Research on the Driving Mechanism of E-Commerce Politeness on User Trust in Social Commerce Based on the Critical Incident Technique

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Abstract
Social commerce, as an emerging model in the field of e-commerce, has rapidly developed worldwide. Users' perception of platform politeness directly influences their level of trust. The purpose of this study is to deepen the understanding of trust mechanisms in social commerce and to fill existing research gaps. Guided by e-commerce politeness, this study employs the Critical Incident Technique (CIT) to explore trust drivers in human–computer interactions between social commerce platforms and users. Through a questionnaire survey, the most satisfactory and most unsatisfactory critical incidents were collected. After researchers summarized and labeled the incidents, three coders classified them. Reliability and validity analyses were conducted to ensure the robustness of the findings. The results reveal that value feedback, customer service, and consumption experience are key factors positively enhancing user trust on social commerce platforms, whereas platform functions are the main factors causing negative impacts. Finally, this study proposes recommendations from three dimensions—platforms, operators, and users—to provide theoretical support and practical guidance for the high-quality development of social commerce platforms.

Keywords: *Social E-commerce, E-commerce Politeness, Critical Incident Technique, Human-Computer Interaction*

1. Introduction

With the construction of the Internet, social media has spread widely across the globe. Traditional e-commerce platforms and social platforms have continuously integrated, and social commerce platforms have rapidly emerged and become popular. In 2024, a Chinese social commerce platform, rednote, accelerated the e-commerce closed loop and vigorously built a brand "seeding" base, that is, gaining user trust through high-quality content and thereby promoting consumption of related products. Unlike Tik Tok and Kuaishou, which rely on short videos and live streaming to build social ecosystems, rednote has taken a differentiated path. However, in essence, all of them enhance users' trust in products, merchants, or brands through various textual or visual content, ultimately aiming to promote consumption. Therefore, studying user trust is of great significance to the development of social commerce.

Recommendations from acquaintances can significantly reduce the perceived risk of the recipient, enhance product credibility, and increase purchase intention (Kanimozhi & Sengottuvel, 2025). Thus, improving users' willingness to recommend becomes the key issue. In current social commerce platforms, the content that directly affects users and can achieve

significant improvement is mainly concentrated in the human–computer interaction between users and platforms. Therefore, this study introduces the concept of e-commerce politeness and adopts CIT to deeply explore the impact of satisfactory or unsatisfactory incidents perceived by users in the human–computer interaction of social commerce platforms on trust-driven consumption.

As a major hotspot in the field of e-commerce, social commerce has been widely studied globally, covering diverse directions such as impulsive buying (Jois et al., 2024), information characteristics (Yusuf, Hussin, & Busalim, 2018), trust transfer (Zhao et al., 2023), and personal emotions (Hussain et al., 2024). However, research on social commerce from the perspective of e-commerce politeness remains relatively scarce.

Therefore, this study takes various social commerce platforms as examples, guided by e-commerce politeness, and applies CIT to conduct an in-depth investigation into trust-driven consumption in the human–computer interaction between platforms and users. By combining social commerce platforms with trust-driven mechanisms, this study fills the current research gap regarding e-commerce politeness in social commerce and proposes specific, actionable, and constructive suggestions from three dimensions—platforms, operators, and users—to support the high-quality development of social commerce platforms.

The main purpose of this study is to deepen the understanding of trust mechanisms. By analyzing satisfactory or unsatisfactory incidents perceived by users in the human–computer interaction, this study reveals how e-commerce politeness influences the construction of user trust, which ultimately affects their consumption decisions and willingness to share.

2. Literature Review

2.1 Social E-commerce

Social commerce is widely recognized as a branch of e-commerce (Baethge et al., 2016). Driven by interests, traditional e-commerce platforms and social platforms have shown a trend of integrated development. Liang and Turban (2011) pointed out that social media and business activities are part of the six key elements in the study of social commerce. Therefore, social commerce has entered people's lives as a human-centered model, with social relationships as the core and trust as the driving force, and has rapidly gained popularity.

Social commerce was widely recognized in 2005, providing new research directions for issues related to information, content, business strategies, and human behavior (Curty & Zhang, 2011). Globally, research on social commerce contributes to the exploration of regional culture and business relationships. Aulawi et al. (2023) focused on analyzing the impact of cultural differences among developing countries in Asia on research topics and business models in different cultural regions. A study on Tanzanian social commerce users filled the research gap in its specific market context (Charles & Kanani, 2024). Another study, using Pinduoduo as a case, proposed a framework for the sustainable development of social commerce platforms (Zhao et al., 2019). From a disciplinary perspective, global research on social commerce contributes to the development of business, finance, and management fields. Research has revealed the complex interaction mechanism between emotions and cognition in users' consumption decision-making processes (Malik et al., 2023), providing a basis for constructing psychological model frameworks in e-commerce. The flexibility and practicality of social commerce have led to diverse development models worldwide, demonstrating its broad development potential.

