

**THE IMPACT OF SOCIAL COMMERCE FEATURES ON CUSTOMER TRUST AND TENDECIES
(CASE STUDY: YAATAA COMPANY)**

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Abstract. Today, the growth and expansion of the Internet has led to the development of social networking sites and the subject of trade in social networks. Social commerce is a subset of e-commerce that social networking sites use for social interaction and user contributions to facilitate the online purchase and sale of diverse products and services. Consumer trust is a major factor in the success of corporate social business executives, so these companies need do a lot of work to be trusted. In this research, key factors in social commerce such as reputation, size, quality of information, communication, security of transactions and oral references, as well as the impact of trust on trust performance (buying tendencies and oral preferences) have been investigated. Validity and reliability of the questionnaire used in this research has been confirmed in the form of three methods of face, convergent and divergent validity, and the reliability of the tool is also used through two methods of Cronbach's alpha coefficient which was greater than 0.7 and a Split Half validation.

The current research has been implemented at YAATAA Company, which allows its customers to purchase foreign sites such as Amazon and eBay. Empirical analysis based on a sample of 380 users and structural equation modeling with Amos software has been identified that all features of social commerce (with the exception of size and size) have a significant impact on trust and trust also has a significant impact on buying tendency and oral tendencies.

Keywords: Social Commerce, Trust, Trust performance, Purchasing Tendencies, Word of mouth tendencies

1. INTRODUCTION

In the offline world, a customer's decision to purchase a product or service is largely influenced by friends, family and colleagues. Older business models deal with one-to-one interactions that have led to the development of customer and seller relationships, but the social business has transformed the customer-seller interaction into a community-based model, making it possible to get a more helpful suggestion, to search more effectively, and eventually purchase a desired goods. Despite the increasing use of the Internet in Iran, social commerce and Internet shopping have become less common in the country. Perhaps one of the biggest obstacles to the establishment of social commerce in Iran is the lack of trust among people in the field and the lack of awareness of the active institutions in this area with the mechanisms of trust -building. Jones and Leonard (2008) claimed that mistrust was the main reason for the failure of positive relationships with the consumer. Vital et al. (2000) argued that e-commerce companies would not be able to fully capture their economic potential if they could not get their consumer trust. According to Kim (2011), online shoppers' concerns about lack of trust are an important topic for research on social commerce (Kim, 2011). Although social business is an important topic for research, the previous studies of social commerce are generally limited to defining and describing social commerce (Stefan and Tobias, 2010) or defining the characteristics of it (Weijun & Lin, 2011) or just market analysis Social Commerce (Kim, 2011), but no study has been done about trust in social commerce, especially in the context of the key features of social commerce and the formation of trust that can facilitate the function of trust (buying tendencies and word of mouth) (WOM). For this reason, due to the lack of trust in internet interactions, this study attempts to investigate the impact of key social business factors such as reputation, size, quality of information, communications, security of transactions and oral references on trust as well as the impact of trust on the performance of trust (buying tendencies and word of mouth)

2. CONCEPTUAL MODEL

Reputation: The reputation is the level of consumer trust that a social company has earned honestly with its consumers. (Kim and Noh, 2012, 1372) In this research, the reputation variable has

been measured using indicators such as good cognition among people, high credibility, honesty and familiarity. In the present study, all variables are expressed in terms of the 5-point Likert analysis.

Hypothesis 1: *The reputation of firms offering social commerce services has a significant impact on consumer trust.*

Size: The size of the social commerce is defined as the extent to which consumers think about the size of the company within the framework of the assets and market shares. (Kim and Noh, 2012, 1373) Indicators that measure the size (size) include large size, large provider, presence in different geographic regions, and large role in society.

Hypothesis 2: *Size of companies offering social commerce services have a significant effect on consumer trust.*

Quality of Information: The quality of information refers to the latest, accurate and complete information provided by the business community to its consumers. (Kim & Park, 2013, p. 324). In the quality variable, factors such as providing accurate information, providing useful information, reliable information, and sufficiently significant and measurable information are important.

Hypothesis 3: *The quality of information in the field of social commerce has a significant effect on consumer trust.*

Transaction security: Transaction security is defined in a spectrum in which social business users believe that social commerce can provide a high level of security throughout business transactions and provide information about the business areas concerned. (Kim and Park, 2013, 324). The transaction security variable in this study is examined using indicators such as implementing security measures, the ability to check the identity of the buyers, the impossibility of distorting, and changing the sense of security in the electronic payment.

