





Managing the "Intangibles": Business and Entrepreneurship Perspectives in a Global Context

Coordinators

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Privacy, security and utility perceptions on social commerce by Mexican consumers, and its impact on adoption of Social Network Sites as marketing medium

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Abstract

The increased popularity of social networking sites (SNSs), such as Facebook and Twitter, has opened opportunities for new business models for electronic commerce, often referred to as social commerce. This research aims to identify and explain some of the factors related to security and trust that may inhibit people and some factors related to easy of use that may encourage people to adopt social media as a marketing medium. To explain the adoption of social commerce by Mexican consumers, we build on the main models developed to explain the processes of technological innovation such as the perceived risk model, the theory of reasoned action, the technology acceptance model, and the innovation decision process; and a more specific model that aims to explain social commerce adoption; the social commerce acceptance model, SCAM. In particular this study measured confidence and perceived utility as drivers of purchase intention on SNS. A questionnaire was developed and applied to 311 respondents and structural equation modeling tested the model empirically. Results show a high psychological risk and a low sociological risk perceived by Mexican consumers. Perceived risk correlated inversely with purchase intention on SNSs while perceived utility showed a positive effect.

Keywords: social commerce, social shopping, social networking

Introduction

The Internet has spurred the reshaping of businesses and their strategies (Jachyra, 2009) as online transactions are available without having physical stores, and stakeholders are being managed through the Internet (Willis, 2004). In a narrow sense, electronic commerce (e-commerce) is an electronic way of buying and selling (Willis, 2004; Malucelli, Palzer & Oliveira, 2005). On the other hand, in a broad sense, e-commerce is not just selling and buying but includes managing the processes of stakeholders (Fingar, 2000; Zhu & Kraemer, 2002). Regardless of the scope, the most frequently cited benefits of e-commerce are cost reduction resulting from relatively less resource consumption (i.e., spatial, temporal, material and labor force) and data collection (Gerald & Efrim, 2009; Willis, 2004; Malucelli et al., 2005).

Web 2.0 is a phenomenon that has transferred Internet and the WWW to a social environment, creating platforms where people can interact and create content online (Lai and Turban, 2008). This advancement has also elevated online communities to a level where new business plans can be developed and implemented (Lu et al., 2010). Among emergent online social tools, or social media, perhaps the most preeminent are SNSs – online platforms on which users can create profiles and build personal networks for communicating and exchanging content (Boyd and Ellison, 2007). Social media has had a significant impact on communication since the first weblogs, or blogs, appeared more than a dozen years ago (Thackeray et al., 2008).

SNSs connect people with each other and help them to stay in contact with friends and family (Mital & Sarkar, 2011). Social networking websites act as a platform for coming together of people with similar interests, beliefs, and ideas. Users of social networking web sites connect to each other with the purpose of finding and exchanging content. Some of the other ways in which social networking can be used are for self-disclosure and self-representation and thus create and manage a social or even a professional identity (Haythornthwaite and Wellman, 1998). Social media is a subset of Web 2.0, and the social media revolution in the use of the Web is making social commerce a new extension of e-commerce (Fraser, and Dutta, 2008; Stephen, and Toubia, 2010; Zwass, 2010; Turban, Bolloju, and Liang, 2011).

Literature review

SNSs are applications that enable users to connect by creating personal information profiles, inviting friends and colleagues to have access to those profiles and sending e-mails and instant messages between each other (Kaplan and Haenlein, 2010). Tredinnick (2006), defines SNSs as those sites driven by user-participation and user-generated content. These definitions highlight the central philosophy behind SNSs which is self-disclosure, described by Kaplan and Haenlein (2010) as the conscious or unconscious revelation of personal information, for example feelings, thoughts, likes, and dislikes.

