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Openness to Experience - A Moderator between Social Commerce Success Factors and Customer Satisfaction Relationship: Facebook Brand Page Platform

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ABSTRACT

Nowadays, the role of the social media in marketing strategies is undeniable. Facebook brand page is one of the platforms used by the marketers to promote their products. The purpose of this study is to investigate whether the Openness to Experience personality moderates the relationship between Information System Success (ISS) factors and customer satisfaction using a sample of 354 customers from three different Facebook brand pages. The result found that the Openness to Experience personality effect the relationship between ISS factors and customer satisfaction. Meanwhile, Information Quality is the most important factor that influences customer satisfaction towards social media applications.

Keywords: *Social Commerce, Information System Success Factors, Personality Traits, Customer Satisfaction, Openness to Experience, Facebook Brand Page*

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INTRODUCTION

The Internet technology especially social network sites (SNS) or social media (SM) has changed the way of doing business among communities (Henning-Thurau et. al 2004; Kwak, Lee, & Moon 2010; Liang & Turban 2012; Mata & Quesada 2014). Both sellers and buyers could use this platform in promoting, discussing, evaluating and purchasing the offered products and services (Ou et. al 2010; Liang & Turban 2012; Hajli 2014; Hsu & Chen 2014). SM platforms especially Facebook, LinkedIn, Twitter and Youtube have been categorized as the popular SNS that have been applied extensively by sellers either individual or business entities (Liang & Turban 2012; Farnadi et. al 2016). These platforms indirectly empower the customers to evaluate the products or services timely and it can also get feedback from other customers (Leong, Jaafar & Sulaiman 2017).

According to Anderson and Srinivasan (2003), customer satisfaction (CS) towards online business platforms be a crucial indicator for organizational success in the long run. Depending on the effectiveness and the quality of SC's information and services, these elements could give key impacts towards customer satisfaction on the use of the SC platform (Fang, Chiu & Wang 2011; Alshibly 2014). By improving the quality of the e-commerce platform in the aspects of customer satisfaction and desire, customer loyalty can be developed easily (Parasuraman, Zeithaml & Malhorta 2005).

However, Personality Traits (PTs) of a customer can also affect his *buying decision-making* behaviour when accessing online shopping platforms (Farnadi et. al 2016). PTs are human behavioural tendencies that are influenced by human growth and development environment (Ross et. al 2009; Hsu & Chen 2014). There are many studies on PTs in understanding human behaviour towards the usage of social media and its impact such Ou et. al (2010), Liang and Turban (2012), Hajli (2014), Hsu and Chen (2014), and Leong et. al (2017).

Therefore, the objective of this study is to examine whether the Openness to Experience personality (EO) moderates the relationship between ISS factors and CS among SC users particularly on the Facebook Brand Page.

Personality Traits and Openness to Experience

Personality Traits also known as Five Factors Model (FFM) or Big Five Model (BFM), consist of five factors, namely Extroversion, Agreeableness, Neuroticism, Conscientiousness and Open to Experience (Ross et. al 2009; Hsu & Chen 2014; Leong et. al 2017). Extroversion is a human trait that reflects the intention to socialize, leadership and expressing opinions. Meanwhile Agreeableness is subjected to the level of cooperation and tolerance among humans. Neuroticism is based on human apprehensions and unpleasant sentiments and Conscientiousness is reflected in a tendency to fulfil obligations according to society norms. Finally, OE relates to human intelligence that reflects a cognitive ability, such as creativity and accomplishment of thinking (Ciuhan & Motounu 2012).

Specifically, McCrae (1993) defined the OE personality characteristics as a person who is focused, has internal feelings and prefers visuals. OE can also be described as an individual that is good imagination, sensitive to aesthetics, interested, freethinking and acquiescent to generate new viewpoints, experiences, and unusual perceptions (McCrae & John 1992; Costa, et. al 1992; Myser, Sen & Alexandrov 2010; Zhou & Lu 2011; Leong et. al 2017). It differentiates between those other personalities with their own characteristics (Ciuhan & Motounu 2012).