Hypothesis 4: *Security of transactions in the field of social commerce has a significant impact on consumer trust.*

Communications: Communication is another introduction to consumer trust in social commerce and is defined as an informal and formal process that consumers can comment and share their idea. (Moon & Lee, 2008; Rogers, 1986). In the communication variable, factors such as knowing new developments, paying attention to consumer feedback, providing critical information, and

providing timely, measurable information are important.

Hypothesis 5: *Communication in social commerce has a significant impact on consumer trust.*

Word of mouth: refers to the online services through which consumers can exchange their information and experiences with other people in order to make final decisions about the purchase of their products and services. (Kim and Prabhakar, 2000; Park et al., 1998) The indicators used to measure the variable are: usefulness, reliability, ease of use, and value of interaction.

Hypothesis 6: *word of mouth references in the field of social commerce have a significant effect on consumer trust.*

Purchasing tendencies: Refers to a type of service or product. (Richardson et al., 1996), the purchasing tendencies variables are measured using indicators such as product review, purchase of products, willingness to buy in the future, and the intention to purchase existing products.

Hypothesis 7: *Trust has a significant effect on the consumer buying tendencies in the social commerce.*

Word of mouth tendencies: The purpose of it in this research is the efforts made to exchange direct and indirect experiences. (Anderson, 1998; Westbrook, 1987). In this variable, factors such as mentioning positive points, providing information to others, recommending others, and recommending reviews to others are measurable.

Hypothesis 8: *Trust has a significant effect on consumer word of mouth tendency in social commerce.*

2.1 The theoretical framework of research

This research attempts to assess the importance of a structure that addresses the key features of social commerce (such as reputation, size, quality of information, communications, security of transactions and word of mouth references). As is shown in figure 1, based on this, their impact on the formation of consumer trust in the social commerce has been addressed, which has facilitated the functioning of trust and ultimately influenced the buying tendencies and word of mouth preferences of the consumer.

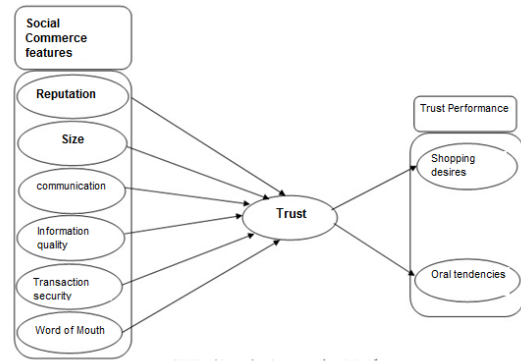


Figure 1: Conceptual Model

Therefore, this conceptual model of research focuses on the characteristics of social commerce, which, as shown in Figure 1, that shows variables in the form of independent variables (reputation, size, information quality, communication, security of transactions and word of mouth references), mediator variable (Trust) and dependent variables (shopping and word of mouth tendencies).

3. RESEARCH METHODOLOGY

This research was a field research conducted using a questionnaire, and also examined the relationships between variables through structural equation modeling. The results of this research are applicable to companies that use social commerce, therefore, are an applied research. The statistical population of this research was the customers of YAATAA Company. The sample size of it was 380 customers, which was collected by simple random sampling method. YAATAA is a new mail provider for a range of services including e-commerce services, logistics services and e-Citizenship Services, which can be used to purchase Iranian users from the world-famous online stores like Amazon, as well as in the near future, export and sale. It also provides international platforms. YAATAA will post the hybrid postal service and direct mail on its agenda and will begin its services in the near future. At present, the existing categories include cell phones and its accessories, men's clothing, jewelry, computer equipment, electronics, home appliances and kitchenware, and industrial supplies that can be purchased from the YAATAA shopping mall. By clicking on the product profile, the user has access to other information, such as color, size, manufacturer country, and delivery time, and can add it to the cart. To ensure the originality of the product, this site also links to the

Amazon's home page. Users can also follow the purchase done on the site.

3.1 Validity and reliability measurement

In this research, a questionnaire which was extracted from Kim and Park has been used (2013). For formal validation, 10 members of the community were distributed and asked to study the questionnaire and identify its literary and structural objections.

The composite validity coefficient of this study is calculated in Table 1 and obtained for each construct higher than 0.6, which is a sign of the convergent validity of the tool and the results.