Profit making organizations use SNSs for interacting with customers and marketing their products. Muniz and O'Guinn (2001) observed that several companies are using SNSs to support the creation of brand communities. This means that social media holds enormous potential for companies to get closer to customers, and by doing so, facilitates increased revenue, cost reduction and efficiencies (Baird and Parasnis, 2011). Although it is certainly clear that large numbers of people are using SNSs, it is extremely difficult to determine the exact number of users because the numbers keep rising each and every day. A study by Waters et al. (2009), for instance, has indicated that an average of 250,000 people register to use Facebook daily. As consumers use online social media (e.g., weblogs, social network services), it is also important to understand consumer's media use and social communication in online shopping. Papacharissi and Rubin (2000) examined interpersonal, media, and new technology motives and found five computer-user computer mediated technology (CMC), motives for using the Internet: interpersonal utility, passing time, information seeking, convenience, and entertainment. Flanagin and Metzger (2001) classified ten motive clusters for people's Internet use including information, learning, playing, leisure, persuasion, social bonding, relationship maintenance, problem solving, status, and insight. Ray (2007) investigated why people make use of CMC, via social networking websites and examined people's motivations of CMC; motivations include entertainment, information, and social utility. Also, Nadjm (2007) found several reasons why people use social networking websites, such as to be popular, make friends, exchange information, selfimprovement, entertainment, belonging to a group, etc.

Social Commerce

The social interactions of people on the Internet, especially in social networking site (SNSs), have created a new stream in e-commerce. This new stream is social commerce, s-commerce. Yahoo first introduces the label "Social commerce"! In 2005, with the earliest academic article entailing it in 2007 (Jascanu, Jascanu & Nicolau, 2007). Although there is no standard definition of the term, s-commerce, (also known as social business), generally refers to the delivery of e-commerce activities and transactions via the social media environment, mostly in social networks and by using Web 2.0 software. According to Petersen (2011), s-commerce is the fusion of e-commerce and social networking. Hajli (2012), defines s-commerce as "a new concept, which enables customers to have an active positioning cyber space. It is a development in e-commerce based on a network of buyers and sellers. It is more commonly found in social and interactive forms of e-commerce". S-commerce is the use of Web 2.0 and social technologies to support interactions in an online context to support consumers' acquisition of services and products on the Internet (Liang and Turban, 2011). As a relatively new phenomenon first widely acknowledged in 2005, s-commerce, presents new opportunities to examine issues related to information/content, business strategies, management, technologies, and people's behavior. It involves using Web 2.0 social media technologies and infrastructure to support online interactions and user contributions to assist in the acquisition of products and services. (Liang and Turban, 2011), its major feature is conducting various types of commercial activities on social media to take advantage of online social capital (Ting-Peng et al, 2011-12). The increased popularity of social media such as Facebook and Twitter has further developed s-commerce. Since June 2009, Facebook has been transitioning beyond just a social media site, and into a viable commerce venue (Parry, 2011; Sands, Harper, & Ferraro, 2011). Projected retail sales through Facebook storefronts (retailers that run Facebook pages and conduct e-commerce transactions through the Facebook pages) may grow to \$15 billion by 2015 (Word of Mouth Marketing Association, 2011). The process of buying and selling products has then, evolved from traditional physical storefronts, to catalog shopping, then shopping electronically using online retail storefronts, and most recently to the social media venue, Facebook, for transactions (Jansen, Sobel, & Cook, 2011). The future of e-commerce is scommerce (Hajli, 2012). According to Sau-Ling (2011), s-commerce has four characteristics: 1) there is harnessing collective intelligence, i.e., the key to market dominance lies in the creation of massive networks of contribution;

2) an architecture of participation in which all parties are involved; 3) viral marketing, which is one way to achieve loyalty with consumers and greater affinity; 4) Rupture of marketing, i.e., the most successful companies are those that gain the most from their consumers and at the same time, have a new and different approach to do things. Some SNS's have developed applications to make purchases within its site, i.e. Facebook. It has led to the emergence of a new sub-category for s-commerce called F-commerce, where users with similar tastes and interests can make purchases within Facebook. (Petersen, 2011)

S-commerce has quickly emerged as a new area of inquiry for both practitioners and researchers, suggesting the potential impacts of social media and social networking technologies and services in shaping commercial channels on the Internet (Zhang, Zhou and Zimmerman, 2013). Social relationship is the key element that differentiates social commerce from other forms of online commercial activities. (Ting-Peng et al, 2011-12). However, except for a few recent studies (Zee-Sun, 2011; Ting-Peng and Turban, 2011-12), there has been a general lack of strong empirical work to enable the establishment of models to find out the factors that can explain the adoption of s-commerce.