However, Dollinger et. al (1996) suggested that OE is also the best and better than other personal trait dimensions in measuring human value in daily life. In addition, the nature of the OE trait has been identified as creative, inquisitive, unconventionality, and acceptance modification, freedom, inventive, creativity, curiosity, eccentricity, and adventurousness (Zhou and Lu 2011; Leong et. al 2017).

According to Zhou and Lu (2011), the OE factor relates to the human's willingness to discover new outcomes or solutions by applying their intelligence. Johnson (2005) highlighted that personality inventories can also be measured through individuals with web-based usage. While Correa, Hinsley, and Zuniga (2010) discovered that the user's personality traits influenced to the social media use.

In addition, Zywica and Danowski (2008) and Ross et. al (2009) proved OE as one of the other PE factors which has been established as a central element of social media use. Furthermore, Correa et. al (2010) also identified a positive strong relationship between OE and social media use when the new technologies were introduced.

Openness to Experience (OE) And Social Commerce - Customer Satisfaction Relationship

According to Akman and Mishra (2017), the increase in the popularity of social commerce as indirectly required the researchers to further understand the interactivity of social environments especially on the satisfaction perspective. Chuang and Fan (2011) emphasized on determining the success of e-commerce systems, Information System Success factors (Dellon & McLean 2003); System Quality (SysQ), Information Quality (IQ) and Service Quality (SerQ) should be evaluated towards user satisfaction.

SysQ can be measured through system responsiveness, availability, usability and other quality characteristics (DeLone & McLean 2003). The quality of information dissemination characteristics; for example, timeliness, accuracy, understandable, and others, are the elements to assess the IQ. SerQ is subjected to availability and reliability of the IS technical support mechanisms by the system providers that can be evaluated by the user (Urbach & Muller 2012).

Subject to Delone and McLean (2003), the main concept of measuring SysQ is to consider the effectiveness, reliability and flexibility of the system to be learnt and used by users. According to Cheung and Lee (2007), SysQ has a positive significant relationship towards customer satisfaction which is largely through the interaction between the customer and the application such as Facebook. Customers will be satisfied when the system is working properly and could meet their interest (Palmer 2002). Therefore, Figure 1 explains the conceptual framework of this study.

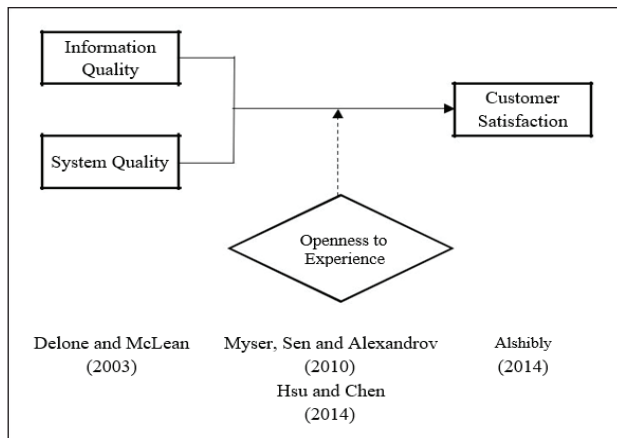


Figure 1: Framework of Moderating Openness to Experience on the Relationship between ISS Factors and Customer Satisfaction among Social Commerce Users: Facebook Platform

Based on the above discussion, the following hypotheses were formulated in this study:

- H1: Openness to Experience personality moderates the relationship between the Information Quality of Facebook applications and customer satisfaction among social commerce users.
- H2: Openness to Experience personality moderates the relationship between the System Quality of Facebook applications and customer satisfaction among social commerce users.