Table 1: Composite reliability coefficients

Variable name	Combined reliability coefficient (CR)
Reputation	0.87
Information quality	0.87
Size	0.82
Transaction security	0.83
Communication	0.86
Oral references	0.90
Customer trust	0.86
Shopping desires	0.82
Oral tendencies	0.91

Divergent validity means that the components of a structure are overlapped or convergent, but they are divergent or negatively correlated with opposite structures. In Table 2, colored houses are the indicator of the square root of the average of the variance index extracted. Compared to the correlations between the structures, it can be easily understood that the average variance index extracted from the correlation between the structures in all cases is larger and so it can be acknowledged by the existence of divergent validity in the tools and the results.

Table 2: Comparison of Structural Correlation and Ratio of Extracted Mean Variable Index

Variable name	Reputation	Information quality	Size	Transaction security	connections	Oral references	Customer trust	Shopping desires
Reputation	0.64							
Information quality	0.58	0.63						
Size	0.36	0.35	0.54					
Transaction security	0.38	0.55	0.32	0.56				
Communication	0.36	0.38	0.38	0.46	0.61			
Oral references	0.35	0.27	0.31	0.30	0.52	0.69		
Customer trust	0.44	0.49	0.29	0.54	0.50	0.40	0.56	
Shopping desires	0.38	0.35	0.33	0.36	0.56	0.59	0.51	0.53

In this research, Cronbach's alpha method was used to determine the reliability of the questionnaire. The alpha coefficient obtained in Table 3 is greater than 0.7 and the questionnaire is of prime reliability.

Table 3: Cronbach's alpha coefficient

Reliability coefficient of Cronbach's alpha		Sample size	
Initial test	0.91	30	
Initial test	0.92	380	
Alpha for variables	Reputation	0.81	380
	Information quality	0.79	380
	Size	0.74	380
	Transaction security	0.72	380
	Communication	0.79	380
	Oral references	0.85	380
	Customer trust	0.79	380
	Shopping desires	0.79	380
	Oral tendencies	0.81	380

In the split-half method, the items were split into two parts: the Spearman-Brown correlation coefficient was calculated for them, the results of which are shown in Table 4.

Table 4: Reliability coefficient of split-half

The coefficient of reliability of split-half method	
Initial test	0.96

4. DATA ANALYZING

In the present study, descriptive statistics and inferential statistics have been used for analyzing data obtained. Therefore, in descriptive analysis has been used from frequency distribution table, central indices, dispersion and graphs and in inferential analysis has been used from structural equations and for using structural equations it has been used from Amos software.

4.1 The Confirmatory Factor Analysis

Factor analysis is a generic name for some multivariate statistical methods which the main purpose of it is to summarize data. This method deals with the internal correlation of many variables and ultimately categorizes them in the

form of finite general factors. Factor analysis (as opposed to multiple regression, diagnostic analysis, or focal correlation in which there is one or more dependent variables and many independent variables) is also a dependent method in which all variables are simultaneously considered. In this technique, each variable is considered as an associative variable (Kalantari, 2008, 283). At this stage, efforts have been made to test the goodness of the factor structure determined by exploratory factor analysis.

Prior to conducting a confirmatory factor analysis, the conceptual model of the research included 6 independent variables (reputation, information quality, and size, security of transactions, communication and word of mouth references), a mediator variable (customer trust) and two dependent variables (buying tendencies and word of mouth tendencies). Based on the results, the factor analysis of confirmation of all questions with a confidence level of 99 was used by Amos software to determine and confirm the factors mentioned in the questionnaire.

Before the suggested hypotheses are examined and tested, the model should be considered in the first stage of goodness of fit. This operation was performed using the Amos software. The value obtained for the relative goodness of fit index (RFI), are 0.65, the PCFI, are 0.67 and the PRATIO index, is 0.88, which according to the criterion of each indicator have excellent fit. Also, the digits obtained from the fitness model for the Comparative Fit Index (CFI), the Root Mean Square Error of Approximation (RMSEA) and the Parsimonious normed fitting index (PNFI) are 0.8, 0.07, and 0.61, respectively. According to the RMSEA index, which is less than or equal to 0.06, this indicator has a moderate degree of fit. A total of 6 criteria are presented, 3 are excellent, 2 are good and one is moderate. On the basis of fitting criteria, it can be clearly stated that the data collected and its adaptation to the conceptual model provided confirms the fitting of the developed model.