Adoption of innovations

Past studies used to explain adoption of innovations include various frameworks and models to clarify the factors or determinants influencing the acceptance of technology in consumer context. Most of them are based on theories such as perceived risk theory (PRT), (Bauer, 1960), the technology acceptance model (TAM), (Davis, 1989), Theory of planned behavior, (TPB) (Ajzen, 1991) and diffusion of innovation, (DOI) (Rogers, 1995). TAM assumes higher Perceived Ease of Use (PEOU) and Perceived Usefulness (PU) of a system cause a greater intention to use a system. TAM proposed that perceived usefulness (PU) and perceived ease-of-use (PEOU) are both able to predict the behavioral IU a technology of users. PU is the extent to which an individual's expectation that the use of the technology will improve one's job performance whereas PEOU is the belief that using the technology will be free of effort (Davis, 1989). TPB is a theory about the link between beliefs and behavior. The theory states that attitude toward behavior, subjective norms, and perceived behavioral control, together shape an individual's behavioral intentions and behaviors (Ajzen, 1991). TPB was extended from theory of resonated action (TRA). Besides, technological factors, TPB also focused on social and individual factors (Khalifa and Shen, 2008). The theory of planned behavior stated that behavioral intention to perform an activity is determined by attitude, perceived behavioral control, and subjective norm (Ajzen, 1991). Social Commerce Acceptance Model (SCAM) indicated the importance of s-commerce components in intention to buy behavior of customers. Trust as well as forums and online communities play key roles in the SCAM model. According to SCAM, forums and communities positively increase customers' trust and consequently intention to buy increases. (Hajli, 2012). This is the first model in scommerce to date.

Barriers and factors influencing s-commerce adoption

Barriers existed for both fans and online Facebook retailers. Retail Facebook fans needed to trust the brand, feel engaged, and be social when they visited retail Facebook sites (Nambisan & Watt, 2011). If fans did not feel in control of their online retail experience, they had a lowered sense of trust (Gil-Or, 2010). Facebook retailers faced many barriers when marketing to retail Facebook fans. Included in these barriers was a lack of understanding the Facebook environment, identifying the resources needed to market to fans, and not knowing which marketing tactics influenced Facebook fans (Karakaya & Stahl, 2009). Barriers to brand building are due to consumer trust perceptions of an organization and the culture of an organization (Gil-Or, 2010). Fans mostly used a social networking site such as Facebook to connect with family and friends. Only 23% used it to interact with brands (Baird & Parasnis, 2011).

Marsden (2009) notes that social shopping is influenced by the social intelligence of the individual, i.e., their ability to learn from the knowledge and experience of people you know and / or trust. This type of purchase is governed in part by the heuristic thinking of each individual, i.e., to ignore the information that is available and leaning usually consideration of recommendations made by acquaintances or you trust and that usually given as result of intuitive decision making by the buyer (Marsden, 2009). The behavior exhibited by the social buyer has

been studied by modern psychology. It states that there are six heuristic laws that governed social buyers: 1) social support, 2) power, 3) scarcity, 4) admiration 5) coherence and 6) reciprocity (Neuromarketing , 2012).

Risk perception

Consumer perceptions of risk have been widely dealt with in the past literature and have been shown to shape all purchase decisions to varying degrees, and thereby influence consumer behavior (Bauer, 1960; Bettman, 1973; Chaudhuri, 1997; Cox, 1967; Cunningham, 1967; Mitchell, 1992, 1999). A purchase decision involves risk when the consequences connected with the decision are uncertain and some results are more desirable than others (Kogan and Wallach, 1964, 1967; Pollatsck and Tversky, 1970; Rapoport and Wallsten, 1972; MacCrimmon and Wehrung, 1986). Consumer perceptions of risk have been widely dealt with in the past literature and have been shown to shape all purchase decisions to varying degrees, and thereby influence consumer behavior (Bauer, 1960; Bettman, 1973; Chaudhuri, 1997; Cox, 1967; Cunningham, 1967; Mitchell, 1992, 1999). A purchase decision involves risk when the consequences connected with the decision are uncertain and some results are more desirable than others (Kogan and Wallach, 1967; Cunningham, 1967; Mitchell, 1992, 1999). A purchase decision involves risk when the consequences connected with the decision are uncertain and some results are more desirable than others (Kogan and Wallach, 1964, 1967; Pollatsck and Tversky, 1970; Rapoport and Wallsten, 1972; MacCrimmon and Wehrung, 1986). Social risk included seeking the opinions of family and friends prior to making an online purchase through Facebook storefronts. Risk perceptions lowered and decreased the purchase barrier when Facebook storefronts made the process transparent to fans and offered complete information (San Martin et al., 2011).

