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Co-Creation in Branding through Social Commerce: The Role of Social Support, Relationship Quality and Privacy Concerns

Completed Research Paper

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Abstract

Consumers have become increasingly empowered to exert influence on brands through online communities. Social media make consumers not only to be passive information users, but active content creators in the value creation process in online marketplaces. We examined social commerce constructs and their impact on brand development. Empirical data was collected via a questionnaire and analyzed using SEM-PLS. The results show that both relationship quality and social commerce constructs have positive effects on co-branding intention. Social commerce constructs and social support positively affect relationship quality, highlighting the stronger effect of social support on relationship quality. Social commerce constructs also positively affect social support and its most influence is on co-branding intention. Finally, this research confirms the moderating effect of privacy concern between social commerce constructs and co-branding. The contributions of this study provide new insights into marketing and brand management literature by proposing an initial model of social commerce.

Keywords

Co-creating in branding; social support; relationship quality; social commerce constructs; privacy concerns; SEM-PLS.

Introduction

Consumers have become increasingly empowered to exert an influence on brand through online communities. Recent estimates from a report show that on social networking websites (SNSs) such as Facebook, clicking on the “like” button by a user is worth \$174.17 for a brand page - a 28 percent increase since 2010 (Scissons et al., 2013). This means that significant brand values are facilitated by online consumers’ tendencies (Naylor et al., 2012). Social commerce, the powerful combination of customer-oriented social computing technologies and the rising social networking effect in an online environment, has been portrayed as a means of managing a brand (Gensler et al., 2013; Yadav et al. 2013). Social commerce tends to create an environment where consumers are turned into brand ambassadors by leveraging a series of collective, co-creational processes with other consumers (Holt, 2003; Cayla and Arnould, 2008). Such an environment might have the potential to not only influence consumers’ intentions and behavior to adopt a brand through social interactions and relationships but also increase companies’ sales growth and brand values (Gensler et al. 2013; Pentina et al. 2013).

Although the existing branding literature is abundant in the field of marketing management, understanding whether brands can co-create with consumers through social commerce remains a research question that still requires attention. Previous studies considering the context of social commerce have found that a lack of social capital is the predominant reason why online customers hesitate to make decisions to purchase products (Liang et al., 2011). Some researchers have denoted to study whether social capital factors will affect customers’ intentions to co-creation in branding (Hajli, forthcoming; Kim and Park, 2013; Liang et al., 2011). Nevertheless, this path of effects has not been studied explicitly in the literature. Thus, drawing on social support theory and relationship marketing theory, the first purpose of this study is to examine the inter-relationships among relationship quality and social support on co-branding intentions in the social commerce environment.

Social commerce constructs such as forums and communities, ratings and reviews, and referrals and recommendations are important elements for these social capital factors (Hajli 2012). With the constructs of social commerce serving as a construct, it not only increases the understanding of social commerce constructs per se and its impact on members’ intention but also differentiates social commerce from other online business environments (Hajli 2013; Kim and Park, 2013). Thus, there is a need to empirically examine the impacts of these social commerce constructs (Ba and Pavlou, 2002; Hajli, 2013). In this regard, the second purpose of this study is to treat the social commerce constructs as an antecedent variable, which is causally related to the effect of relationship quality and social support, which in turn, the intention to co-creation in branding.

Privacy is a mounting concern as the amounts of voluntary disclosure of personal information become available in SNSs (Yadav and Pavlou, 2014). Prior research has generally explored the effects of privacy concerns being treated as an independent variable directly to affect the intention-related constructs and behavioral reactions, especially to individuals’ acceptance of social networking services and their intentions to purchase online (Shin, 2010; Cha, 2011). Additionally, Smith et al. (2011) suggest that privacy concern is a context-sensitive factor that should take into account the impacts of particular contexts. This is of special importance for social commerce, given the very nature of social network that expects and encourages information disclosure. Based on the above, the third purpose of this study is to examine the relationship between social commerce contrasts and co-branding intention moderated by privacy concern.

To this end, this raises to our research questions: *firstly whether consumers’ intention to co-create brand value can be facilitated by increasing social support and relationship quality in social commerce environment and second whether privacy concerns moderates the relationship between social commerce constructs and co-branding intention.* To address this, our theoretical framework is grounded in social support theory, relationship marketing theory, and the influences of social commerce characteristics, privacy concern. The next section reviews the existing literature and develops the theoretical model and associated hypotheses for this research. Sections 3 and 4 describe the research methodology and present the results of our analysis. Finally, Section 5 discusses the contributions of this study and implications for management scholars and practitioners.