In this research, using structural equation modeling, the relationships between the characteristics of social commerce, customer trust and trust performance have been investigated, the results of it are presented in Table 5.

Table 5: Concluding the data of hypothesis test

Title	t-value	Path coefficient	Sig	R ²	result
Hypothesis 1	2.17	0.04	0.03	0.001	Confirmed
Hypothesis 2	0.90	0.02	0.36	0.00	Rejected
Hypothesis 3	4.28	0.12	000.	0.01	Confirmed
Hypothesis 4	4.64	0.18	000.	0.03	Confirmed
Hypothesis 5	5.68	0.14	000.	0.01	Confirmed
Hypothesis 6	3.07	0.06	002.	0.00	Confirmed
Hypothesis 7	6.20	1.35	000.	1.82	Confirmed
Hypothesis 8	5.87	1.23	000.	1.51	Confirmed

Interpretation of the H1: according to the amount of t given in Table 5, it is clear that this value is greater than 96/1, and since the significance level is less than 0.05, it can be concluded that with a confidence level of 95% the hypothesis is confirmed. In other words, it can be said that the reputation of companies providing social services has a significant impact on consumer trust. Regarding the amount mentioned for the path coefficient, the above table also shows that the reputation of the firms offering social services represents 0.04 percent of the consumer confidence variable.

Interpretation of H2: As can be seen from Table 5, the value of the t statistic is less than 1.96 and the value of the significance level is greater than 0.05. As a result, we can say that the hypothesis is confirmed. In other words, the size of companies providing social services does not have a significant effect on consumer confidence.

Interpretation of H3: The reported values for t and sig statistics in Table 5 indicate that the value of the t statistic is greater than 1.96 and the sig is equal to 0.000. Therefore, it can be concluded that the hypothesis is confirmed with a confidence level of 99%. In other words, it can be said that the quality of information in the field of social commerce has a significant effect on consumer trust. Also, since the reported value for the path coefficient is equal to 12.0, we can say that the quality of information in the field of commerce is 12% of the consumer trust variable.

Interpretation of H4: Based on the reported values for the t and sig statistics referred to in Table 5, it is clear that the value of the t statistic is greater than 1.96 and the value of sig is equal to 000. Therefore, it can be concluded that the

hypothesis is confirmed with a confidence level of 99%. In other words, it can be said that the security of transactions in the field of social commerce has a significant effect on consumer trust. Also, considering the amount of path coefficient, it can be said that the trade-off security variables in the field of social commerce account for 18 percent of the consumer trust variable.

Interpretation of H5: According to Table 5, it is clear that the t statistic t is greater than 1.96, and since the confidence level is equal to 000, it can be concluded that the hypothesis is confirmed with a confidence level of 99%. In other words, it can be concluded that communication in social commerce has a significant impact on consumer trust. According to the amount of path coefficient, it can be said that the communication variable in social commerce explains 14% of the consumer trust variable.

Interpretation of H6: Since the value of the statistical t in Table 5 is greater than 1.96 and the obtained sig is equal to 000, we can say that the hypothesis is confirmed with a confidence level of 99%. In other words, it can be said that oral references in the field of social commerce have a significant effect on consumer trust. Also, according to the amount of path coefficient, it can be concluded that word of mouth reference variable in the field of social commerce is 0.06% of the consumer trust variable.

Interpretation of H7: Table 5 clearly indicates that the calculated value for the t statistic is greater than 1.96 and the sig value is 000. Therefore, it can be concluded that the hypothesis is assured with a confidence level of 99%. In other words, it can be said that trust has a significant effect on consumer buying tendencies in the social commerce. Based on the reported amount for the path coefficient, it can be said that the trust variable explains 13.5% of the consumer purchasing tendency variable.

Interpretation of H8: According to Table 5, it is clear that the t statistic t is greater than 1.96, and since the level of confidence level is calculated as 000, it can be concluded that the hypothesis is confirmed with a confidence level of 99%. In other words, it can be concluded that trust has a significant effect on the consumer's word of mouth tendency in the social commerce. Since the path coefficient is reported as 23.1, it can be said that the confidence variable explains 12.3 percent of the variable of consumer tendency in social commerce.