Trust

Historically the issue of trust (i.e. "the confidence of the exchange actors in the goodwill of each other" Gounaris, 2005, p. 127) dissuaded many buyers and suppliers from participating in e-markets. Trust theory is used in interpreting social behavior and may be able to shed light on issues in s-commerce research (e.g., Caverlee, Liu, and Webb, S., 2010). Negative interactions among retail Facebook fans, was a barrier to convert from fan to buyer (Zeng et al., 2009). Negative comments and inappropriate postings lowered the sociability that fans experienced (Nambisan & Watt, 2011).

Easy of use

Easy of use of innovations is sometimes measured by its opposite: perceived complexity. Rogers (1995) defined complexity as the degree to which an innovation is perceived as relatively difficult to understand and use. Complexity refers to what makes people perceive innovation as a complex (Tornatzky & Klein, 1982). The construct of Davis 'perceived ease of use' (Davis, Bagozzi & Warshaw, 1989) is the opposite of complexity (Moore & Benbasat, 1991). Is defined as "the extent to which a prospective user expects a target system is free of effort" (Davis, Bagozzi & Warshaw , 1989 : p 985.) . This effort covers both physical and mental effort (Moore & Benbasat, 1991). The complexity thus relates to more than just the difficulty to understand and operate an innovation. Exemplary is the inclusion of 'uncomfortable to use' and 'frustrating to use' on the scale of usability by Moore & Benbasat (1991). Regarding s-commerce, it can be argued that issues such as security, user difficulty of neglect and technological dependence can make a user perceive it as complex.

Methodology

Aims and research question

This research aims to answer which factors explain the adoption of social commerce in Mexican SNS's users. Thus, research question of this study was: What are the factors that inhibit the adoption of social media as a marketing medium in Mexico? The basic proposition in this study is that there are factors (i.e., distrust and perceived risk) that inhibit s-commerce adoption and some factors that facilitate its adoption (i.e., perceived easy of use).

The proposed research model

From the review and the subsequent discussion on the findings, a model was drawn to study the adoption of scommerce among Mexican consumers. It focuses in analyzing perceived risk, trust and easy of use to predict intention of using and buying intention trough social commerce, as shown in Figure 1:



FIG. 1: PROPOSED RESEARCH MODEL

Therefore we predict:

- H1: Perceived risk on social networks will negatively affect the purchase intention of social networks users.
- H2: The trust of users towards social networks lowers the perceived risk in social networks.
- H3: The trust of users towards social networks increases the purchase intention in SNSs.
- H4: The greater ease of use perceived by users, the greater the purchase intent of social networks users.
- H5: Perceived ease of use of social networks will positively affect the intended use of social networks.
- H6: Intention of the use of SNSs will be positively associated to the purchase intention of social networks users.