Conceptual framework

To understand the complexity of brand management in the social commerce era, we theoretically anchor our work in social support theory and relationship marketing theory. We argue that social commerce constructs will affect community members' perceptions, which may increase their social supports from other members and perceive relationship quality toward platforms by interactions with other members. In this regards, by using social commerce platforms, members are willing to co-create a brand with others by sharing their information and providing voluntary supports to others and trust other members' behaviors.

We propose an adapted social commerce conceptual model as shown in Figure 1. This model empirically examines the relationship among social commerce constructs, relationship quality, social support, and co-creating in branding intention, and also proposes to test the moderating role of privacy concerns. Our research model can be theorized as follows. With the use social commerce platforms and communications, when consumers in a brand page of SNSs perceive emotional and informational support, it would be natural for them to trust other members, to satisfy their needs and to make commitment to this page. This, in turn, constructs a strong brand by obtaining these co-creating values. However, the relationship between social commerce constructs and consumers' intention to co-creating in branding will moderate by their privacy concerns. We describe each of them and explain the linkage among the constructs in detail next.

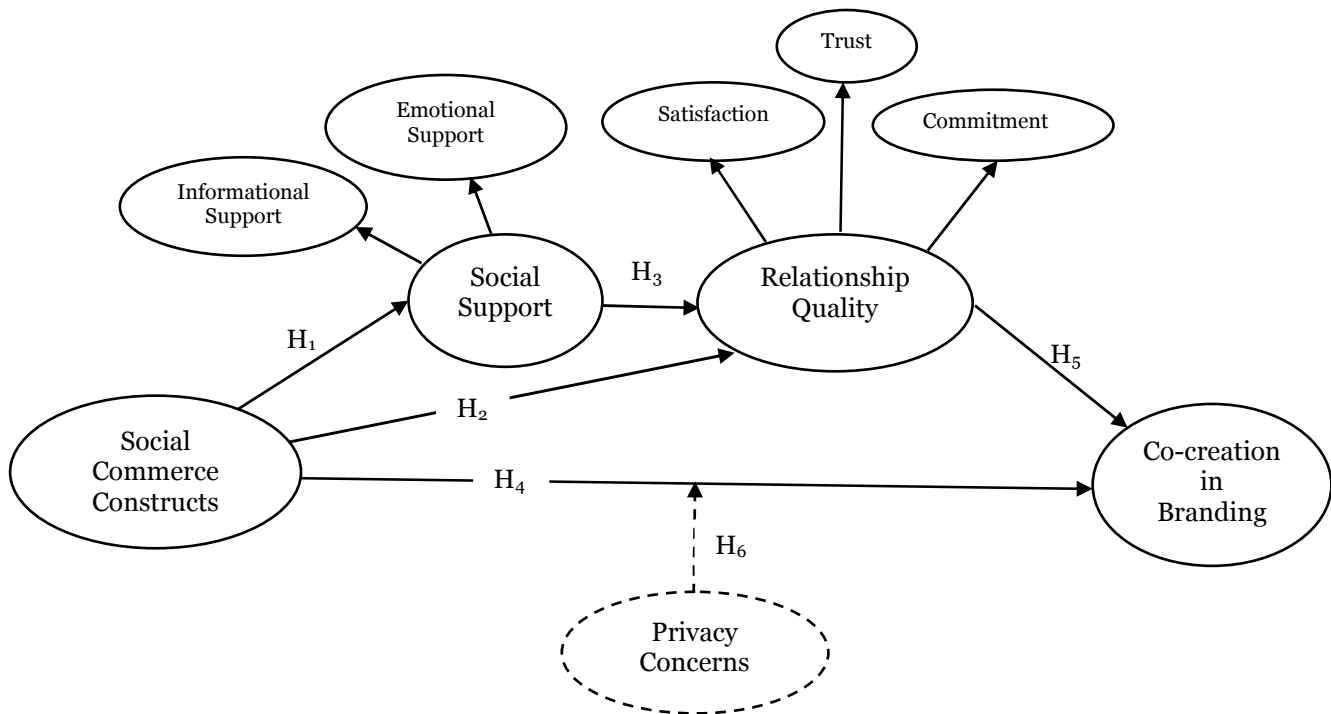


Figure 1. Research Model

Social commerce constructs

Social commerce is defined as the use of Web 2.0 and social technologies to support consumers' interactions in which they acquire the services and products in an online context (Liang and Turban, 2011). Social commerce can be viewed as the delivery of e-commerce via social media (Liang et al. 2011). Consumers enabled by social media are distinct from e-commerce contexts, because they can have social interactions with other individuals by social technologies (Park et al., 2007). For example, social media technologies such as rich site summary (RSS), asynchronous JavaScript and XML (AJAX), or application program interface (APIs) provide online members an interactive system which allows them to make

connections with platforms and other. This, in turn, has not only sociability and relationships with e-vendor and other consumers but also social communication on group-purchasing platforms (Pelaez et al., 2013).

