

THE EFFECTS OF SOCIAL COMMERCE DESIGN AS SOCIAL COMMERCE ON CONSUMER PURCHASE DECISION MAKING (A STUDY ON INSTAGRAM – INDONESIA)

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Abstract

This study aims to determine how the influence of design quality on purchase decision making on Instagram-Indonesia. The factors tested in this study are design quality (usability factor, functional factor, and social factor) as exogenous variables, while purchase decision making (product awareness, information search, evaluation, purchase, and post-purchase) as endogenous variables.

The research method used in this study is descriptive and causality research methods. The populations in this study are consumers who make purchases online through Instagram. The sampling technique used in this study is probability-sampling technique with simple random sampling technique, while the number of samples in this study amounted to 400 respondents. The analytical method used in this study is Structural Equation Modeling (SEM) based on Partial Least Square (PLS) at a significance level of 5%. The program used in analyzing data using SmartPLS version 3.2.8 Software.

Based on the results of the study show that usability factors, functional factors, and social factors influence product awareness. Usability factor does not affect information search. While functional factors and social factors influence information search. Usability factors, functional factors, and social factors influence evaluation. Usability factor does not affect purchase. While functional factors and social factors affect purchase. Usability factor does not affect post-purchase. While functional factors and social factors affect post-purchase.

Keywords: Design Quality (Usability Factor, Functionality Factor, and Social Factor) and Purchase Decision Making (Product Awareness, Information Search, Evaluation, Purchase, dan Post-Purchase).

1. Introduction

Recent advancements in web technologies and the emergence of social media concepts and tools have led to the emergence of new developments that affect electronic commerce (e-commerce). These developments enable and encourage consumers to participate actively in the buying and selling of products and services in online marketplaces and communities (Huang and Benyoucef, 2015). This new phenomenon is commonly referred to as social commerce (Hajli, 2014), which can be described as the use of social media tools and Web 2.0 technologies in e-commerce. Social commerce is having a profound impact on business processes and on social interactions among consumers (Spaulding, 2010). Indeed, within this environment, consumers are exposed to a more social and collaborative online shopping experience wherein collective intelligence can be aggregated and harnessed to support a superior understanding of purchases and more accurate shopping decisions (Dennison et al., 2009). Online merchants can identify consumer behaviors, preferences and expectations to help them deliver better services (Constantinides et al., 2008). Distinct from traditional e-commerce, which focuses on enhancing the efficiency of

online shopping, social commerce delivers a rich social, interactive and collaborative online shopping experience (Yang et al., 2015). As such, e-commerce is shifting from product-centered marketplaces to a consumer-oriented environment aimed at developing closer relationships with consumers (Yang et al., 2015), increasing consumer participation (Guo and Barnes, 2011), creating new business opportunities (Sadovykh et al., 2015), and supporting product and brand development (Huang et al., 2012).

Today, the range of social commerce has been expanded to include social media tools and content used in the context of e-commerce, especially on Instagram platform. Examples of social commerce include customer ratings and reviews, user recommendations and referrals, social shopping tools (sharing the act of shopping online), forums and communities, social media optimization, social applications and social advertising. Interaction features, such as navigation tools that allows seller and buyers to communicate effectively have also been integrated with social commerce, allowing shoppers to enrich shopping experiences and gaining valuable information, product representation, feedback through social media tools.

Based on reasons above, the author argue that studying the effects of social commerce design on consumer decision-making is important, as decision-making is a complex cognitive process that involves engaging in multiple perceived activities. In relation to this, the author must addresses questions regarding which social commerce design factors that consist of usability, functionality and sociability affect consumer purchase decision-making, how these factors influence purchase decision-making, and whether and why certain factors are more important than others. The author must also conduct a socio-demographic study on the effects of social commerce design on consumer decision-making to facilitate a stronger understanding of the issue at hand and to contribute to the development of consumer-centered social commerce.

2. Theoretical Framework

Some studies have investigated the antecedents of each stage, revealing a number of factors associated with the consumer decision-making process. For example, Cox and Park (2014) found content characteristics and photographs to serve as useful stimuli that affect consumer need recognition. Bronner and de Hoog (2014) described stimulus and organism factors that spur consumers to search for information. Stimulus factors include content and interaction characteristics while organism factors include personal traits, values, and self-oriented and socially oriented perceptions. Kumar et al. (2015) found that value perceptions such as hedonic, social, and utilitarian values are likely to influence consumers during the evaluation stage. The following factors that impact the purchase stage were identified by Pöyry et al. (2013): content, networks, interaction characteristics, information seeking, information sharing, participation, and website usage. Finally, some studies (e.g., Shin, 2013; Zhang and Benyoucef, 2016) have examined the impacts of informational content, hedonic value, social value, and utilitarian value on the post-purchase stage.

The author developed a research model to investigate the effects of social commerce design on consumer purchase decision-making and the underlying mechanism of quality design factors. With regards to social commerce design quality, we consider three design factors: usability, functionality and sociability. For consumer purchase

decision-making process, we consider five stages: product awareness, information search, evaluation, purchase and post-purchase. Gender and age differences shaping effects of the factors on the various stages are uncovered and discussed. The research model is depicted in Figure 2.2.

