

Behavioural Models for Business Usage: The Case of Online Social Network Users

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ABSTRACT

Social computing researchers are devoting efforts to understand the complex social behaviour of people using social networking sites (SNS), such as Twitter, LinkedIn and Facebook, so as to inform the design of human-centered and socially aware systems. In light of this, this paper investigates the socio-psychological factors imparting on people to use online social network for business transaction. Predicting such intentions through a schematic model promises to be intriguing, yet it is rear in current researches. This study dares to capture behavioural intentions regarding the described phenomenon above. In order to validate the predictive capability of the models, an online survey was used to collect 300 useable responses from people who have used LinkedIn and Twitter social networking platforms for business transactions at least once, and analysed with the WarpPLS 4.0 bootstrapping technique. This result confirms the theoretical argument that the strength of user satisfaction to predict continuance intention is strengthened by trust. This results generally have practical implications for individuals who desire to offer commercial services on online social networking platforms.

KEYWORDS

Business, Customer, ECM, Online Social Network (OSN), SNS, Participants, Continuance Behaviour

1. BACKGROUND

The study of factors determining the continuance intention of people to use online social networking (OSN) for business transactions can be classified into the category of behavioural science research in the information systems discipline. The behavioural science research is a hotbed of

information systems, which is concerned with the underlying theories providing insight that informs researchers about interactions among people, technology and organization. The behavioural science research complements the design science research to address the fundamental problems facing the productive application of information technology [50, 76]. In the current information and knowledge society, the prospects of gaining competitive advantage has prompted the revolution of adopting information and communication technology (ICT) to improve organizational efficiency.

As a result, many companies have built high performance systems relying on internet applications, such as search engines, e-business and online social networks (OSNs), to improve business performance. The explosion of business activities on OSN platforms continues to surge higher, providing opportunities and perils for a variety of businesses and, the features of these OSNs have given rise to social media, Web 2.0 and more recently cloud based social applications whereby consumer can ubiquitously access services provided by vendors. OSN in terms of membership and usage has been significant over the last few years and this growth presents huge business opportunities for the information age.

However, the problem that needs to be attended to and which this paper seeks to contribute in finding answers to is; how to use social networking for external communications, customer support and well defined model for business activities [81]. The quest to address customer support and

well defined model should bring to sharp focus; the fact that customers are in constant lookout and demand for better services and therefore very mobile.

Whenever users find OSN platform that better serves their personal needs in terms of business transactions, they may be inclined to switch. Therefore, this studies aim at investigating why users of OSNs use it for business transactions, as well as how online service providers can retain their users [13,26,29] to stick for business transactions through this medium.

In addressing the above research problem, the socio-psychological factors that are behind this stickerbility phenomenon of OSN for business transactions is of prime importance and will be investigated and modelled graphically to depict the relationship of these factors with OSN continuance intention for business.

2. LITERATURE REVIEW

Marketers desire to have direct contact with their consumers, in order to predict their behavioural intentions for proper marketing, and one way to do this is through marketing 1:1. This is a marketing strategy that emphasis on personal interaction with customers [60] to get enough information about them. Another way to foster business-customer relationship, which many online businesses have resorted to, is through technology enabled medium such as social media to enhance the way they (marketers) communicate to users. Many companies today have pages on social networks to complement the information held about their products and to get the feedback of consumers about their products. Consumers on the other hand tend to relate more to a company after reading various reviews regarding the products and services for a better understanding. For instance, a study by Deloitte and Touche´ revealed that 62% of US consumers read consumer generated online reviews, with a whopping 98% finding these reviews reliable

enough to base their decision on. 80% out of the 98% above admitted that reading these reviews affects their buying intentions (Industry statistics) [61]. Online groups exert a noticeable influence on the behaviour, buying intent and implicitly on the purchase decision of their peers.

The informational society we live in today influences the consumer decision processes and product evaluations because social media provides a new channel to acquire product information through peer communication and technology enabled OSNs gives consumer the power to investigate products and criticise them among friends and relatives. For example, social media websites provide a public forum that gives individual consumers their own voice, as well as access to product information that facilitates their purchase decisions [40] and future intentions. By using social media, consumers have the power to influence other buyers through reviews of products or services used and are influenced by psychosocial factors such as peer pressure, bandwagon effects and company or brand's presence on the online social networks that they belong to.

2.3 Online social networking for business

Online social networking (OSN) is the act of connecting and building relationships with others online; through the medium of social media (this makes OSN a subset of social media). It can take place via many OSNs such as Facebook, Twitter, LinkedIn or MySpace, and it simply describes the act of engaging in a dialogue in a web-based forum. Therefore social networks are defined in this paper to be websites which link millions of users from all over the world with similar interests. Blogs and YouTube are therefore, atypical (forms) of examples of social media that are popular among all level of consumers [17], while Twitter and LinkedIn - the commercial version of Facebook [56, 79] are the known social medias for business [56,59].