Measures

To measure Perceived risk on SNSs, we used the 5-item scale (RP) developed by Lorenzo-Romero et al, (2011), based on the work by Jarvenpaa et al. (2000), McKnight et al. (2004b), Wakefield y Whitten (2006), González et al. (2006), Flavián y Guinalíu (2007), Ruiz et al. (2007), and Muñoz (2008. Examples of items of this scale are "if my friends / colleagues know that social networking use my public image could be adversely affected" and "using social networks can sometimes make me feel bad". Response categories ranged from 1 (not at all characteristic of me) to 5 (extremely characteristic of me). Cronbach's alpha for the scale was 0.775, which is lower to other research using the scale (Lorenzo-Romero et al, 2011, α =0.90), but still higher than 0.7, which is the minimum accepted value (Hajli, 2012; Han, B., & Windor, J., 201 and Hair et al., 1999), who also state that the lower limit for acceptable Cronbach's alpha may drop to 0.60 in an exploratory research. To measure trust in SNSs, we used the 11-item scale rated on a 5-point scale (C) developed by Lorenzo-Romero et al, (2011), and based on the work by Pavlou (2002, 2003); Flavián y Guinalíu (2007); Camarero y San Martín (2007); Ruiz et al. (2007); Muñoz (2008)). Examples of items of this scale are "I believe the information in SNSs is sincere and honest", "social networks are characterized by openness and transparency", "social networks are worthy of trust" and "companies that manage social media act responsibly". Three of the items in this scale were dropout as they had a low charge in the Factor analysis (items C9, C10 and C11, with charges below 0.60. Concerning this, Hair et al. (1998, 2006) recommends that, in addition to being significant, the average of the loads on each factor is greater than 0.7 or as Bagozzi and Yi (1988) and Vila et al (2000), proposed, individually greater than 0.6.). Cronbach's alpha for the revised scale in our study was 0.82. To measure Intent to use SNSs, we used the 4-item scale rated on a 5-point scale (IU) developed by Lorenzo-Romero et al, (2011), based on the work by Davis (1989); Moon y Kim (2001); Mathwick (2002); Chan y Lu (2004); Castañeda (2005); Muñoz (2008); Willis (2008). Examples of items of this scale are "I intend to start or continue using social networks" and "I will recommend to others to use social networks". Cronbach's alpha for the scale in our study was 0.76. To measure perceived easy of use, we used the 6-item scale rated on a 5-point scale (FU) developed by Lorenzo-Romero et al, (2011), drawn from the work by Davis et al. (1989); Venkatesh (2000); Moon y Kim (2001); Pikkarainen et al. (2004); Munoz (2008); Shin (2008a, b); Willis (2008). Examples of items of this scale are "Learning to manage social networks is easy", "interaction within social networks is clear and understandable" and "Social networks are easy to handle for anyone"; item FU4 was dropped out due to a low charge in the Factor analysis. In our study, α =.76. To measure intent to purchase in SNSs, we used the 2-item scale and is rated on a 7-point scale (IC) developed by Mir & Zaheer, (2012). Items of this scale are "I will consider in my future product purchases those offers that companies present in SNSs" and "I intend to take my future purchasing decisions based on the information users share in social networks". Cronbach's alpha for the scale in our study was 0.82.

Data collection procedure

This study focuses on adoption of s-commerce of college-aged adults for a variety of reasons. First, although Internet adoption rates have increased in all demographic groups, usage still varies across age groups with the highest penetration (88%) among young adults aged 18 to 29 (Rainie, 2005). Second, young adults have grown up with this technology and the distinctions between the online and offline world are often blurred (Rainie, 2006), which suggests that Internet communication is a way of life for this group. From a behavioral perspective, these two reasons suggest that young adults are more likely to use the Internet for sharing information with their family and friends. We administered a survey to undergraduate students enrolled in marketing courses at a university located in Guadalajara, Mexico. Participants were informed that the purpose of the project was to develop an understanding of the factors that inhibits the use of SNS as a marketing medium. Inviting 985 Facebook users to an online survey, which took approximately 20 min to complete, collected data. The final sample was comprised of 190 females (61%) and 121 males (39%). The ages of the subjects ranged from 18 to 51 years of age, with a mean of 22.5 (SD=2.6). 14% of the participants were undergraduate students, 66% of the participants had finished their college studies and 20% were graduate students. 81% of the participants informed to use SNSs on a daily basis.

Data analysis procedure

We used the two-step approach to structural equation modeling (SEM) which calls for the evaluation of the fit of the measurement model using confirmatory factor analysis (CFA) prior to assessing the fit of the structural model (Schumacker and Lomax, 2004). The fit measure included a $\chi 2$ /degrees of freedom ratio of 1.785 ($\chi 2$ = 437.436, df=245), which is below the recommended cutoff of 3.0 (Kline 1998). Similarly, based on the recommendations of Hu and Bentler (1998) we meet the criteria for an acceptable model fit: comparative fit index (CFI)=0.911, non-normed fit index (NNFI)=0.90, and standardized root mean residual (RMR)=0.068. The construct reliabilities ranged from 0.88 to 0.91 confirming internal consistencies of the measures. Overall, the measurement model was supported by the results of CFA. The research hypotheses were examined using structural equation modeling (SEM) which allows all paths to be examined simultaneously. The conceptual model (refer to Fig. 1) was tested using EQS 6.1. The model was tested with the maximum likelihood method of parameter estimation and the covariance matrix was used as input. Although the chi-square value was significant (\mathbf{p} <0.001), the structural model provided a satisfactory fit to the data (Hu and Bentler, 1998). The ratio of chi-square to degrees of freedom is 1.785 ($\chi 2$ =437.436, df=245), comparative fit index (CFI)=0.911, non-normed fit index (NNFI) = .950, and standardized root mean residual (RMR)=. 068. However, not all structural paths between constructs were significant as McDonald's (MFI) Fit Index =0.072 in our study (MFI recommended for a satisfactory fit \geq 0.90, (Mir y Zaheer, 2012).