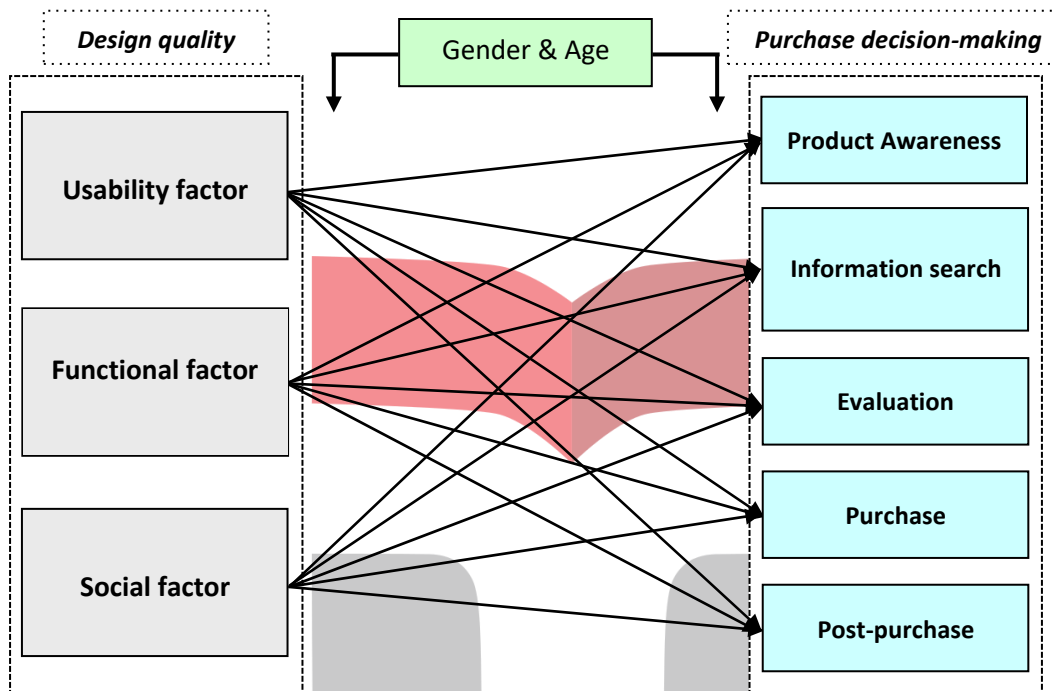


Figure 2.2 The Research Model

Source: Z. Huang, M Benyoucef / Electronic Commerce Research and Applications
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3 **Discussion**

From the results of the research based on the overall categories of respondents will be explained below:

Table 4.31 Hypothesis Testing Results

Hypothesis		Conclusion
<i>Usability And Purchase Decision-Making</i>		
Ha ₁	<i>Better-designed usability will influence consumers' product awareness</i>	Accepted
Ha ₂	<i>Better-designed usability will influence consumers' information searches</i>	Accepted
Ha ₃	<i>Better-designed usability will influence consumers' evaluations</i>	Accepted
Ha ₄	<i>Better-designed usability will influence consumers' purchases</i>	Reject
Ha ₅	<i>Better-designed usability will influence consumers' post purchases</i>	Reject
<i>Functionality And Purchase Decision-Making</i>		
Hb ₁	Better-designed functionality will influence consumers' product awareness	Accepted
Hb ₂	Better-designed functionality will influence consumers' information searches	Accepted
Hb ₃	Better-designed functionality will influence consumers' evaluations	Accepted
Hb ₄	Better-designed functionality will influence consumers' purchases	Accepted
Hb ₅	Better-designed functionality will influence consumers' post-purchases	Accepted
<i>Sociability and Purchase Decision-Making</i>		
Hc ₁	Better-designed sociability will influence consumers' product awareness	Accepted
Hc ₂	Better-designed sociability will influence consumers' information searches	Accepted
Hc ₃	Better-designed sociability will influence consumers' evaluations	Accepted
Hc ₄	Better-designed sociability will influence consumers' purchases	Accepted
Hc ₅	Better-designed sociability will influence consumers' post purchases	Accepted

Source: *processed data result*, using SmartPLS version 3.2.8

Based on the results of the study showed that the percentage of total design quality variable scores was 83.89% included in the high category. This shows that the quality of the designs displayed by the Instagram social commerce website belongs to the high category. In addition, the percentage of total purchase decision making variable score is 84.52%, which is included in the very high category. This shows that consumer purchasing decisions on a product through the Instagram social commerce website fall into the very high category.

5. Conclusion

Based on the results of the research and discussion in the previous chapter, the following conclusions are obtained:

1. The results of the study show that usability factors, functional factors, and social factors influence product awareness. The magnitude of the influence of usability factors, functional factors, and social factors has an effect on product awareness that is equal to 83.60%.
2. The results of the study show that usability factors, functional factors and social factors influence information search. The magnitude of the influence of usability factors, functional factors, and social factors has an effect on information search, which is 63.10%.
3. The results of the study show that usability factors, functional factors, and social factors influence evaluation. The magnitude of the influence of usability factors, functional factors, and social factors affect the evaluation of 64.50%.
4. The results of the study show that usability factors do not affect purchase. While functional factors and social factors affect purchase. The magnitude of the influence of usability factors, functional factors, and social factors affect the purchase that is equal to 61.10%.
5. The results of the study show that usability factor does not affect post-purchase. While functional factors and social factors affect post-purchase. The magnitude of the influence of usability factors, functional factors, and social factors have an effect on post-purchase that is equal to 56.50%.

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