These OSNs are quite different from the traditional website for business transactions (e-commerce) in the sense that, for instance, as shown in table 1 (above) while advertising in the traditional web service is done by its provider, web service advertisement in OSNs are taken care of by users via their social contacts, enabling better use of Web services because of trust in these contacts [47]. Again, talking about profile on these platforms, User profile on the traditional website is built following regular use of the Web services while User profile on the OSN is built following regular use of Web services and social relations that users maintain with others; relations are either explicit or implicit [47].

Users are using several online formats to communicate (e.g., blogs, podcasts, social networks, bulletin boards, and wikis), to share ideas about a given product, service, or brand and to contact other consumers, who are seen as more objective information sources [39]. The exceptional aspects of social media and its massive popularity have transformed marketing practices such as advertising and promotion [23]. For instance, LinkedIn's driving of a high number of users to the MAZDA6 site and delivering some of the highest Key Performance Indicator (KPI) ratings of all lifestyle sites on the plan [63] is an indicative success story of OSN for business transactions.

Social media has also influenced consumer behaviour from information acquisition to post-purchase behaviour such as dissatisfaction statements or behaviours about a product or a company [48], and the last few years can be noticed as a great period of influence of companies on online networks. Social media websites have provided an opportunity for businesses to engage and interact with potential consumers, encourage an increased sense of intimacy with consumers to alleviate their fears, but above all build an important relationship with potential consumers [54]. Many marketers who have seen OSN as an alternative to marketing 1:1 believe that organisations

should aggressively promote themselves in the online market [55] and social networks to allow them to achieve this aim and appear more attractive to consumers. This novel channel of market breakthrough prompted industry leaders to state that companies must participate in Facebook, Twitter, and Myspace among others, so as to succeed in online environments [35]. A brief statistics to support how these calls may have yielded some results could be seen as follows:

201 billion videos were found to be viewed per month on Google sites, 350 million Facebook users log-in via mobile phone, 2.1 billion Internet users, 555 million websites, 1 trillion video playbacks on YouTube, 5.9 billion mobile subscriptions, 100 billion photos on Flickr, 71 percent of email traffic is spam, Apple's iPad share of global tablet web traffic is 88 percent. (royal pingdom.com 2012: internet). This certainly presents a business opportunity for the strong hearted entrepreneur and the knowledgeable business man who cares to stay on top of his game. Being knowledgeable demands a swift understanding of the compelling factors that drive people to the OSN phenomenal and how to manipulate these factors to the best interest of participating agents.

Accessing and interacting with OSNs (a feature of Web 2.0) is provided by the principle of facilitating interaction between users and computer, using an application programming interface and software middleware that are used to gather geographically dispersed resources [57]. This makes the phenomenon attractive and easy to use and OSNs, such as LinkedIn and Twitter, have played a leading role in this regard.

This study, therefore, sampled people using Twitter and LinkedIn for business transactions because of growing popularity of these platforms, for business models [59]. Twitter is a microblogging service that grew rapidly within three years of its existence. In that period, it commanded more than 41 million users, over 41.7 million user profiles, 1.47 billion social relations, 4 262 trending

topics, and 106 million tweets [41]. An OSN that is used as a facility geared toward career management or business goals with serious corporate image could be sighted as LinkedIn [15].

2.4 Selecting an OSN Vendor for Business

Today, with literally hundreds of OSNs, which seem to have some kind of business models for their participants, probably the most challenging issue faced by customers is the selection of an appropriate vendor. There are many reasons for limiting the number of preferred vendors on OSN platform. These include the pressure to purchase locally, environmental concerns, product availability and other factors, which may influence the decisions of customers, regardless of the degree of product, performance or interpersonal satisfaction derived from that vendor [77].

The reliance on codified knowledge stresses formal analysis and rationality in decision making [22]. Analogously, product satisfaction and performance satisfaction rely on rational analysis, while interpersonal satisfaction relies on tacit knowledge. Such tacit knowledge may be developed through years of experience, is subjective, and is highly individualised [16]. It may also be influenced, especially with the advent of e-commerce these days, and may include knowledge regarding efficient ways of approaching vendors online.

Participants of OSN may succumb to pressure from peers to buy products online and may not be aware that they are applying tacit knowledge in their decisions [16]. It is proposed, in this study, that decision makers use satisfaction, trustworthiness and especially interpersonal satisfaction, as a form of tacit knowledge in the decision making process for continuance purchases, as a driving force for choosing among otherwise acceptable alternatives.

3.0 HYPOTHESES AND THEORY DEVELOPMENT

3.1 Perceived trust

Trust is considered a multidimensional concept categorising it into several referents in an online settings [30]. For instance, 72 classified trust into trust in government, trust in technology, and trust in e-government web site while 46 and 68 classified trust in the vendor [46] and group members [46, 68]. Trust in technology and group members are of interest to this study.