5. CONCLUSION AND RECOMMENDATION

This research examines the impact of various social commerce, including reputation, size, communications, security of transactions, the quality of information and word of mouth references on trust, as well as the impact of trust on trust performance, such as shopping intentions and word of mouth desires. Based on the results obtained in the field of business, the trend of social commerce has been heavily taken into consideration by consumers. The results provided new perspectives on trust in social commerce. Out of the eight hypotheses in this research, seven of them were confirmed, and only one hypothesis that the size of the variable was affected by the customer's trust variance was rejected.

This research has confirmed the hypotheses 1 to 8 with the exception of hypothesis 2. This means that there is a significant and positive relationship between the reputation variable, the quality of the information, the security of the transactions, the communication and the word of mouth references. But, on the contrary, the results of hypothesis 2 are rejected. In other words, the size of the company's social service provider does not have a positive impact on customer trust.

The results indicate that online shoppers believe that they face a lot of risks during online purchases. This is why most social business users are demanding the prevention of potential risks, such as fraud, etc., on the basis of the reputation of the company's service providers. In this case, it is necessary for companies that offer social business to pay attention to some issues. Companies need to earn their reputation and increase their stock market so that they can succeed in social commerce. Customer perception of reputation of the company plays an important role in building trust. If the reputation of the company be high, the trustworthy of customer will be increase. Therefore, it is recommended to companies that are going to enter the Internet sales area by identifying the needs and requirements of the customers and satisfying them as best as possible, applying the principles of customer orientation, establishing a customer relationship management system for satisfaction of Customers , doing these things from on hand will lead to loyalty in customers, and from the other hand , due word of-mouth advertising, loyal customers provide the ground for increased reputation of the company.

Also, if the social commerce company can provide more useful, and reliable information about its products and services will attract more customers.

In this direction, it is suggested to managers who are going to work in this field to quickly identify and collect the information they need in order to purchase products and analyze them at the fastest time. Solutions that can be used include establishing a customer relationship management system, obtaining feedback from customers, continuously measuring buyers' perceptions of content quality and information, and assessing customer expectations of the information they need. Also, to provide the right information, you must first receive this information in order to provide the necessary information in accordance with it. We then provide this information in intelligible language alongside the image and product specifications on the company site.

The results describe how word of mouth references have a positive impact on trust. Online shoppers are heavily influenced by other advertisers' ads, and these word of mouth references can be considered as the most useful tools in this regard. In this case, companies that offer social services will be better to hold the meetings for their loyal customers on how to buy online from the company, and by training this type of purchase, the benefits of it, promote this type of purchase and even trust on them,

In this way they can share suggestions and examples of customer purchases on related social business sites, and it creates trust and a direct link between the company and customers. Such actions have two advantages: First, loyal customers easily accept this type of purchase, and secondly, loyal customers will provide the opportunity to promote this type of purchase through word of mouth advertisements and talks with potential buyers. Companies achieve the satisfaction with the products and services they provide to customers, and as we know those customer that they are dissatisfied will not come back again, but the satisfied customer not only returns, but also can represent the organization to at least 6 other customers. So, with the pleasure of keeping customers, you can greatly help offer others to buy goods and services. The current research has not examined the effects of other specifications such as personal and social data. On this basis, future research is required to examine a wide range of characteristics and factors that affect trust and trust performance in the social business. Future researchers can explore the trust and performance of trust by extending the research model and by combining the other key characteristics. Factors such as experience, consumer knowledge and social norms as

moderating variables as well as different external variables affecting trust and trust performance. Choosing a company's social business with an Internet-based company in developing countries offer new exchange mechanisms that will enable them to compete on an equitable and fairer basis in global markets. Implementing one company's social business with the other company leads to a reduction in the trading costs of the companies. It also provides opportunities for companies in developing countries to increase their direct business relationship with international buyers and sellers. Among the factors that affect the selection and application of the company's social commerce, they are of particular importance. Researchers can examine the factors influencing the intention of using corporate social commerce to participate in different companies. By examining companies operating in the field of social commerce inside or outside the country, it is possible to compare the success of domestic companies in this area with foreign companies and try to achieve a higher level. You can also check out the important features of a social commerce site from customers' perspective, and compare its performance with the site and identify its strengths and weaknesses. Future research can prioritize factors affecting trust based on their importance, and based on them, identify the weaknesses and strengths of the companies and design appropriate strategies to each one.

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