

## MARKETING

### EL VALOR PERCIBIDO EN WEBS DE *SOCIAL COMMERCE*: EFECTOS SOBRE LA LEALTAD DEL CONSUMIDOR.

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#### RESUMEN

El estudio del comportamiento del consumidor en webs de *social commerce* está en auge, debido al gran crecimiento del sector en los últimos años. A pesar de ello, su comprensión se encuentra en su infancia, debido a la multitud de factores influyentes. Esta investigación, a través de la metodología del estímulo-organismo-respuesta, estudia qué papel tiene el valor percibido (O) por el consumidor, mediante el análisis de dos de sus principales antecedentes (calidad del sistema y del servicio) (S), así como de sus efectos sobre la lealtad (R). Los resultados obtenidos a partir de la aplicación de la técnica PLS a una muestra de 272 consumidores habituales de estas webs ponen de manifiesto la gran importancia que la calidad de la web tiene en la generación de valor en el consumidor, así como el rol clave de éste sobre las intenciones del consumidor tanto para volver a comprar como para recomendar.

#### ABSTRACT

The study of consumer behavior in *social commerce* websites is flourishing, due to the growth of the sector in recent years. Despite this, its understanding is in its childhood, due to the multitude of influencing factors. This research, through the stimulus-organism-response methodology, study what paper has the perceived value (S), through the analysis of two of its main antecedents (system quality and service quality) (S), as well as its effects on customer loyalty (R). The results, obtained from the application of the PLS technique to a sample of 272 regular buyers of these webs, reveals the great importance that the web quality has in the generation of value in consumers, as well as the key role of this variable on the intentions of the consumer both to repurchase and to recommend.

#### PALABRAS CLAVE

*Social commerce*, Lealtad, Valor percibido, Medios sociales.

#### KEY WORDS

*Social commerce*, Loyalty, Perceived value, Social media.

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