It has been noted that trust in e-business also incorporates the notion of trust in the infrastructure and the underlying control mechanism (technology trust) which deals with transaction integrity, authentication, confidentiality, and non-repudiation [52]. 44 state that "human trust in an automated or computerised system depends on three factors: (1) the perceived technical competence of the system, (2) the perceived performance level of the system, and (3) the human operator's understanding of the underlying characteristics and processes governing the system's behaviour." These factors, in the opinion of this study are related to the perceived ability of the OSN to perform the task it is expected to, as well as the speed, reliability and availability of the system.

Consequently, the following hypothesis is stated:

H1: Perceived trust in OSNs will positively influence continuance intention of users to use OSNs for business transactions.

Based on the theory of reasoned action (TRA) [20], beliefs directly affect attitudes, and the higher the level of trust, the more favourable the attitude [30]. [12] found that trust in a web site (OSN) is significantly associated with shoppers' attitudes toward the site.

If customers do not trust an OSN, they will possibly be dissatisfied with the services provided by the OSN and their intentions for

continued patronage could be negatively affected. This negative radiance of user satisfaction can potentially be communicated to seven to fifteen important others. This statement is supported by a popular saying that “every satisfied customer goes to tell one to three persons, but an unsatisfied customer tells seven to fifteen others”. The greater the perceived trust among people, the more favourable will be the social norm, with respect to knowledge sharing [14]. Consequently, the following hypothesis is put forward:

H2: Perceived trust in OSNs will positively influence the ability of users to succumb to pressure or to put pressure on others, to use OSNs for business transactions.

3.2 Social norm

Social norm is related to normative belief about the expectation from another person. This could be formed as the normative belief of an individual, concerning a reference that is influenced by the motivation to comply with the referent under discussion [45]. There are research findings, which provide strong justification for the relationship between social norm and continuance intention [5, 43].

Peer influence can arise in settings where social norms and observed peer behaviour pressure the individual toward expected choices [7,51] and as already mentioned, a growing literature documents how peers affect performance, friendships and college students behaviour and attitudes [7,58,79]. 7 hints that, technology has made many old peers interactions virtual and enabled new ones online.

The following hypothesis is therefore proposed:

H3: The ability of users to succumb to pressure or to put pressure on others to use OSNs, will positively influence their continuance intention to use OSNs for business transactions.

3.3 User satisfaction

The relationship between user satisfaction and continuance intention is well supported by several research findings [4,67,80] and it is well documented that when users are satisfied with an IS they will continue to use it.

This premise leads us to the following hypothesis of OSN continuance intention:

H4: Users’ satisfaction with OSNs will positively influence their continuance intention to use OSNs for business transactions.

Since user satisfaction is an important determinant of continuance intention, it could be implied that a dissatisfied user will not only discontinue with the use of OSN, but may influence other users that are deemed important to him/her. This behaviour, of users influencing others or being influenced by others, is often called social norm, subjective norm, peer influence or bandwagon effect [33,36]. Extant studies on customer satisfaction scarcely address the influence of satisfaction on social norm, creating a strong justification for further investigation [28]

This important premise leads us to the following hypothesis:

H5. Users’ satisfaction with OSNs will positively influence their ability to succumb to pressure or to put pressure on others to use OSNs for business transactions.

Customer satisfaction reflects in an overall customer attitude towards a service provider or an emotional reaction to the difference between what customers expect and what they receive, regarding the fulfillment of some need, goal or desire [17,24]. Ultimately, customers will be expected to raise satisfaction with services that are offered by an OSN when they trust the OSN [36]. The trust would develop when customers have confidence in the integrity of service providers [78] and would decide to do business with OSN of their choice, because

they are satisfied with that platform [69]. There are studies which suggest that customer satisfaction has influence on perceived trust and vice versa [17, 18, 36, 37, 70].

Consequently, the following research hypothesis is stated:

H6: Users' satisfaction with OSNs will positively influence their perceived trust in OSNs for business transactions.

3.4 Perceived behavioural control

The TPB is widely applied to explain the impact of the behavioural decision-making process, of which perceived behavioural control (PBC) is a predictor of behaviour [3,71]. PBC is the extent to which one believes to have adequate control over his or her behaviour [1]. In essence, the inclusion of PBC into this OSN model allows us to generalize the model. Many researchers have performed numerous empirical evaluations of TPB in psychology literature, to discover that PBC is a combination of two distinct, but related components of self-efficacy and controllability [2, 9].

Self-efficacy reflects one's conviction in his or her ability to independently perform an intended behaviour, while controllability refers to one's perceived control over external resources needed to perform that behaviour [2]. These two components have been shown to be associated with user satisfaction and continuance intention [19, 28, 74].

The below hypotheses are therefore stated:

H7: PBC over OSNs will positively influence users' satisfaction with OSNs for business transactions.

H8: PBC over OSNs will positively influence continuance intention of users to use OSNs for business transactions.

4.0 RESEARCH METHODOLOGY

4.2 Research method

The research model was designed from an existing template of surveymonkey and pre-tested among 43 students who have ever used OSN to undertake business transactions before hosting on the web. The research model were formulated in such a way, that only people using OSN to transact business would find it meaningful to answer, as it addresses key and technical concepts not common to unfamiliar respondent.