The social commerce industry chain relies on social commerce platforms as the hub, linking upstream suppliers, distributors, and users, thereby reducing communication costs and greatly improving transaction efficiency. Compared with the traditional e-commerce industry chain, in the social commerce industry chain, users are not only information receivers but also sharers, who can influence other buyers' purchasing decisions (Busalim et al., 2021), becoming a key

link in the establishment of the social component of social commerce. See Figure 1 for the social commerce industry ecosystem.

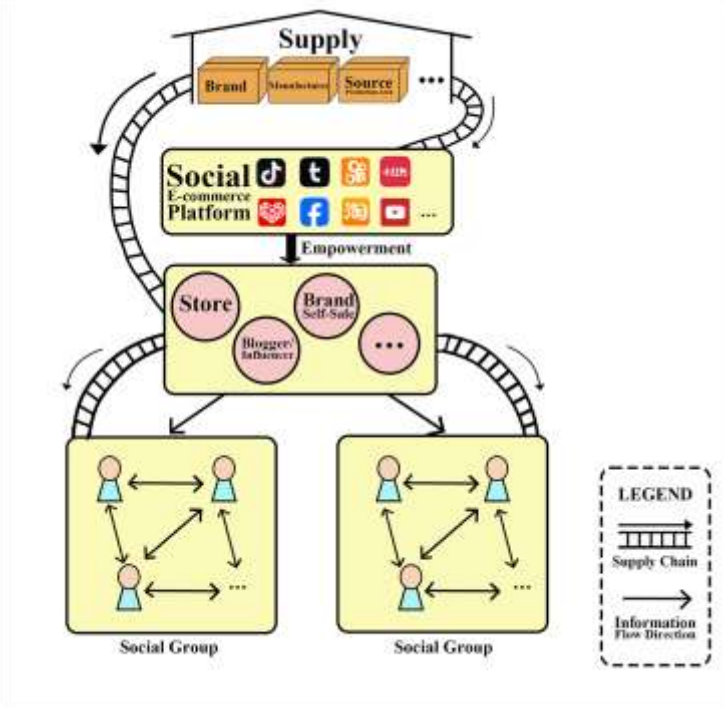

Figure 1. Social E-commerce Industry Ecosystem

In the social commerce ecosystem, social commerce platforms serve as the essential carriers for its operation. Social commerce platforms have evolved from the traditional e-commerce model centered on "search–transaction" into a complex ecosystem that deeply integrates social interaction (Marmo, 2019), user-generated content (UGC) (Nguyen et al., 2025), and commercial activities (Bai et al., 2015). However, challenges such as data security and misinformation (Judijanto & Juniansyah, 2025), lack of trust, privacy concerns, and platform information overload (Al-Adwan & Kokash, 2019) are currently faced by social commerce platforms. This study provides a new perspective for addressing these issues—enhancing e-commerce politeness within social commerce platforms.

In summary, in social commerce, improving the positive experiences users gain during platform interactions and building and maintaining trust can positively influence their consumption decisions and willingness to share. The construction and optimization of e-commerce politeness by social commerce platforms is a key step toward improving the quality of user interactions within the platform.

2.2 E-commerce Politeness

Commonly, "politeness" refers to interactive behaviors between people, that is, maintaining the dignity of both parties in communication through various explicit means (such as language, gestures, or written expressions) to achieve smooth and harmonious interaction (Al-Khatib, 2021). E-commerce politeness, however, refers to the user's experiential perception during "human–computer interaction," namely the overall feelings and interaction quality in processes such as browsing, searching, purchasing, payment, and after-sales when using e-commerce platforms.

Research has demonstrated that the politeness framework influences the path of user value co-creation and that platform type plays a moderating role. Therefore, e-commerce politeness is of great significance to user experience in social commerce platforms (Chen & Huang, 2025). Users who experience satisfactory events show higher purchase and repurchase intentions,

whereas dissatisfaction leads to lower intentions (Chen & Zhang, 2025). In addition, trust, positive feedback, inclusive culture, and a sense of security promote users' willingness to share information (Alghamdi et al., 2023).

