

Social Media and Internet Celebrity for Social Commerce Intentional and Behavioral Recommendations

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Abstract : Social media is an online media platform based on interests and creative content formed by a group of Internet users. Internet celebrities are people who become famous on the Internet, increasing their popularity by their social networking or video websites. Social commerce (s-e-commerce) is the combination of social relations and commercial transaction activities. The combination of social media and Internet celebrities is an emerging model for the development of s-e-commerce. With recent advances in system sciences, recommendation systems are gradually moving to develop intentional and behavioral recommendations. This background leads to the research issues regarding digital and social media in enterprise. Thus, this study implements data mining analytics, including clustering analysis and association rules, to investigate Taiwanese users (n=2,102) to investigate social media, and Internet celebrities' preferences to find knowledge profiles/patterns/rules for s-e-commerce intentional and behavioral recommendations.

Keywords : social media, internet celebrity, social commerce, data mining analytics, international recommendation, behavioral recommendation

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