The model asked, the participants a series of pre-established questions with a limited set of response categories, meant to disqualify intruders. A 5-point Linkert scale rating, as indicated earlier on, was used, ranging from (1) strongly disagree to (5) strongly agree, to measure the relative importance of constructs.

Additionally, the service of survey agent, who has a database of respondents specifically for this targeted sample population, was used to send the web address for the model to his respondents. The survey, whiles on the web and through the web link address, allowed the researcher to monitor respondents through the IP address accompanying all responses, ensuring respondents were within the targeted group.

4.2.1 Respondents and sampling procedure

Data were collected from online buyers and sellers who have accounts with Twitter and LinkedIn, and are members of the above social networks. A sample population of 307 [6] was collected, with 7 disqualified due to various inconsistencies. Physical evidence, in the form of printouts of responses, were collected and filed for reference during analyses and write ups.

The online survey was administered to respondents who use OSNs to buy and sell products, as an example of OSN business transactions. Although users of other OSNs were accommodated in the survey, the

emphasis was on Twitter and LinkedIn because of their growing popularity for business models [59]. Online surveys have several advantages such as allowing for fast response, lower cost, hard to reach subjects, and vast geographical boundaries, as opposed to traditional, paper-based surveys [8].

4.2.2 Surveys

In business research there is great use of questionnaires [65]. This is explained by [32] as “The method of collecting information, by asking a set of pre-formulated questions, in a predetermined sequence, in a structured questionnaire, to a sample of individuals drawn so as to be representative of a defined population”. This method was deemed appropriate to solicit information from people who visit Social Networking Sites (ONSs)

The selection, by using a digital format over a traditional format (i.e. mail/web), was a well-considered decision, as the former has a higher level of cost efficiency, can reach a wider audience and the data are more easily transferable for analysis purposes. Again, this allowed a real-time collation of results, as this study could observe participation directly from the web site (while the latter is expensive, time consuming and has a very low rate of response).

The design and content of the questionnaire was deemed very important, as it can determine the response rate [65]. The questions were developed considering the research questions and the literature review. The final questionnaire had 10 close ended questions with a matrix of options under each question, and divided over 10 categories, giving respondents a more realistic impression and creating a better overview of ONSs.

Results and discussion

Warped and linear relationships between latent variables

because such users of ONSs are widely dispersed but can be reached with technology such as Web 2.0.

This method was selected, due to its low cost and time efficient nature. Another benefit of using this method is that it allowed targeting of a larger audience, without territorial boundaries, rather than a narrow selection; yielding important, quantifiable data.

4.2.3 Survey Model Used

Using a questionnaire was an ideal method for this contemporary study, as it works best with standardized questions, which does not leave much room for different interpretations [65]. The targeted audience received details of the survey model through the use of electronic mail, asking them go to a website for participation.

WarpPLS 4.0 displays the relationship between latent variables in a form of plotted graphs. The graphs below, display the latent variables' standard values, which warrant interpretation in light of changes in standard deviation values. Since a 5-point Likert scale was used to measure the intensity of each construct, a mean score of 2.5 indicates a neutral response, while a mean score of 1 represents an extremely negative response and 5 an extremely positive response.

Table 5.9 shows the correlations, means, and standard deviations for the indicators of all latent variables, while table 5.10 shows variables' means and standard deviations. The calculated means indicate that respondents favour the use of OSN for business transactions based on trust more intensely ($M = 0.311$) than the respondents who favour SN and US ($M=0.247$) and ($M=0.202$), respectively. While respondents showed PBC to favour US ($M=0.568$) strongly, in determining their behavioural intention for OSN, on its own, it showed no force to using OSN for business transactions (0.116). Respondents indicated satisfaction based on trust of OSN for business, to be more intense ($M=0.602$) than that of SN (0.411), unlike the intensity of PT to SN.