METHODOLOGY

The survey was conducted to meet the research objectives. An online questionnaire was formed using free service website (Google Form) since the study involved users of Facebook pages. All the items were measured using five items rated on a 5-point Likert-type scale (1 = strongly disagree, 5 = strongly agree) from DeLone and McLean (2004) and Alshibly (2014).

The followers of three different brand pages; AWB (healthcare), CW (watch-accessories) and SFC (art) were selected as the population of this

study. The population is 131,894 users and 384 users were chosen as samples by using the stratified sampling technique as shown in Table 1. During the survey period, follow-up and reminders were made via private messages to the respondents. A sample of 354 users completed the questionnaires representing a 92.2% response rate.

Table 1: List of samples

No	Name of Brand Pages	Population (N)	Percentages (%)	Sample (S)
1	AWB	45,495	35	132
2	CW	43,579	33	127
3	SFC	42, 820	32	125
	Total	131,894	100	384

RESULTS AND DISCUSSION

Factor Analysis, Reliability Test and Correlation Analysis

Factor Analysis examined the factorial validity of the three-factor model of information success, openness to experience and customer satisfaction. In the preliminary analysis, only two components of information success model were extracted; Information Quality and System Quality whereas Service Quality was excluded from this analysis because the results had a high cross loading for each item. It is also proof that the sample for customer satisfaction is adequate for sample analysis.

A total of five items were used to measure openness to experience for the moderating variable. Exploratory factor analysis with the varimax rotation was performed for each item. The result indicated the value of KMO was 0.724 which demonstrated that the correlation matrix is sufficient for factor analysis to be conducted.

Reliability test was used to measure the internal consistency of all the constructs. The Cronbach’s Alpha values of all the items were reliable. The Cronbach’s Alpha values for all the items were more than 0.7 and the mean scores for all the items indicated that all the respondents understood the questions well.

Based on the correlation analysis, there is a significant relationship between $IQ \rightarrow CS$ and $SysQ \rightarrow CS$, ($r = 0.729$; $p < .01$) and ($r = 0.614$; $p < .01$). Meanwhile, the multiple regression analysis result indicates that 58% of Customer Satisfaction was explained by IS success factors (IQ and SysQ). The IQ's result shows that the users of this brand page focussed more on information quality provided by the seller and the system, in terms of characteristics of content, report and dashboards. This finding is parallel to Janda, Trocchia and Gwinner (2002)'s work where IQ is justified as a strong determinant of consumer satisfaction.

Multiple Regression

The main objective of this study was to test whether the openness to experience personality moderates the relationship between information system success factors of Facebook applications and customer satisfaction among social commerce users. Therefore, the Hierarchical Multiple Regression was conducted. Table 2 below shows the result of the moderated hierarchical multiple regression analysis with the Openness to Experience personality as a moderator in the relationship between IS success factors (Information Quality and System Quality) and customer satisfaction among social commerce users in the Facebook application. The significance of the regression model and its coefficients were determined by the ANOVA and t-table respectively.

Table 2: Hierarchical Multiple Regression Analysis

Variables	Standardized β Coefficients		
	Model 1	Model 2	Model 3
Independent Variables			
Information Quality	.053	.501	.382
System Quality	.281	.234	.760
Moderator			
Openness to Experience		.231	.777
Interaction Term			
Information Quality X Openness to Experience			.167
System Quality X Openness to Experience			-.944
R	.763	.792	.796
R ²	.582	.627	.634
Adjusted R ²	.580	.624	.045
R ² change	.582	.045	.006
F Value	244.814	42.306	3.061
Sig F change	.000	.000	.048
Durbin Watson			1.682

The outcome of the analysis indicates that the interaction terms are significant with the F value 244.814, 42.306 and 3.061 respectively and the p-value is less than .05. The Durbin Watson's value is 1.682 which shows that the relationship between the moderator and the independent variables are correlated. For model 1, the R² value of .582 illustrates that 58% of the variance is explained by the independent variables. For model 2, R² value of the .627 contributes that the embedding of the moderating variable improves the explanation of variance by 4%. Meanwhile, for model 3, the R² of value .634 indicates that inclusion of the interaction terms further increases the explanation of the variance by 0.06%. The result also provided that the significance of F change was less than .05 (.000, .000 and .048). Therefore, the result shows that Openness to Experience has moderated the relationship between IS Success Factors and customer satisfaction among social commerce user in the Facebook application. Hence, the research hypothesis was supported.