Previous studies related to social commerce research has been focused on the adoption of social commerce (e.g., Madhavaram and Appan, 2010; Zhou et al., 2013), and consumer behavior in the context of social commerce (e.g., Shin, 2013; Ng, 2013). However, the constructs of social commerce are noticeably absent from these articles. Only Kim & Park's (2013) study has demonstrated the effects of various constructs of social commerce, such as reputation, size, and information quality on consumer trust toward social commerce and trust performance. In this study, the social commerce constructs we used are related to social platforms and social communication channels, which are forums and communities, ratings and reviews, and referrals and recommendations (Hajli, 2013; Hajli, forthcoming; Pelaez et al., 2013). Companies use these constructs to communicate with customers and to enable customers to communicate with each other, which is a new channel to accomplish customer relationship management.

Forums and communities, social platforms where allows customers to take part in group discussion and sharing information, are developed by online vendors. These platforms give consumers the opportunity to gain more product knowledge prior to their decision to buy. The other constructs, ratings and reviews, and referrals and recommendations, are associated with social communication. These communication channels provide customers to reassure each other through information exchange and experiences, thereby increasing their confidence and consequent willingness to purchase (Han & Windsor 2011). For example, SNSs community members can access to browse friends' product reviews and recommendations in a brand page, where there is an emotional aspect that adds a personal touch to the decision-making process of buying (Hajli 2013). Thus, each of the three methods captures a unique set of constructs but all together reflects the more complete picture of social commerce that impacts social capital factors.

Social support

The concept of social support is derived from social support theory. Social support theory has been proposed to explain how social relationships influence the cognitions, emotions, and behaviors (Lakey and Cohen, 2000). This theory emphasizes that supportive behavior can contribute to health by protecting people from the adverse effects of stress and promoting self-esteem and self-regulation (Lakey and Cohen, 2000). Social support is defined as "the social resources that persons perceive to be available or that are actually provided to them by non-professionals in the context of both formal support groups and informal helping relationships" (Gottlieb and Bergen, 2010). Social support has been thoroughly investigated in psychology, sociology and health studies. Social support can be regarded as the measures how an individual experiences the feeling of being cared for, responded to and facilitated by people in their social groups (Cobb 1976; House 1981). The social supportive resources can be emotional and informational. From social commerce perspective, emotional support is defined as "providing messages that involve emotional concerns such as caring, understanding, or empathy" (Liang et al. 2011). Informational support refers to "providing messages, in the form of recommendations, advice, or knowledge that could be helpful for solving problems" (Liang et al. 2011).

Based on the social support theory, these sources of social support are fundamental elements to form a social relationship network by interactions in social commerce community. This theory stresses that the effects of social support cannot be separated from relationship processes that often co-occur with support (Lakey and Cohen, 2000, p. 29). Similar, the formation of social support mechanisms must be linked with interpersonal process and constructs (Lakey and Cohen, 2000). Following this logic, we theoretically tie two theories (i.e., social support and relationship marketing theories) together and examine the impact of social support on relationship quality.

Relationship quality

Relationship marketing theory has showed the effects of network and cooperation with customers by elaborating the roles of commitment and trust (Morgan and Hunt, 1994). The central theme of this theory is a focus on relationship quality dimensions that comprise trust, commitment, and satisfaction (Garbarino and Johnson, 1999; Palmatier et al., 2006). Relationship quality is defined as the intensity and

tightness of a relationship, which plays a pivotal role in influencing customer loyalty (Hennig-Thurau et al. 2002; Palmatier et al. 2006). Relationship quality is included with three constructs: trust, satisfaction, and commitment (Garbarino and Johnson, 1999; Palmatier et al., 2006). Trust is defined as “a willingness to rely on an exchange partner in word-of-mouth that has confidence (Moorman et al., 1993, p. 82).” Commitment is defined as a desire to maintain a relationship (Moorman et al. 1993; Morgan and Hunt, 1994). Satisfaction refers to a customer’s overall emotional evaluation of the performance of a service/product provider (Gustafsson et al., 2005). Prior research has indicated that relationship view as a lens for understanding the consumer interactions with brands (e.g., Swaminathan et al., 2007; Smit et al., 2007). Liang et al. (2011) has applied relationship perspective as a lens to elucidate the role of relationship quality in the social media context and study their impacts toward online consumers’ purchasing intentions. Thus, relationship quality can be a predictor of social commerce community member intention to co-creating in branding.