Table 5.9: Indicator correlation matrix for OSN

	BC1	BC2	BC3	BC4	CI1	CI2	CI3	CI4	CI5	CI6	SN1	SN2	SN3	SN4	SN5	SA1	SA2	SA3	SA4	PT1	PT2	PT3	PT4	PT5
BC1	1.00																							
BC2	0.83	1.00																						
BC3	0.71	0.84	1.00																					
BC4	0.55	0.66	0.75	1.00																				
CI1	0.42	0.44	0.48	0.44	1.00																			
CI2	0.33	0.39	0.40	0.43	0.82	1.00																		
CI3	0.31	0.37	0.38	0.41	0.62	0.73	1.00																	
CI4	0.38	0.43	0.38	0.41	0.50	0.55	0.67	1.00																
CI5	0.41	0.49	0.46	0.43	0.48	0.42	0.48	0.67	1.00															
CI6	0.44	0.50	0.47	0.45	0.56	0.48	0.48	0.56	0.79	1.00														
SN1	0.53	0.59	0.63	0.60	0.49	0.40	0.45	0.44	0.53	0.50	1.00													
SN2	0.46	0.51	0.54	0.55	0.45	0.38	0.46	0.46	0.48	0.48	0.86	1.00												
SN3	0.41	0.49	0.49	0.50	0.44	0.40	0.46	0.39	0.42	0.44	0.63	0.73	1.00											
SN4	0.42	0.49	0.49	0.44	0.46	0.41	0.49	0.38	0.42	0.45	0.58	0.66	0.77	1.00										
SN5	0.42	0.46	0.46	0.48	0.44	0.39	0.41	0.34	0.38	0.41	0.62	0.64	0.60	0.74	1.00									
SA1	0.41	0.44	0.45	0.47	0.44	0.41	0.40	0.47	0.46	0.46	0.51	0.47	0.49	0.44	0.52	1.00								
SA2	0.44	0.43	0.43	0.44	0.43	0.41	0.41	0.46	0.44	0.47	0.49	0.45	0.45	0.41	0.50	0.83	1.00							
SA3	0.45	0.45	0.45	0.47	0.41	0.45	0.45	0.51	0.42	0.43	0.46	0.46	0.46	0.41	0.45	0.71	0.79	1.00						
SA4	0.49	0.50	0.51	0.49	0.47	0.46	0.44	0.51	0.43	0.45	0.56	0.52	0.47	0.44	0.51	0.61	0.68	0.82	1.00					
PT1	0.48	0.47	0.46	0.42	0.52	0.42	0.41	0.42	0.47	0.51	0.47	0.41	0.44	0.42	0.40	0.47	0.47	0.47	0.52	1.00				
PT2	0.47	0.47	0.44	0.45	0.45	0.44	0.43	0.44	0.44	0.46	0.46	0.45	0.45	0.43	0.36	0.43	0.44	0.45	0.48	0.79	1.00			
PT3	0.44	0.44	0.41	0.39	0.48	0.45	0.43	0.44	0.40	0.43	0.43	0.41	0.42	0.41	0.37	0.42	0.44	0.46	0.47	0.59	0.72	1.00		
PT4	0.35	0.42	0.41	0.43	0.44	0.40	0.40	0.41	0.45	0.43	0.42	0.41	0.44	0.43	0.37	0.46	0.44	0.43	0.42	0.51	0.56	0.74	1.00	
PT5	0.40	0.43	0.44	0.44	0.47	0.42	0.42	0.41	0.45	0.44	0.45	0.38	0.36	0.38	0.37	0.49	0.46	0.44	0.44	0.47	0.45	0.56	0.73	1.00
Mean	4.09	4.10	4.06	4.00	3.97	3.99	3.95	3.95	3.98	4.00	4.00	3.94	3.92	3.90	3.89	4.05	3.97	4.00	3.98	4.02	3.99	3.99	3.99	4.02
Dev	0.89	0.91	0.90	0.90	0.88	0.89	0.91	0.97	0.95	0.93	0.95	0.96	0.96	0.97	0.94	0.92	0.92	0.90	0.87	0.91	0.93	0.94	0.93	0.91

Table 5.10: Latent variables means and standard deviation

Variables	Sample Mean(M)	Standard Deviation (SDEV)
PBC -> OSN-CI	0.115911	0.100147
PBC -> US	0.567736	0.106409
PT -> OSN-CI	0.310866	0.109766
PT -> SN	0.316200	0.102467
SN -> OSN-CI	0.247155	0.122545
US -> OSN-	0.202160	0.097687

CI		
US -> PT	0.601851	0.099061
US -> SN	0.411444	0.091508

OSN-CI (OSNs continuance intention), PBC (perceived behavioural control), US (user satisfaction), SN (social norm), PT (perceived trust), SDev (standard deviation)

Hypothesis 1 (H1) proposed a positive relationship between user satisfaction and OSN site use for business transactions. This turned out to be a significant relationship ($\beta=0.127$, $p=0.0292$), supporting hypothesis H1.