Thus, within diverse content and scenarios, platforms that embody e-commerce politeness can generate positive impacts for users, enabling them to receive positive feedback during browsing or consumption, thereby increasing user favorability and enhancing purchase and recommendation intentions. Conversely, the absence of e-commerce politeness reduces users' purchase and recommendation intentions.

2.3 Trust Drivers

In social commerce platforms, trust is an important driver of consumption. Research has suggested that social scene characteristics can enhance consumer trust and thereby increase purchase intention (Ali et al., 2020). A specific analysis of this aspect found that three scenarios—interaction atmosphere, scene immersion, and social identity—can strengthen consumers' emotional trust and cognitive trust, thus enhancing their purchase intention (Li et al., 2025). Introductions from familiar groups can also increase user trust; for example, friends and opinion leaders have a significant influence on users' purchasing behavior (Harris & Dennis, 2011). Kanimozhi and Sengottuvel (2025) constructed a multidimensional framework of factors influencing consumer purchase decisions in social commerce, emphasizing that recommendations from acquaintances can significantly reduce perceived risk for the recipient and enhance product credibility. A concrete example is that in campus social commerce, trust dissemination among classmates and friends effectively drives purchasing behavior, with repurchase rates significantly higher than those in traditional e-commerce (Chen et al., 2025).

In summary, social identity recognition and recommendations from acquaintances within social scene characteristics can enhance user trust, thereby positively influencing purchase intention, improving consumption experience, and increasing repurchase rates. Platforms can optimize e-commerce politeness to strengthen user identity recognition, improve users' willingness to recommend, and thus promote the level of trust-driven consumption.

Based on the above three aspects, it can be concluded that e-commerce politeness plays an important role in trust-driven consumption within social commerce scenarios. In human–computer interaction, the e-commerce politeness of platforms significantly influences users' trust mechanisms. Social commerce platforms should continuously seek to optimize e-commerce politeness to better meet user needs. This study adopts CIT to collect two types of critical incidents—those that make users most satisfied and those that make users most dissatisfied—in social commerce platforms, in order to analyze more deeply the impact of e-commerce politeness on users' trust-driven mechanisms.

3. Methodology

3.1 Critical Incident Technique

The Critical Incident Technique (CIT) is a rigorous qualitative research method proposed by psychologist John C. Flanagan in 1954, originally used during World War II to identify specific behaviors that led to pilots' success or failure in missions. CIT collects and analyzes "critical incidents" that have significant positive or negative impacts on a subject, thereby identifying specific behaviors that exert important influence on performance, behavior, or outcomes (Flanagan, 1954).

Since Flanagan's introduction, CIT has been widely applied across multiple fields due to its validity and generalizability. Three examples are provided here: In the medical field, research has used CIT to examine critical incidents in emergency department cross-professional teamwork, thereby identifying factors affecting collaboration and improving patient safety (Milton et al., 2022). Another study collected nurses' descriptions of ethical dilemmas through

questionnaires and applied CIT to identify early indicators and risk factors of ethical conflicts in clinical practice (Pavlish et al., 2011). In the education field, CIT has been used to analyze ethical dilemmas encountered by school psychologists in South African schools (Wessels & Swart, 2024). In the business and marketing field, CIT has been applied to explore consumer perceptions of mobile banking service quality through multiple channels (Shankar et al., 2020). In summary, CIT has been extensively applied across various fields and has become a mature and stable qualitative research method. Therefore, this study adopts CIT to investigate the role of e-commerce politeness in driving user trust within social commerce platforms.

3.2 Research Design

This study focuses on social commerce platforms, examining the impact of e-commerce politeness on trust-driven consumption. Given that the vast majority of users engage with social commerce platforms continuously and repeatedly, and in order to more comprehensively analyze the influence of platform e-commerce politeness on the construction of user trust, this study adopts CIT, a qualitative research method (Flanagan, 1954). By understanding the social commerce context and approaching from the user perspective, the study collects respondents' most satisfactory and most unsatisfactory critical incidents encountered while using social commerce platforms, thereby forming the research foundation for trust-driven consumption in social commerce platforms. Drawing on the questionnaire design method of Bitner et al. (1990), users were asked to provide the most memorable satisfactory or unsatisfactory incidents they experienced during their use of social commerce platforms.

To collect data more efficiently, this study employed online questionnaires. During the questionnaire design stage, researchers screened respondents to ensure data usability and accuracy, selecting users who had previously used social commerce platforms as the survey participants. Respondents were asked to report the most satisfactory and most unsatisfactory critical incidents they encountered while using social commerce platforms, and to provide suggestions for improvement based on their experiences. The questionnaire survey was conducted between December 29, 2024, and February 28, 2025, over a period of 61 days. The data obtained were thoroughly analyzed and organized by the researchers, providing authentic and reliable support for this study.