Co-creating in branding

The notion of co-creating in branding is stemmed from Vargo and Lush (2004). Vargo and Lush (2004) argued that the value can be facilitated by a co-creation process where the customers are turned into an active player. Recently, Cayla and Arnould (2008) suggest that the construction of brands is through reaching the collective consensus on a brand’s meaning among the members of social brand communities. These members share their brand experiences (e.g., using experience) collectively and deliver the sensory, emotional, cognitive, behavioral and relational value to others, which is a process of co-creating value (Schmitt, 2003). Based on these earlier works, we defined co-creating in branding as the intention to co-create the value of the brand and co-construct unique branding experiences through the exchange of information and knowledge with other customers (Prahalad and Ramaswamy, 2004; Tynan et al., 2009; Vargo and Lusch, 2004). Recently, Gensler et al. (2013) stress that once online consumers have intentions to co-brand, they are willing to devote their time and effort to providing the shopping experiences and information about brands as well as encouraging others to purchase. Thus, in this study, co-creating in branding is a powerful outcome for assessing social commerce performance that can be accelerated by social commerce constructs and relationship quality.

Privacy concern

Users disclose their personal information to online platforms when they register for an online forum as a member or request for more information from the website. Not surprisingly, online member are reluctant to engage in social activities when they feel insecurity about information privacy. (Vijayarathy, 2004). Privacy concerns in an online context refer to the users’ subjective views of fairness toward information privacy (Malhotra et al., 2004). Indeed, most users’ privacy concerns are derived from social networking sites per se (Shin, 2010). For example, some SNSs may expose members’ information to cooperative third-party communities that seek to offer a personalized and tailored online service. Such privacy concerns have resulted in online members’ negative actions, such as being less willing to release personal information, reducing the intention to use online services, and in which the members do not trust others (Bélanger et al., 2002; Dinev and Hart, 2006). Thus, we treat privacy concern as a moderator between social commerce constructs and co-creating in branding.

Hypotheses development

The effect of social commerce constructs on social support

With the emergence of Web 2.0 and social relationships commanding a more prominent position in online technologies, social support has become of interest and relevance. For instance, Twitter is a good example in which members of communities regularly provide social support for others (Gruzd et al., 2011). Such social interactions on SNS show that they have the ability to influence other members and to

help each other (Gruzd et al., 2011). This is of special interest when it comes to customer recommendations, which are considered as a vital source of information for showing consumer supports toward online communities (Senecal and Nantel, 2004).

Through social commerce constructs, users are more likely to receive online social support. Online users have indicated that social support is one of the main reasons for joining online communities (Ridings & Gefen, 2004). The supports that people receive in online communities can be both informational and emotional support (Hajli, 2014; Ridings & Gefen, 2004). Bagozzi and Dholakia (2002) indicate that members of online communities participate in different group activities and support other members through their social interactions and communications in the platform. They use social technologies, such as social media, online communities and other Web 2.0 applications, to support other members by their experience and information sharing (Hajli & Lin, 2014). Information, which is created by other consumers, is a new kind of word-of-mouth recommendation used in traditional markets (Park et al., 2007). This leads to the following hypothesis.

Hypothesis 1: The effect of social commerce constructs is positively associated with the user's social support in a social networking site.

The effect of social commerce constructs on relationship quality

In the context of social commerce, social technologies, such as the customer review mechanism in Amazon.com, offer opportunities to enhance social interactions among the website's users. Through this mechanism customers are willing to maintain a robust relationship with other consumers and e-vendors, in order to obtain a wealth of information, thereby making their appropriate purchasing decisions. However, information related to the identity of reviewers has an effect on community members' perceptions (Chris et al., 2008). This issue has been raised as a result of fake ratings and reviews produced by third parties. Fake information will lead to customers' possessing an incorrect judgment about purchasing, resulting in lower commitment and satisfaction toward E-vendors. E-vendors have to consider whether to take actions to persuade reviewers to give more information about their identity (Chris et al., 2008), to assure consumers about the authenticity of ratings and reviews. Therefore, social commerce constructs can support businesses to establish trust, satisfaction, and commitment. Based on the above we propose that:

Hypothesis 2: The effect of social commerce constructs is positively associated with the user's relationship quality in a social networking site.

Users in a social commerce platform may believe that relationship quality can be guaranteed if they feel that people in online communities would provide substantial support to them (Liang et al., 2011). This implies that strong perceptions of social support in communities will influence users' behavior so that they may be willing to have more connections with others, thereby enhancing the relationship quality. Thus, this leads to the following hypothesis.

Hypothesis 3: The effect of social support is positively associated with the user's relationship quality in a social networking site.

The effects of social commerce constructs on co-branding intention

When it comes to social commerce, from the standpoint of practitioners, there is a consensus that a brand development is inextricably linked with the power of social media. Such a power will help companies establish not only closer customer relationships, but also robust brand communities where customers are able to communicate with others and share their enthusiasm for the brands. According to Lithium Technologies Company's investigation, 74% of online consumers prefer to engage with the brand through social media after purchasing products, because they feel a sense of trust with the brand, like an insider with the brand, and have strong affection from the communities (CMO Council, 2011).