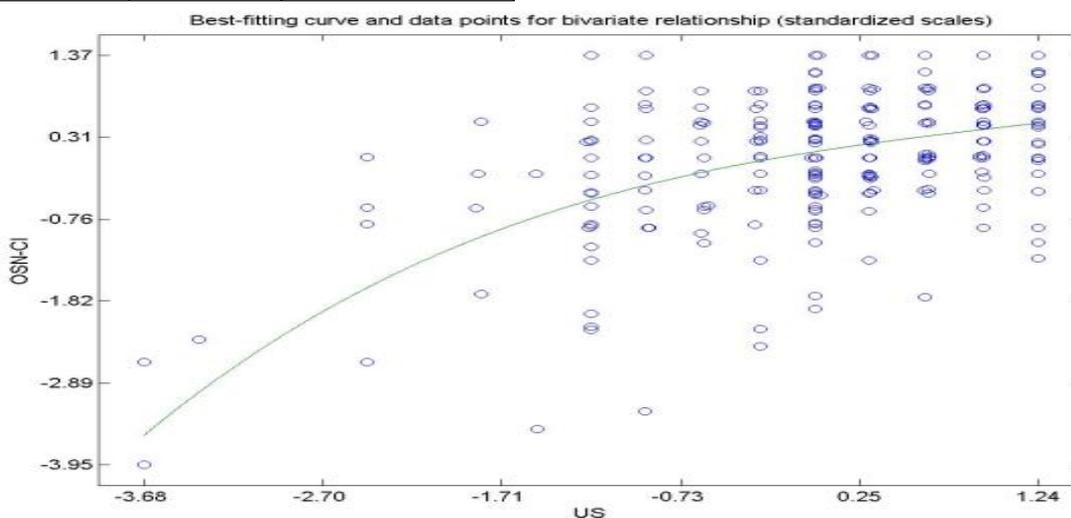


Figure 5.2: User satisfaction and OSN continuance intention plot

As evinced from Figure 5.2, although the relationship is positively supported, it is not linear and begins to intensify at approximately -2.70 standard deviation to the right of the mean. In terms of a 5-point-Likert scale, it equals 0.366 when the mean

($M=0.311$) is added to one half of a standard deviation ($SDev=0.110$). In other words, this graph shows a nonlinear relationship, in which ONS use intensity for business transactions, begins to enhance satisfaction at a 0.366 Likert scale point threshold.

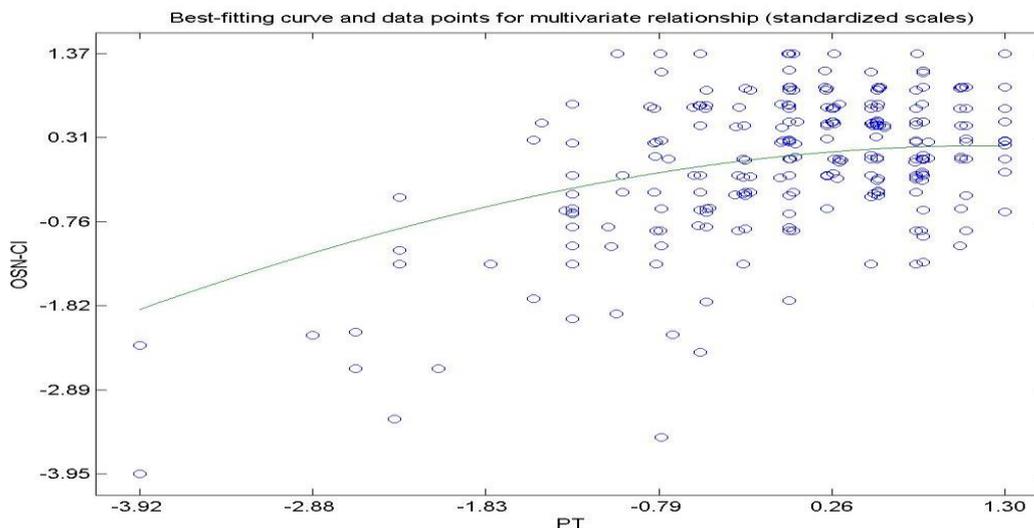


Figure 5.3: Perceived trust and OSN continuance intention plot

The next variable that displayed a significant relationship (most) with OSN, is hypothesis 4 (H4). It proposed that, perceived trust in to use OSNs for business transactions, and also showed a significant relationship to support H4. The significant level is $\beta=0.363$, $p=0.0042$, and this practically means that for every 0.42 percent increase in social network

OSNs will positively influence continuance intention of users

site use intensity, there is supposed to be a 36 percent increase in trust level, towards the OSN.