Research findings and discussion

Validity and reliability of the scales

Because the model originally proposed does not meet the criteria to be considered successful, it was necessary to perform an adjustment that involved the removal of some variables; in this case, trust and intent to use SNSs were cutoff. Results for the modified model proved satisfactory as shown in Table 1 and Table 2. The internal consistency of the constructs, reliability is presented in Table 1. In this case, Cronbach's α exceeds the 0.7 recommendation by Nunnally and Bernstein

(1994). In table 2 we can observe that the comparative fit index (CFI) which represents the shared variance between the set of variables observed that measure the same construct (Fornell and Larcker, 1981) measured 0.946, well above the minimum 0.6 considered reasonable by (Bagozzi y Yi, 1988). McDonald's (MFI) Fit Index rose up to 0.921 in the modified research model, well above the minimum satisfactory, while the other indices also have had satisfactory results as presented in Table 2 (Bollen's (IFI) Fit index = 0.913, Joreskog-Sorbom's GFI fit index = 0.892, Joreskog-Sorbom's AGFI fit index = 0.867). Content validity of the scale is derived from the adequacy of scales; all of them previously used according literature review (Vila et al., 2000). To ensure validity such a thorough review was conducted. Even if most previous scales were used in different contexts to the present work, mainly for e-commerce or online banking, they were used in the context of SNSs by Lorenzo-Romero, et al, (2011).

Factor	Item	Factor load	Cronbach's alpha
Preceived risk	RP1	0.748	0.775
	RP2	0.755	
	RP3	0.778	
	RP4	0.689	
	RP5	0.68	
Perceived trust	C1	0.611	0.822
	C2	0.644	
	C3	0.649	
	C4	0.691	
	C5	0.648	
	C6	0.723	
	C7	0.626	
	C8	0.651	
Intent to use SNSs	IU1	0.793	0.755
	IU2	0.702	
	IU3	0.849	
	IU4	0.702	
Ease of use of SNSs	FU1	0.764	0.758
	FU2	0.601	
	FU3	0.734	
	FU5	0.667	
	FU6	0.755	
Intent to purchase in SNSs	IC1	0.922	0.823
	IC2	0.922	

TABLE 1: FACTOR ANALYSIS: RELIABILITY AND CONVERGENT VALIDITY

TABLE 2: FIT MEASURES FOR THE MODIFIED RESEARCH MODEL

χ2/degrees of freedom	CFI	IFI	MFI	GFI	RMSEA	AGFI
2.211	0.946	0.947	0.921	0.949	0.064	0.917

SEM analysis

As previously mentioned, Table 2 collected Indicators of structural adjustment model, showing that the model has a good fit. In addition, the adjusted structural model as shown in figure 2, largely explained variables perceived risk ($R^2 = 0.3292$), perceived ease of use ($R^2 = 0.254$) and intent to use SNSs ($R^2 = 0.191$).

Results of hypothesis testing

The results of the structural equation model showing the significant paths (p<0.10) in solid lines are presented in Fig. 2. Table 3 shows individual parameter estimates, standard errors and t-values. Hypotheses H1 through H4 examined the direct effects of the key motivations associated with FIRO theory on forwarding online content. The individual path coefficients for the need to belong, individuation, altruism, and personal growth initiative were examined and we found only partial support for this set of hypotheses



NOTE: The dashed line indicates a path not included in the adjusted model

FIG. 2: ADJUSTED STRUCTURAL MODEL

Results of hypothesis testing

Table 3 shows individual parameter estimates, standard errors and t-values. Perceived risk has a negative and significant effect on the Intent to purchase in SNSs (β = -0.356; p <0.10), accepting therefore, hypothesis 1. Perceived ease of use has a positive effect on Intent to purchase in SNSs (β = 0.568; p <0.10), supporting thus hypothesis 4. Intent to use shows a strong positive effect on Intent to purchase in SNSs (β = 0.718; p <0.10), accepting therefore, hypothesis 6.