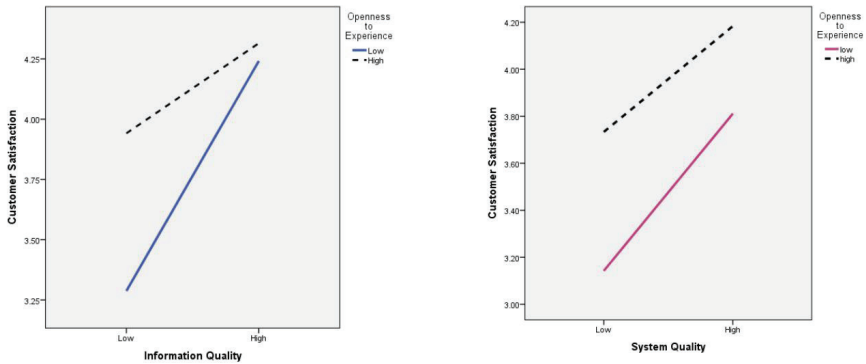


Figure 2: The Moderating Effect of Openness to Experience on the Relationship between ISS Factors and Customer Satisfaction among Social Commerce User in Facebook Application Platform

The effect of OE towards ISS Factors can be clearly understood by referring to Figure 2. It shows that, for low IQ level customer satisfaction is higher for those who have a higher OE personality compared to those who have a lower OE personality. Meanwhile, for high IQ level, customer satisfaction is higher for those who have both a higher and lower OE personality. However, the increment is greater for those with a low OE personality as illustrated in the graph.

Regarding the relationship between SysQ and customer satisfaction, low level SysQ contributes to higher customer satisfaction for those who have a high-level OE personality, instead of those who have a lower level OE personality. For a higher level SysQ, customer satisfaction is higher for those who have a higher OE personality compared to those who have a lower OE personality. However, the increment is greater for those with a low OE personality for high level SysQ.

CONCLUSION

This study revealed that OE moderates the relationship between IS success factors and customer satisfaction. OE, which often has been labelled as intellect is related to active imagination, aesthetic sensitivity, and attentiveness to feelings, preference for variety, intellectual curiosity, and independence of judgment (Costa & McCrae, 1992). However, in relation

to previous research, it is supported by Myres et. al (2010) who discovered that, Openness to Experience elements scoring high on the openness factor are characterized as imaginative, daring and intelligent. Those who are OE are likely to think of innovative or creative ways in performing tasks. Therefore, the marketing strategies via social media need to consider the quality of information to satisfy customer needs and attract them to buy the products or services.

The selection of the social media platform for social commerce should emphasis on the quality of the system. It is also important because customers will look at the operation of the application itself whether it works properly to facilitate their shopping online especially in Facebook. It shows that system quality affects satisfaction. Therefore, it can be simplified that, Facebook application could increase social commerce user satisfaction through their high-level IQ and SysQ even if they are low in OE personality. Some innovations from time to time by the Facebook application must be made in order to let people connect with each other and become a business platform.

Butt and Phillips (2008) stated that those who are high on the OE personality are more likely to have a variety of interests and a willingness to pursue those interests through unusual means such as commenting and posting at the wall which would seem to be a natural fit for those who are inherently curious. They are also more interested in trying something new than trying to figure out how things work. For example, the individual would readily use the new functions in the Facebook because of curiosity inside the Openness to Experience personality.

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