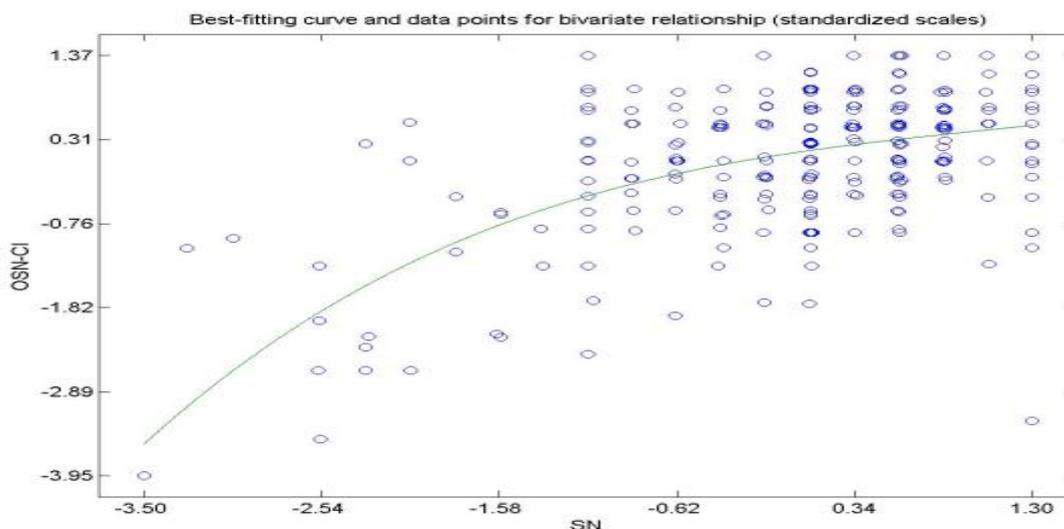


Figure 5.4: Social norm and OSN continuance intention plot

H6 is another significant relationship that emerged in this study, showing a positive association between SN and OSN ($\beta=0.246$, $p=0.0453$). Figure 5.4 shows that, after passing the mean at -3.50 on the 5-point Likert scale, the greater the use of OSN sites for business transactions, the more users became influenced by social norms, until somewhere around -1.58, where the influence starts yielding an increase in a diminishing fashion. Practically, it means that the majority of OSN participants for business activities,

who turned out to be young (26-35) according to this study, for every 4.5 percent of pressure exerted on them by their peers and their social network cycle of friends, there is a 24.6 percent result that they yield to this influence, until such a time that they trust the site and therefore, the pressure from friends then begins to yield little influence. Thus, the strong positive relationship between these two factors should give practitioners clues to appropriate policy formulation and implementation.

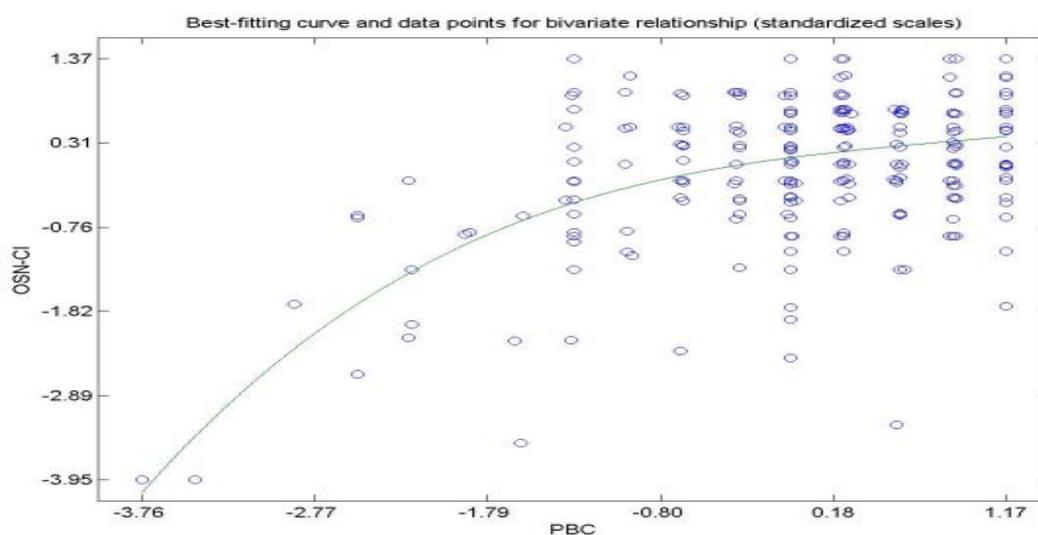


Figure 5.5: PBC and OSN continuance intention plot

The last variable that showed no significant relationship to OSN for business transactions is H8. Thus, PBC over OSNs will positively influence continuance intention of users to use OSNs for business transactions ($\beta=0.10$, $p=0.2265$). The graph in Figure 5.5 shows almost zero influence of PBC on OSN-CI at -3.76 mean of PBC. This means, when users decide to do business on OSN, equipment or access points to these OSN sites are not a problem at all. It is, however, worth noting that, although the relationship is not significant, OSN use for business transactions starts to demand availability of these accessible tools at a certain level. This threshold appears to be around 0.17 standard deviation to the right of the mean of the PBC.

This level, in terms of the 5-point Likert scale, is calculated as $(M=0.12) + 0.5(SDev=0.10)$, equalling 0.17.

The graph, though showing a nonlinear relationship, starts to demand PBC to enhance OSN continuance intention at a 0.17 Likert scale point threshold. It means that, when one decides to transact business on a social network, initially, tools such as computers and the like will not hinder the operation, but as the intention to continue using these sites as the choice of business medium increases, these gadgets will become necessary, in order to shape the behaviour to continue use.

5.5 Models fit

The strength of the measurement model can be demonstrated through measures of convergent and discriminant validity [25]. Convergent validity is normally assessed using three tests: reliability of questions, composite reliability of constructs, and variance extracted by constructs [21]. Discriminant validity can be assessed by looking at correlations among the questions [21], as well as variances of and covariances among constructs [34].