4. Results and Discussion

4.1 Data Analysis

This study collected questionnaires from 273 respondents, yielding 546 incidents. After removing 266 invalid responses (irrelevant or blank answers), 280 valid critical incidents remained, accounting for approximately 51.282% of the total incidents. Among them, 142 were valid satisfactory incidents (50.714% of the total valid incidents), and 138 were valid unsatisfactory incidents (49.286%). Flanagan (1954) noted in his research on CIT that for relatively simple activities, analyzing 50 to 100 incidents is sufficient. The respondents and activity attributes in this study are clear and relatively simple, and the current sample size meets the requirements of this research method.

In terms of age distribution among valid questionnaires, respondents under 18, those aged 45–54, and those aged 55 and above each accounted for 0.672% of the total. The 19–24 age group accounted for 77.181%, the 25–34 age group for 16.782%, and the 35–44 age group for 4.621%. Regarding occupation, full-time students accounted for 76.508% of the total, while employed staff accounted for 23.492%. In terms of gender, males accounted for 41.574% and females for 58.426%, indicating that the proportion of female respondents was higher. Regarding education level, respondents with high school education or below accounted for 0.672%, those with junior college education for 6.241%, undergraduate education for 83.022%, and postgraduate education or above for 10.065%.

Regarding the frequency of social commerce platform use, 50.335% of respondents used them daily, 34.235% several times a week, 14.094% several times a month, and 1.336% rarely; none reported never using them. In terms of monthly expenditure on social commerce, 13.421% spent less than 100 yuan, 46.312% spent between 101 and 500 yuan, 25.512% between 501 and 1000 yuan, 7.383% between 1001 and 1500 yuan, 4.692% between 1501 and 2000 yuan, and 2.680% more than 2000 yuan.

In summary, most respondents in this survey were female, relatively young (mainly concentrated in the 18–24 age group), highly educated, and predominantly students. They used social commerce platforms daily, with relatively low monthly expenditures, generally ranging between 101 and 1000 yuan.

4.2 Classification Principles

To further analyze the valid critical incidents collected, researchers conducted a preliminary review and classified the incidents. The most satisfactory critical incidents were categorized as: consumption experience, value feedback, precise recommendation, privacy protection, and customer service. The most unsatisfactory critical incidents were categorized as: consumption experience, value feedback, precise recommendation, privacy protection, customer service, and platform functionality. Since some satisfactory and unsatisfactory incidents share similar attributes, identical naming was applied. After naming, detailed explanations were provided for each category. The classification names and specific descriptions of the most satisfactory and most unsatisfactory critical incidents are presented in Table 1.

Table 1. Classification Names and Detailed Explanations of Critical Incidents

Incident	Classification Name	Detailed Explanation
Most satisfactory and most unsatisfactory	Consumption Experience	Refers to users' subjective comprehensive feelings and evaluations during consumption behaviors on social e-commerce platforms. Influencing factors include merchants' (brands') service levels, product display during consumption, feedback from other consumers, logistics services and after-sales services, as well as product diversity and product quality.
	Value Feedback	Refers to emotions such as happiness, anger, warmth, or depression generated by users through various social interactions (comment section, friend interactions, interactions with bloggers and netizens), thereby exerting positive or negative impacts on the realization of users' social value.
	Precise Recommendation	Refers to targeted recommendations of potentially interesting content and advertisements to users on social e-commerce platforms, based on big data analysis, AI algorithms, and user profile construction.
	Privacy Protection	Refers to ensuring the security of users' personal information and related data on social e-commerce platforms through rules, technologies, management measures, and user privacy settings, in accordance with relevant laws and regulations such as personal information protection laws.
	Customer Service	Refers to various types of assistance and support provided to users by social e-commerce platforms, including human

		customer service and AI intelligent customer service.
Most unsatisfactory	Platform Functionality	Refers to aspects of social e-commerce platforms such as platform review, interface design, specific functional settings, and regulatory mechanisms that transform user needs into specific service settings.

To identify the most satisfactory and most unsatisfactory critical incidents in the questionnaires and ensure that the incidents align with the research theme, this study invited three coders to conduct classification verification of the survey on trust-driven mechanisms in social commerce platforms. All three coders are highly familiar with the field of social commerce, have been long-term active users of social commerce platforms, and show strong interest in issues related to e-commerce politeness within these platforms. Detailed background information of the three coders is presented in Table 2.