Previous research showed a clear consensus that the notion of co-creating brand values has been highlighted in the social commerce context (e.g., Gensler et al. 2013). For example, Gensler et al. (2013) provide an overview of managing brands in the social media environment. They indicate that the rise of social media strengthens the dynamic interactions within online communities that make it possible for consumers to communicate consumer-generated brand stories with others and to co-create brand's linking values, resulting in development of a successful brand in the marketplace. This implies that the construction of brands can be accelerated through repeated interactions with other consumers on the SNSs where they communicate the brand meanings and share the brand perceptions and experiences (Pentina et al. 2013; Vargo and Lusch, 2004). Based on this literature, co-branding intention was selected as the outcome variable to evaluate the effects of social commerce constructs in our research model. This leads to the following hypothesis.

Hypothesis 4: Social commerce constructs are positively associated with the user's intention to co-branding in a social networking site.

The effect of relationship quality on co-branding intention

Research on relationship perspective has focused on the formation of actual partnerships between customers and service providers in the real world. It is also certain that an active relationship with high quality would raise the likelihood of positive customer interactions and foster the formation of brand loyalty (Fournier, 1998). For example, Fournier (1998) developed a model of relationship quality in the context of consumer product, showing that relationship stability can be facilitated by a robust relationship quality with customers. He also empathized that consumers with high levels of commitment are most likely to dedicate to a brand that fosters relationship stability with a brand.

However, with the technology advancement in social commerce, interactive relationships in online communities become anonymous, impersonal, and automated (Wang and Emurian, 2005). People are willing to participate in forums and communities, share their experiences and knowledge, and leave their advices and recommendations for other members as they perceive strongly the feelings of trust, satisfaction, and commitment in this community (Hajli, 2014). Pentina et al. (2013) demonstrate the effect of brand relationship quality in the social media context based on brand-related marketing theories. Their findings reveal the role of brand relationship quality in enhancing the likelihood of consumer recommendation to others and the intentions to continue using the SNSs and brands. It could be argued that, a successful business model based on social commerce should take serious consideration on how to boost relationship quality to encourage online consumers to co-create in community branding. This leads to the following hypothesis.

Hypothesis 5: Relationship quality is positively associated with the user's intention to co-branding in a social networking site.

The moderating role of privacy concerns

Prior research has indicated that SNSs are plagued by rising users' privacy concerns. For example, Shin (2010) developed a framework model of SNS acceptance. Shin's results confirmed a significant effect of perceived privacy on online users' trust, attitude, in turn, impacting on their intention. Cha (2011) considered privacy concerns as a dimension underlying perceived characteristics of online shopping. Surprisingly, their results showed that the effects of privacy concerns did not influence their intentions to purchase. Based on this literature, the effects of privacy concerns as an independent variable that directly affect the intention-related constructs and behavioral reactions has been explored. It worths noting that Bélanger and Crossler (2011) and Smith et al. (2011) have highlighted the privacy paradox, which describes that individuals' intentions are inconsistent with their behavior reactions as they face the privacy issue. This implies that individuals may be concerned about their privacy being encroached upon, but their actual behavior may not represent thoroughly (Bélanger and Crossler, 2011). A potential reason is that privacy decision processes are influenced by bounded rationality (Acquisti, 2004; Acquisti and

Grossklags, 2005), which means that individuals' protection intention and behavior is depended on the different extent and intensity of their privacy concern. We propose that the privacy concern may be a moderator in the relationship between social commerce constructs and intentions to co-branding. This leads to the following hypothesis.

Hypothesis 6: The relationship between social commerce constructs and co-branding intention is moderated is by user's privacy concerns in a social networking site.

Research Methodology

Sample frame and data collection

This study employed a survey to collect primary data from the social networking sites in United States. The sample population for this study is the online users who have involved in at least one social networking sites. Data was collected by an electronic questionnaire in January, 2014 (One month period). A pilot study with 10 students and 5 MIS researchers was used to make sure the questions and wordings and clearly understand by respondents. This pilot exercise was to debug the instrument (Bell, 2010).

Potential participants were identified from brand pages of social networking sites for this survey. The design of online-based survey is flexible and can be beneficial in terms of the cost and time. The questionnaire, which was sent by email, requested people to participate in the survey. We selected our samples from brand pages on Facebook. Finally, we received 207 useable responses. From 1000 invitation we received 230, indicating 23% respond rate.

Of the respondents of e-survey, 52.2 % were male and 46.4% were female (with 3 missing value); 67.1% were White, 12.3% were Black or African American, and 20.6% were Asian (with 3 missing value); 4.9% received a Graduate level degree, 85.4% received a Bachelor degree, and 9.7% were enrolled in college or less. The age range of the sample was predominately above 30 (94.3%), with less subjects who were under 30 (2.4%) (3.3 were missing).

