

Effects of perceived information quality, perceived system quality, and perceived flow on mobile Social Networking Sites (SNS) users' trust

Abstract

This chapter examines the effects of perceived information quality, perceived system quality, and perceived flow on mobile Social Networking Sites (SNS) users' trust. Pearson correlations via SPSS 21.0 computer program was used for data analysis as it has the ability to ensure the consistency of the model with the data, to provide information necessary to scrutinize the study hypotheses, and to estimate associations among constructs. Each correlation coefficient was assessed as significant at the 0.01 level, and the overall model was determined to fit the data well as multicollinearity was absent. In terms of the associations with perceived user trust, perceived flow had highest significant positive correlation coefficients, followed by perceived information quality and perceived system quality. Next, further investigation of the study encountered that perceived flow is significantly associated by both perceived system quality and perceived information quality of mobile SNS, respectively. The chapter concludes with directions for future research.