Table 2. Background Introduction of Coders

Coder	Job Position	Work Experience
Coder 1	Scholar in E-commerce at a university	Received formal education related to e-commerce, possesses certain professional competence, and is currently conducting research in the field of e-commerce.
Coder 2	Deep user of a social e-commerce platform	Has long-term and high-frequency usage experience with social e-commerce platforms.
Coder 3	Online store operator on a social e-commerce platform	Operates a store on a social e-commerce platform.

4.3 Reliability and Validity Analysis

4.3.1 Reliability Analysis

In studies using CIT, reliability ensures consistency and stability in the processes of data collection and analysis. Reliability analysis in CIT is discussed from two aspects: *individual classification consistency* and *inter-coder classification consistency*.

Individual classification consistency: This refers to the degree of consistency when the same coder classifies the same incident at different times. When the reliability coefficient is greater than 0.8, the results of the study are considered acceptable (Andersson & Nilsson, 1964; Latham & Saari, 1984; Keaveny, 1995). In this study, after three coders reached consensus on the classification of the most satisfactory and most unsatisfactory critical incidents, the classification work was carried out. To avoid the influence of residual memory, two rounds of classification were conducted, with a 14-day interval between them. The data from the two rounds of classification were collected and integrated, and the classification results of the three coders were compared and analyzed. The final results are presented in Table 3.

Table 3. Individual Classification Consistency

Incident	**Most Satisfactory Critical Incidents**			**Most Unsatisfactory Critical Incidents**		
Coder	Coder 1	Coder 2	Coder 3	Coder 1	Coder 2	Coder 3
Number of identical classifications	121	127	124	114	116	122
Total number of	142	142	142	138	138	138

classifications						
Consistency	0.85	0.89	0.87	0.83	0.84	0.88

The study found that the individual classification consistency of the three coders in both the most satisfactory and most unsatisfactory critical incidents was greater than 0.8. Therefore, the individual classification consistency in this study demonstrates considerable reliability.

Inter-coder consistency: Inter-coder consistency refers to the degree of agreement among different coders when classifying the same incident. Since the classification process is influenced by the subjective perceptions of the three coders as well as the researchers, differences in coders' judgments of classification items and researchers' handling of classification results may affect the reliability of the study (Flanagan, 1954). Tables 4 and 5 present the numbers of inter-coder consistency for the most satisfactory and most unsatisfactory critical incidents, respectively.

Table 4. Number of Consistent Classifications among Coders — Most Satisfactory Critical Incidents

Number of Consistent Classifications	Coder 1	Coder 2	Coder 3
Coder 1	121	——	——
Coder 2	99	127	——
Coder 3	98	83	124

Table 5. Number of Consistent Classifications among Coders — Most Unsatisfactory Critical Incidents

Number of Consistent Classifications	Coder 1	Coder 2	Coder 3
Coder 1	114	——	——
Coder 2	93	116	——
Coder 3	92	86	122

Based on the data from Tables 4 and 5, Holsti's (1969) reliability analysis method was applied to verify the degree of inter-coder consistency among the three coders. As shown in Formula (1) and Formula (2):

$$A=\frac{\frac{2M_{12}}{n_1+n_2}+\frac{2M_{23}}{n_2+n_3}+\frac{2M_{13}}{n_1+n_3}}{N} \quad (1)$$

$$R=\frac{(N\times A)}{1+[(N-1)\times A]} \quad (2)$$

Where:

- **R** = Reliability
- **N** = Number of coders
- **A** = Average degree of inter-coder consistency
- **M** = Number of identical classifications among coders
- **n** = Number of samples judged by each coder

Based on the above formula calculations, the classification reliability results were obtained and are presented in Table 6.

Table 6. Classification Reliability Table

BBT Classification	Average Inter-coder Consistency (A)	Reliability (R)
Most satisfactory	0.7533	0.9016
Most unsatisfactory	0.7704	0.9096

From Table 6, it is observed that the reliability (R) of both the most satisfactory and the most unsatisfactory critical incidents is higher than 0.8, indicating good classification consistency. Therefore, the questionnaire survey in this study has passed the reliability test, providing authentic and reliable data and classification evidence for subsequent research.

4.3.2 Validity Analysis

Validity primarily concerns the practicality and specificity of behaviors, directly linking actions to outcomes. According to the research theme, this study adopts three types of validity—expert validity, content validity, and face validity—to demonstrate the effectiveness of the research behaviors and results.