Hypothesis	Causal path	Parameters estimates	Standard error	t-value
H1	Perceived risk> Intent to purchase	-0.356	0.022	-2.701
H4	Perceived ease of use>Intent to purchase	0.568	0.203	2.781
H6	Intent to use> Intent to purchase	0.718	0.261	4.136

TABLE 3: PATH ESTIMATES, STANDARD ERRORS, AND T-VALUES OF THE MODEL

Conclusions

As can be seen, the majority of social network users logged on to this kind of web / electronic daily community sites using lots of your time on them. Although there is a belief that young people are better to change and adapt technological advances, you can see even a certain amount of users who are reluctant to change, or, skeptical about the security that SNSs offer for a-commerce. Even if there is a perceived high risk can not be said that the social network users rely 100% on them, because a user group showed an unfavorable position, for example, even though a

large number of users does not believe that social media can damage them psychologically, there is a percentage that does not rule out another number that idea and believes that social networks can reach them feel bad sometimes. From the above mentioned, it can be concluded that the risk perceived by social network users is psychological type, as the perceived social risk is relatively low;: however, the sum of the number of users who are in total disagreement with the number of users who are in disagreement with that social networks are worthy of trust is very high, considering that almost half of respondents were indifferent to this statement, and a very low number answered it agree. This shows that although users perform various activities within social networks; published information, spend much of their time on these sites and maintain relationship with your contacts, do not trust this kind of sites and this could be partly due to some users believe that companies that manage social media act irresponsibly.

As shown, many users do not trust social networking, or are indifferent to this factor, however, the number of users having confidence in them is relatively low and only few consider the behavior is ethical social networks. These insights could be derived from previous user experiences, beliefs or possibly culture as discussed above. However, building trust is an important issue not only for social networks but also to any business either electronic or physical. While this study has ruled out the relationship of trust factor with the other factors, does not mean it has no influence on the buying behavior of the social buyer in Mexico, because as you can see, some of the items in this scale are related to other statements that are other scales measuring factors. However, if the perceived risk factor showed to be related to purchase intent of users belonging to social networks, it is considered timely conducting mechanisms to care for the safety of the user at the time of the transactions, and the distribution information about security policies and privacy that social networking and other marketing sites online that offer, so that the perception of perceived risk decrease, a factor that is not unique to Mexico, since as discussed above, in any other country, although very developed, the issue of privacy and security, as well as fear and user perception issues are still under study. Finally, the hypotheses related to perceived risk and intention to use and although SPSS threw relationships with other factors tested, we failed to find a consistent relationship between all the variables proposed in the initial model, which does not necessarily mean that no such relationship exists, it is necessary to consider some other factors as may be necessary so that the variables have a more consistent relationship.

Value of the Study

A goal of this research was to provide practitioners with insight into some of the factors that may inhibit, and some of the factors that may boost, adoption of s-commerce. Retailers who are building a Facebook storefront, or who currently have a Facebook storefront, should understand how to market effectively to fans. Effective marketing strategies may contribute to a higher conversion rate, turning SNSs fans into SNSs storefront buyers (Parent et al., 2011). Once consumers choose a retailer's SNSs storefront, it is likely they will make purchases if the products are available (Internet Retailer, 2011a). According to Marsden (2010), 51% of Facebook fans convert to purchasers on Facebook storefronts after they like a retailer's fan page; and 75% of all Facebook fans have liked a brand page. Thus, this study contributes to the literature and provides understanding of online s-commerce activity formulating managerial implications by investigating key attributes (e.g., trust, perceived risk, easy of use) of social shopping and provide evidence for retailers regarding if and how social shopping might be effective in customer decision making and how it might enhance the customer shopping experience by adding value, and ultimately, increasing sales

Limitations and future research

The study of e-markets is relatively new in the management and systems literature and their importance fuels a continuous and growing demand for more research on barriers to their adoption. While this exploratory study identifies a number of barriers and challenges to their adoption, the implications drawn from this research should be considered in light of several constraints. First the generalizability of the study is limited by the use of a convenience sample of college-aged students While the use of student samples can impede concluding how nonstudent consumers will respond, given the primary objective of this research was to provide theoretical insights into the adoption of s-commerce of the e-maven, we believe the use of a student sample is justified. Furthermore, as discussed previously,

college-aged students tend to be heavy users of the Internet and thus comprise an important segment to marketers. Second, our results are limited to the particular scales used. Since a number of different scales are available that can potentially tap the same constructs used in our study, it is possible that the use of different scales might impact the results. Despite these limitations in this research, the present study sheds light on some of the factors that affect adoption of s-commerce among SNSs users.

References:

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Social Media Use by Government to Reduce Damages Following a Natural Disaster

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