The overall model fit was assessed using six measures of the average path coefficient

(APC), the average R-squared (ARS), the average block inflation factor (AVIF), the goodness of fits (GoF), the average adjusted R-square (AARS) and the R-square contribution ratio (RSCR), to indicate how the model is good. Each of the model fit metrics is discussed according to [38]. Based on the results depicted in Table 5.5, the OSN model has a good fit. The values of APC and ARS are significant at a five percent level, while AVIF is still lower than five. This concludes that a good fit exists between model and data [38, 64].

Table 5.8: Model fit and quality indices

Fit index	Model	Recommendation
Average path coefficient (APC)	0.356	Good if P<0.001
Average R-squared (ARS)	0.471	Good if P<0.001
Average block VIF (AVIF)	3.213	Acceptable if <= 5, Ideally <= 3.3
Goodness of Fit (GoF)	0.591	Small >= 0.1, Medium >= 0.25, Large >= 0.36
Average adjusted R-squared(AARS)	0.467	Good if P<0.001
R-squared contribution ratio (RSCR)	1.000	Acceptable if >= 0.7, Ideally = 1

Business implications

Although this study looked at only one aspect, customer satisfaction is said to be composed of multiple components. These components include satisfaction with the product (product satisfaction) [27]; the supplier's performance (performance satisfaction) [66]; and the relationship with the individual salesperson (interpersonal satisfaction, also referred to as relationship satisfaction) [49]. Understanding these differences could be useful to both OSN vendors and practitioners, to better understand decision-making processes and explain why different users, given similar information, select different OSNs.

The indirect influence of PBC on OSN continuance intention through user satisfaction, the greatest coefficient factor ($\beta=0.642$) suggests that when infrastructures, needed to access OSNs, are within reach (user

reach), the user satisfaction level rises and users would intend to continue using OSN for business transactions. Findings from this research add confirmation to the important role that technology plays in solving numerous customer problems. These findings are consistent with previous offline research, where customer participation in OSN was shown to lead to greater satisfaction [10] and higher expected benefits from OSN.

The notion that customers actively participate in the process of co-creating value with firms, is attracting increasing attention from academia [62]. Based on the strong influence of user participation in OSN found in this study, the current research can be viewed as adding value to existing knowledge and extending this stream of academic research in

a new direction (i.e. doing business with OSN).

The concept of PBC has been discussed to be the means by which an individual can access a technology and the confidence with which he or she is capable of performing a given

This again supports [42] who find that the influence of PBC on continuance intention is insignificant in research conducted on college students. This could be attributed to the computer and knowledge of Internet services, which are now common skills among the youth, who believe they would be able to use OSN for business transactions, regardless of circumstances. External control factors, such as financial resources, might be more important for younger users, as opposed to internal control factors, such as abilities and skills [73]. With the upsurge of electronic learning these days proving to be the highest mode of learning, it could probably take the youth only a few seconds to master transacting business on OSN platforms.

It is worth noting that, trust in OSN is not the same as trust on the web (e-commerce). The notion of stickerbility for a particular social organisation is based on trust among members of the social grouping that the individual belongs, and this trust is capable of exerting pressure on peers to buy from the same OSN platforms that these referent others belong. This trust is built among members so as to observe the social norm of the group and enjoy acceptance from members of the group. Trust in traditional website is based on the organisation in question from which the individual intends to buy from. It is based on website design and the information provided regarding the product or service the individual intend to patronise, derived from constant visit to the sites. This type of trust is fragile as it correlates to the number of frequency of visit. OSN trust built among members is sustainable as this relationship is capable of transcending the borders of the social blog to long term relationship.

behaviour [3]. In addition, this implies the perception of volitional control or the perceived difficulty towards the behaviour affecting the intent [11]. Yet, the findings of this research' proved that PBC is not significant when it comes to directly forming intention.

5.12 Limitations

Online surveys generally have some intrinsic limitations and this study is no exception. Respondents to the survey were self-selected, and may have their own agenda for participating in the study, rather than being randomly or scientifically selected. Moreover, if the data were self-reported, there is no guarantee that participants would provide accurate information [8]. Future research studies should take the above limitations of the survey study into account.

6.3 Conclusion and Recommendations

A social business does not simply sell products, but also customer experience and satisfaction. In conclusion, this implies that the more users become satisfied, the more they trust the seller and vice versa. In turn, user satisfaction affects their post-expectation and their future behavioural intention, such as repurchase intention. Building user trust is obviously the most essential mission for doing business on OSN according to this study, because there are no standard and universally acceptable regulations and policies to safeguard user interest. The purchasing decision of a user is considered as trust related behaviour [53, 75], purely based on the trustworthiness of the OSN vendor.

6.2 Recommendations

Researching OSN has gained prominence in recent years. However, the majority of these works concentrate on the antecedents of continuance intention and continuance behaviour without giving any consideration to the OSN, Web 2.0 and cloud computing models fit for business activities, in terms of technicalities and regulatory policies. The

researcher could not find any such comparable model, so could not compare to drawing a rigorous expository analysis. This study, therefore, recommends further studies in this light as many more are switching from brick and mortar business structures to OSN.

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