Expert validity refers to the requirement that, when collecting critical incidents, the reporters or observers must possess professional knowledge and experience in the studied field. The effectiveness of CIT research relies heavily on the professional competence of incident reporters, who must be able to accurately identify and articulate behaviors that have a decisive impact on the research phenomenon (Andersson & Nilsson, 1964; Flanagan, 1954). In this study, an e-commerce professor, a senior operator of social commerce online stores, and a deep user of social commerce jointly evaluated and made minor revisions to the questionnaire items, thereby ensuring expert validity.

Content validity requires that the collected critical incidents comprehensively and systematically cover all important aspects of the research theme, and that the research sample must be sufficiently representative to avoid biased conclusions caused by sample deviation (Beck, 2020; Flanagan, 1954). In this study, three experts unanimously confirmed that the naming of incident categories accurately summarized all types of critical incidents relevant to the research, as shown in Table 1. Therefore, this study demonstrates good content validity.

Face validity requires that the design of research instruments be intuitive and logical, appearing reasonable, easy to understand, and aligned with the research objectives in the eyes of users (Desai & Patel, 2020; Flanagan, 1954). This study conducted a questionnaire survey focusing on e-commerce politeness in social commerce platforms, from the two dimensions of "politest" and "least polite." For the vast majority of social commerce platform users, these perceptions are concrete, tangible, and easy to understand. Therefore, the questionnaire survey design in this study meets the requirements of face validity and possesses good face validity.

4.4 Classification Results

To gain deeper insights into the impact of each category on user trust in social commerce platforms, after completing the classification naming and statistical counts of the collected critical incidents, representative incidents were selected from the valid critical incidents as examples, and data analysis was conducted for each category.

Based on the classification naming results, one example most consistent with each category name was selected from both the most satisfactory and the most unsatisfactory critical incidents. The selected examples provide relatively complete descriptions of users' experiences and perceptions within the incidents. Details are presented in Table 7.

Table 7. Critical Incident Examples

Classification Name	Example of Most Satisfactory Critical Incident	Example of Most Unsatisfactory Critical Incident
Consumption Experience	Once I wanted to buy fitness equipment on a social e-commerce platform and consulted a store's customer service about dumbbell details. The customer service responded immediately, not only replying within seconds but also patiently showing product details with pictures and videos, explaining the applicable scenarios of dumbbells of different weights, and using polite and enthusiastic language throughout. After purchase, when I encountered installation problems, the customer service proactively contacted me, guided me remotely, and helped me step by step to solve the issue. This shopping experience made me feel very convenient and cared for. Efficient communication and high-quality after-sales service greatly enhanced my satisfaction.	Previously, when buying something, I encountered a serious color difference. My first reaction was to request a return and refund from the merchant, but the merchant did not reply or handle it for a long time, which made me very angry. Then I contacted the platform's customer service, but they could not help either. Later, I posted a complaint about the product's color difference, but the merchant insulted me and demanded that I delete the post, showing a very poor attitude, which made me even angrier.
Value Feedback	Regarding psychological counseling, many netizens under related posts engaged in patient and warm discussions and guidance, without insults or accusations, which made me feel that the community was very loving (for example, when a middle school student experienced her first menstruation and sought help online, I saw many netizens patiently and gently explaining to the child, which made me feel that everyone was very caring).	Once, a girl argued with me in the comment section, then used my photo from Rednote as her profile picture, changed her nickname to insulting language, and finally I reported her for infringing my portrait rights but failed. This made me so angry that I couldn't sleep well for two days.

Precise Recommendation	Once, I browsed several posts on Rednote about "sustainable lifestyles," including eco-friendly products and zero-waste living tips. Subsequently, the platform, based on my browsing habits, precisely recommended related eco-friendly products and user experiences. These recommendations not only matched my interests but also helped me discover many high-quality niche brands, greatly enhancing my shopping experience.	Once, I browsed some content about travel destinations on Weibo, and then the platform began frequently pushing travel-related advertisements, including hotel bookings and flight promotions. These ads appeared not only in my feed but also as pop-ups that forcibly interrupted my browsing experience. What was even more dissatisfying was that even after I repeatedly clicked "not interested" or closed the ads, similar ads continued to appear, and the recommended content was completely irrelevant to my actual needs (for example, recommending destinations I had never considered or expensive products).
Privacy Protection	When using Tik Tok, every time a function required permission, it always asked for my consent, which made me feel that my personal information was well protected and secure.	During daily chats with friends, Rednote immediately pushed related content, which made me feel like I was being monitored.
Customer Service	The customer service on Pinduoduo had a very good attitude, making people feel very friendly. Problems were also solved in a timely manner. For example, last time I bought a product on Pinduoduo, it arrived damaged. Later, I contacted customer service, who was very polite and negotiated with me on how to resolve the issue. In the end, the matter was successfully resolved, protecting the consumer's rights.	I purchased a skincare product on the platform that claimed to have special effects, but after receiving and using it for some time, I found its effects were completely inconsistent with the advertisement and even caused skin allergies. I immediately contacted the platform's customer service, hoping for a return and refund. However, the customer service response was very perfunctory, first requiring me to provide a series of complicated proof materials, including a doctor's diagnosis, and throughout the communication process their attitude was cold, without any apology or concern.
Platform Functionality		At first, using Rednote felt very novel, but after frequent use, I found that Rednote had few functions, and the posted content was mostly ordinary notes. Gradually, I lost interest in using Rednote.