Measurement development

All items (see Appendix 1) are adapted from literature and modified as needed for this study. All items used a seven-point Likert scale (ranging from 1="strongly disagree" to 7="strongly agree"). This detailed description has been cut off due to the word limits.

Results

We will look at reliability and validity of our research first and then we will discuss structural model using PLS analysis.

Reliability and validity

Using SEM-PLS enables us to look at the reliability through composite reliability (CR) as shown in Table 1. CR measures internal consistency scores (Gefen et al., 2000; Hair Jr., et al., 2010), which in our research along with Cronbach's alpha exceed 0.70, as a good test for reliability (Nunnally and Bernstein, 1994).

Investigating on convergent validity by measuring discriminant validity and divergent validity is the second step of the test of validity and reliability of our results. First we report average variance extracted (AVE), shown on table 2. To have achieve convergent validity, AVE need to be more than 0.50 (Kline, 2010). Table 1 shows that this research has convergent validity by having value of more than 0.50 for each constructs. The next step was to look at discriminant validity. We compare and report the square of the

correlations among research latent variables with the AVE in Table 1. This assessment is reported by other researchers (Chin, 1998). An alternative approach to test both convergent validity and discriminant validity is the examination of factor loading. Each indicator should have a factor loading greater than on any other factor (Ping, 2003). We report factor loadings as it is shown in Appendix 1 there is no cross loading among constructs.

Table 2. Quality Criteria and Square of Correlation between Latent Variables

	AVE	Composite Reliability	CB	RC	SE	SI	PC	RQ	RS	SSC	SS	RT
CB	0.83	0.94	0.92									
RC	0.83	0.94	0.17	0.92								
SE	0.73	0.89	0.07	0.07	0.86							
SI	0.82	0.93	0.10	0.06	0.06	0.92						
PC	0.56	0.82	-0.06	-0.00	-0.06	-0.06	0.75					
RQ	0.54	0.91	0.18	0.86	0.06	0.11	-0.05	0.74				
RS	0.81	0.93	0.15	0.53	0.02	0.09	-0.09	0.81	0.89			
SSC	0.57	0.78	0.03	0.10	0.08	0.10	0.10	0.14	0.12	0.76		
SS	0.56	0.80	0.12	0.08	0.53	0.88	-0.08	0.12	0.08	0.12	0.75	
RT	0.74	0.90	0.19	0.56	0.06	0.13	-0.03	0.81	0.48	0.12	0.14	0.87

Note: CB = co-creation in branding; RC = commitment; RS = satisfaction; PC= privacy concern; RT= trust; SE = emotional support; SI = informational support; SCC = social commerce constructs; RQ: relationship quality; SS = social support. (N=207; Cronbach's alpha on diagonal)

Structural model

Using Smart-PLS software to analyze our model, we found all paths of to be positive at the standard level of 0.05. First we look at R^2 s. Model fits or R^2 s accounts for 36%, 31%, and 35% of the variance in co-branding intention, relationship quality, and social support. R^2 s showed an acceptable level of explanation as model fits are in a good level, indicating that co-branding was affected by relationship quality and social commerce constructs. In addition, the results suggested that social support was affected by social commerce constructs.

We also examined the path coefficients as shown in Figure 2 to report the relationship among constructs of our model. Overall, all our proposed hypotheses are supported. According to the results, both relationship quality (0.404) and social commerce constructs (0.302) have positive effects on co-branding intention. However, the effect of relation quality is stronger. Social commerce constructs and social support positively affect relationship quality (0.208 v.s. 0.302) highlighting the stronger effect of social support on relationship quality. Social commerce constructs also positively affect social support (0.209) and its most influence is on co-branding intention (0.309 v.s. 0.209 and 0.208). Finally, this research confirms the moderating effect of privacy concern (0.201) between social commerce constructs and co-branding.

