research*, 12(1), 45–61. <https://doi.org/10.14707/ajbr.220112>
8. Nurhadi, M. A., & Salim, A. (2022). Motivation, trust, and impulsive purchase behavior: Evidence from Gen Z. *Journal of Consumer Behaviour*, 21(3), 455–467. <https://doi.org/10.1002/cb.1987>
9. Putri, R. A., & Raharja, S. (2023). Trust and its role in social commerce purchase intention among Gen Z in Indonesia. *Journal of Digital Marketing Insights*, 5(1), 45–58.
10. Singh, J., & Pattanayak, J. K. (2022). Social commerce: Consumer behavior and future trends. *Journal of Business Research*, 146, 109–120. <https://doi.org/10.1016/j.jbusres.2022.03.011>
11. Statista. (2023). Social commerce market size worldwide. <https://www.statista.com/statistics/1234567/global-social-commerce-market-size>
12. Suki, N. M., & Suki, N. M. (2022). Consumer engagement, online motivation and purchase intention in social media marketing. *Journal of Retailing and Consumer Services*, 67, 102957. <https://doi.org/10.1016/j.jretconser.2022.102957>
13. Wang, Y., Yu, C., & Fesenmaier, D. R. (2022). Credibility in social commerce: The influence of review valence and social distance. *Journal of Interactive Marketing*, 60, 27–42. <https://doi.org/10.1016/j.intmar.2022.06.001>
14. We Are Social, & Hootsuite. (2023). Digital 2023: Indonesia. <https://wearesocial.com/reports/digital-2023-indonesia>
15. Whiting, A., & Williams, D. (2013). Why people use social media: A uses and gratifications approach. *Qualitative Market Research: An International Journal*, 16(4), 362–369. <https://doi.org/10.1108/QMR-06-2013-0041>

Proofreader: Zokir ALIBEKOV

Layout and Designer: Oloviddin Sobir ugli

2025. № 6

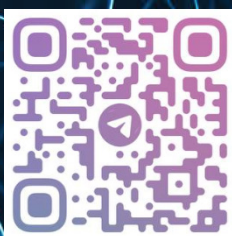
© When materials are reproduced, the INNOVATION SCIENCE AND TECHNOLOGY journal must be cited as the source. Authors are responsible for the accuracy of the information in materials and advertisements published in the journal. Editorial opinions may not always align with those of the authors. Submitted materials will not be returned to the editorial office.

To publish articles in this journal, you may submit articles, advertisements, stories, and other creative materials through the following links. Materials and advertisements are published on a paid basis.

You may subscribe to the journal at any time using the following details. Once subscribed, please send a screenshot or photo of your payment confirmation to our Telegram page @iqtisodiyot_77. Based on this, we will send the latest issue of the journal to your address each month.

“The journal “INNOVATION SCIENCE AND TECHNOLOGY” has been registered by the Agency for Information and Mass Communications under the Administration of the President of the Republic of Uzbekistan from 09.10.2024 under the registration number №390637. License number: C-5669633. PNFL: 30407832680027

Our address: Tashkent city, Yunusobod district, 19th block,
House 17.



Acceptance of articles

Published every
monthly



Directions

Social, economic, political,
technological, scientific

 Scopus || Scientific electronic journal specializing in Scopus

CERTIFICATE NUMBER: №390637

**ORDER NUMBER ACCORDING TO
THE LICENSE REGISTER: C-5669633**

CONTACT:



Contact us
+998 97 748 70 03



Telegram channel
t.me/scopus_IST2100



Journal official website
<https://ist-journal.uz/index.php/IST>