After a preliminary summary of the research data, in order to explore user feedback under different classification categories, this study conducted data analysis on the classification results of the three coders. The details are presented in Tables 8 and 9.

Table 8. Data Analysis of Most Satisfactory Critical Incidents

Classification Name	Average Number of Classifications	Percentage of Total (%)	Rank	Classification Name	Average Number of Classifications	Percentage of Total (%)
Value Feedback	62	30	50	47.33	33%	1
Customer Service	24	50	45	39. 67	28%	2
Consumption Experience	34	44	31	36.33	26%	3
Precise Recommendation	19	15	14	16	11%	4
Privacy Protection	3	3	2	2. 67	2%	5

Table 9. Data Analysis of Most Unsatisfactory Critical Incidents

Classification Name	Average Number of Classifications	Percentage of Total (%)	Rank	Classification Name	Average Number of Classifications	Percentage of Total (%)
Platform Functionality	32	51	34	39	28%	1
Consumption Experience	27	27	22	25.33	18%	2
Customer Service	26	15	29	23.33	17%	3
Precise Recommendation	23	23	21	22.33	16%	4
Privacy Protection	13	14	23	16.67	12%	5
Value Feedback	17	8	9	11.34	8%	6

From the above tables, it can be seen that among the most satisfactory critical incidents, value feedback, customer service, and consumption experience accounted for 33%, 28%, and 26% of the total, respectively, making them the three categories with the highest proportions. This indicates that these three categories exert the greatest positive influence on users. In contrast, among the most unsatisfactory critical incidents, platform functionality accounted for the highest proportion at 28%, suggesting that platform functionality has the greatest negative impact on users. Therefore, platforms should pay particular attention to this shortcoming when improving their level of e-commerce politeness. The other four categories showed relatively similar proportions, with the largest difference being only 6%, indicating that their negative impacts on users are relatively evenly distributed.

Considering both the most satisfactory and most unsatisfactory critical incidents, value feedback had the highest proportion among satisfactory incidents (33%) and the lowest among unsatisfactory incidents (8%), with a difference of 25%. This demonstrates that value feedback has a particularly strong positive impact on users. Conversely, privacy protection accounted for only 2% among satisfactory incidents but a relatively high 16% among unsatisfactory incidents, with a difference of 14%, indicating that privacy protection is perceived by users primarily as a negative factor.

Therefore, stakeholders should focus on value feedback, customer service, consumption experience, platform functionality, and privacy protection. Efforts should be made to strengthen

behaviors such as value feedback that generate positive impacts for users, while improving aspects such as platform functionality that generate negative impacts. By optimizing the overall level of e-commerce politeness in social commerce platforms, user trust can be enhanced.

5. Conclusion and Suggestions

5.1 Conclusion

This study adopts CIT, guided by the concept of e-commerce politeness, to conduct an in-depth exploration of trust-driven consumption in human–computer interaction scenarios within social commerce platforms. The findings reveal that five aspects—value feedback, customer service, consumption experience, platform functionality, and privacy protection—have significant impacts on user trust in social commerce platforms. Among these, consumption experience exerts both positive and negative influences on user trust; value feedback has the strongest positive impact, followed by customer service. Therefore, continuously enhancing and optimizing e-commerce politeness in the areas of value feedback, customer service, and consumption experience can further expand their positive effects on users, strengthen user trust, and increase user stickiness.

On the negative side, platform functionality has the greatest adverse impact, while value feedback has the least, with the other factors showing relatively balanced negative effects. Consequently, social commerce platforms should adopt a macro-level perspective to grasp overall improvement, while placing particular emphasis on updating platform functionality to achieve more effective optimization.