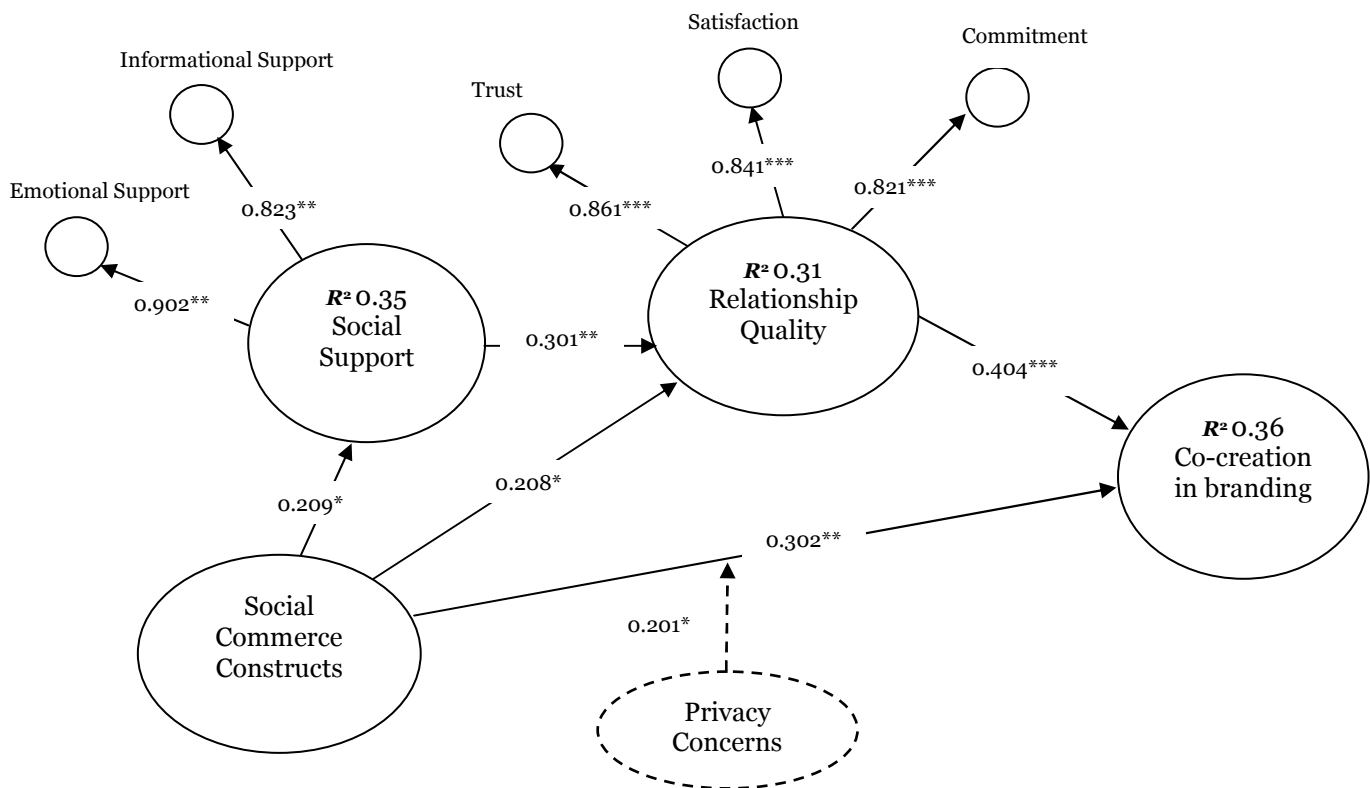


Figure 2. Results of the PLS Analysis

* Path coefficient <.05; ** path coefficient <.01; *** path coefficient <.001.

Discussion

The central theme of our research is to advance the marketing and brand management literature by understanding how social commerce Constructs enable online communities to have better co-creative customer values through the perspectives of social support, relationship quality, and privacy concerns. The argument is that in social commerce era businesses have the opportunity of co-creation of value with customers instead of co-creation of value for customers. Co-creation in brand development is an example of that. As such this research proposed a research framework using social support theory from social-psychology, relationship marketing from marketing field, and social commerce constructs from information systems stream to investigate on a new concept of co-creating in branding. The empirical evidence supports our three key findings. First, we found that the impacts of social commerce Constructs positively affect social support, relationship quality, and co-branding intention. This finding highlights the role of social media in attracting consumers to social commerce Constructs and facilitating their social interaction with their peers to co-create value. This value can develop social support and relationship marketing. Developing a supportive environment creates value for the businesses and co-branding is one of these value.

Second, data indicated that social support positively correlates with relationship quality, in turn, co-branding intention. The results is highlighting social interaction of consumers in social networking sites produce informational support and emotional support. This supportive environment developed by sharing of information, knowledge, and experiences among consumers. This is very helpful, particularly for firms launching a new product and brand and need to “put customers at work” to develop their new brand.

Finally, it showed that social commerce constructs indirectly influence co-branding intention, an impact that is moderated by the effects of privacy concerns. This part of our results shows that privacy is a challenging issue in social networking sites and working on trust-building plans can help the businesses to develop a new brand. The findings particularly contribute to a growing interest of both academics and managers to understand a facilitator of successful social commerce. Based on these findings, we offer some insights regarding theoretical and managerial implications in the remainder of this section.