5.2 Suggestions

Guided by the concept of E-commerce politeness, this study systematically analyzed and empirically validated the trust-driven factors in human–computer interaction contexts within social e-commerce platforms. By identifying the current strengths and weaknesses of social e-commerce platforms, the theoretical findings were transformed into actionable improvement measures. From the perspectives of **platforms, terminal operators, and individual users**, this study proposes targeted and specific recommendations to optimize the overall level of E-commerce politeness in social e-commerce platforms. Such optimization will contribute to the sustainable and high-quality development of social e-commerce.

5.2.1 Suggestions for Social E-commerce Platforms

Social commerce platforms can enhance e-commerce politeness by optimizing consumption experience and customer service. The research results show that customer service and consumption experience have the second and third strongest positive impacts on user trust in social commerce platforms. Therefore, platforms can improve users' overall consumption evaluations—and thereby increase repurchase and recommendation intentions—by optimizing consumption experiences and improving the quality of customer service to create a better consumption environment. Platforms may also increase third-party product verification and promote product trial mechanisms to strengthen users' sense of consumption security and confidence. In addition, refining AI customer service categories and investing more in training human customer service staff can provide timely responses and solutions to detailed issues.

The findings reveal that platform functionality has the greatest negative impact on user trust in social commerce platforms. Thus, platforms should strengthen content regulation and community governance, effectively filter information, eliminate false information, malicious attacks, and harmful content, and recommend content that aligns with social norms and public order to reduce adverse effects.

Data analysis further shows that privacy protection has a large difference in proportion between the most unsatisfactory and most satisfactory critical incidents, with negative impacts

outweighing positive ones overall. Therefore, strengthening privacy protection is of great importance for the development of social commerce platforms. Platforms should collect and use personal information only within the minimum necessary scope and strictly for processing purposes, avoiding excessive collection and unnecessary handling. In functions directly involving users, platforms should provide clear and accessible privacy settings and options. For example, as illustrated in Table 7 with the "Tik Tok usage function requiring user authorization" and "listening issues," platforms should enhance transparency in sensitive information collection through user reminders and clear operational settings, thereby improving users' sense of security and trust.

5.2.2 Suggestions for Terminal Operators (Stores/Influencers)

The analysis of this study's results reveals that *value feedback* accounts for the highest proportion among the most satisfactory critical incidents, exerting the strongest positive influence on users. Unlike retail e-commerce, which is relatively weak in social attributes, social commerce emphasizes users' perception of social emotions during the consumption process. Terminal operators (such as merchants or influencers) should provide more emotional value based on user needs, guiding users to experience truth, goodness, and beauty during their interactions.

Terminal operators can utilize social media data mining to analyze various types of user interactions on platforms, capturing users' emotional responses in specific contexts. These responses can be recorded using labels (e.g., surprise, sympathy, anger), and precise emotional capture can enhance operators' reputation and user loyalty. The primary emotional labels can then be transformed into marketing strategies, expressed through stories, slogans, emojis, and other marketing approaches. By embedding emotional content, a broader group of users can experience emotional resonance while browsing, thereby increasing user trust.

At the same time, terminal operators should provide timely emotional feedback. Intelligent comment bots or dedicated human customer service staff can assess user emotions based on the content they send, and respond promptly and specifically to comments and private messages according to users' emotional states. This allows users to feel valued, strengthens trust in human–computer interactions, enhances user stickiness, and supports sustainable business growth. In communication, terminal operators should also reinforce politeness, paying attention to courteous language when interacting with users. By optimizing communication strategies and patiently providing clear solutions, operators can further gain user trust.

5.2.3 Suggestions for Individual Users

According to the detailed explanation of value feedback, it can be seen that every interaction of a user on social commerce platforms exerts varying degrees of influence on the overall user ecosystem. In social commerce, users are not only individual information receivers but also sharers within the ecosystem. Users should recognize their dual identity and actively assume social responsibility, increasing rational expression while reducing excessive emotional output. At the same time, they should enhance their ability to discern information, verify sources from multiple perspectives, examine the motives of content publishers, and remain vigilant against deception.

Moreover, users should regularly manage privacy settings on social platforms, avoid excessive disclosure of personal information (such as ID numbers, phone numbers, and home addresses), and be cautious of behaviors involving excessive information requests. During the consumption process, users should develop good habits such as saving order screenshots, chat records, and product photos as evidence. Only when users, governments, and platforms jointly prioritize privacy protection can the safeguarding of personal privacy information be maximized.

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