Implications

Brand in social commerce community is the newest brand research area in the fields of information system and marketing. Studies in these domain are scarce in interpreting the formation of brand community in SNSs. Developing social commerce literature and extending typology of social commerce is theoretical contribution of present research. Integrating theories from social-psychology, information systems and marketing to increase our understanding of social commerce; a new stream in e-commerce. This also can be a theoretical foundation for this track. The study developed a new theory by borrowing social support theory and relationship marketing theory, proposing a new model given the new concepts in social commerce. This research borrowed constructs from information technology tools of social commerce, which show that information systems is a reference discipline for predicting consumer behavior in an online context.

Moreover, social support theory shows that information systems need to investigate other theories from different disciplines such as sociology or psychology as the social relationships of people and their interconnectivity are forcing changes in many business plans. The results bring together theories in IS, sociology and marketing for customer behavior studies. The research also introduces social commerce constructs for the first time and discusses how these constructs can influence trust and intention to buy in a social commerce environment. SCCs have been explained by the social support theory and how social support theory can be applied to studies of online behavior.

This research also has some practical implications. Using social media and social commerce constructs can be a practical tool for marketing management to develop a new brand. Co-creation of value with consumers instead of co-creation of value for customers through social commerce constructs is a unique strategy of developing a new brand by this paper. Therefore, marketing managers can think about the opportunities that social interaction of consumers may offer to businesses to develop a new brand.

Conclusion

Our primary research objective was to unravel the relationships among social commerce constructs, social support, relationship quality, and co-branding intention. We indicated that social commerce might reveal windows of opportunities for creating brand values with customers. Co-branding through social commerce is a new opportunity for businesses to develop a new brand. This study also shows that privacy concerns play an important moderating role in the relationship between social commerce constructs and co-branding intention. These findings challenge researchers and managers to rethink how and why social commerce affect consumers' intention to co-create in branding through the lens of social support and relationship quality. Consequently, the contributions of this study provide new insights into marketing and brand management literature by proposing an initial model of social commerce.

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Appendix 1 Constructs and Items with factor loading

Codes	Scales	Factor Loading
Social Support (Adapted from Liang et al. 2011)		
Emotional Support		
SE1	When faced with difficulties, some people on my favorite social networking site are on my side with me.	0.84
SE2	When faced with difficulties, some people on my favorite social networking site comforted and encouraged me.	0.86
SE3	When faced with difficulties, some people on my favorite social networking site listened to me talk about my private feelings.	0.89
SE4	When faced with difficulties, some people on my favorite social networking site expressed interest and concern in my well-being.	0.87
Informational Support		
SI1	On my favorite social networking site, some people would offer suggestions when I needed help.	0.87
SI2	When I encountered a problem, some people on my favorite social networking site would give me information to help me overcome the problem.	0.95
SI3	When faced with difficulties, some people on my favorite social networking site would help me discover the cause and provide me with suggestions.	0.91
Relationship Quality (Adapted from Liang et al. 2011)		
Commitment		
RC1	I am proud to belong to the membership of my favorite social networking site.	0.91
RC2	I feel a sense of belonging to my favorite social networking site.	0.93
RC3	I care about the long-term success of my favorite social networking site.	0.89
Satisfaction		
RS1	I am satisfied with using my favorite social networking site.	0.89
RS2	I am pleased with using my favorite social networking site.	0.88
RS3	I am happy with my favorite social networking site.	0.93
Trust		
RT1	The performance of my favorite social networking site always meets my expectations.	0.80
RT2	My favorite social networking site can be counted on as a good social networking site.	0.89
RT3	My favorite social networking site is a reliable social networking site.	0.89
Intention to Co-creating in brand (New Items)		
CB1	I am willing to provide my experiences and suggestions when my friends on my favorite social networking site want my advice on buying something from a brand.	0.94
CB2	I am willing to buy the products of a brand recommended by my friends on my favorite social networking site.	0.94
CB3	I will consider the shopping experiences of my friends on my favorite social networking site when I want to shop a brand.	0.85
Social Commerce Constructs (Adapted from Hajli, 2013)		
SCC1	I will ask my friends on forums and communities to provide me with their suggestions before I go shopping from a brand.	0.73
SCC2	I am willing to recommend a product of a brand that is worth buying to my friends on my favorite social networking site.	0.81
SCC3	I am willing to share my own shopping experience of a brand with my friends on forums and communities or through ratings and reviews.	0.93

SCC4	I would like to use people online recommendations to buy a product from a brand.	0.83
Concern for Information Privacy (Stewart and Segars, 2002)		
PC1	It usually bothers me when my favorite social networking site ask me for personal information.	0.74
PC2	When my favorite social networking site ask me for personal information, I sometimes think twice before providing it.	0.85
PC3	It bothers me to give personal information to so many people.	0.86
PC4	I am concerned that my favorite social networking site are collecting too much personal information about me.	0.82