



# Facebook C2C social commerce: A study of online impulse buying



Jengchung Victor Chen<sup>a,1</sup>, Bo-chiuan Su<sup>b,\*</sup>, Andree E. Widjaja<sup>a,c,1</sup>

<sup>a</sup> Institute of International Management, National Cheng Kung University, No. 1, University Road, Tainan City, Taiwan

<sup>b</sup> Department of Information Management, National Dong Hwa University, No. 1 Sec. 2, University Road, Shoufeng, Hualien, Taiwan

<sup>c</sup> Department of Information Systems, Faculty of Computer Science, Pelita Harapan University, 1100 M.H. Thamrin Boulevard, Lippo Village, Tangerang 15811, Indonesia

## ARTICLE INFO

### Article history:

Received 16 August 2014

Received in revised form 26 December 2015

Accepted 26 December 2015

Available online 6 January 2016

### Keywords:

Online impulse buying

Facebook group

Information quality

Facebook “likes”

Latent state–trait theory

Observational learning

## ABSTRACT

Facebook users are increasingly using the site to conduct commercial activities, by posting advertisements in groups and then buying or selling items from each other. This type of group is called as a C2C Facebook “buy and sell” group in the current work. Drawing from latent state–trait theory, heuristic information processing, and observational learning, we conducted an online field experiment to empirically investigate the effect of the information quality of the advertisement, the trait of the impulsiveness, and the number of “likes” it receives on consumers’ urge to buy impulsively. The findings and implications of our study are discussed in the paper.

© 2015 Elsevier B.V. All rights reserved.

## 1. Introduction

While impulse buying has been extensively studied by scholars for many years [1,2], few studies have examined this issue in an online context [3]. Despite this, a number of recent studies have examined how various factors related to information systems artifacts influence online impulse buying within an e-commerce context, such as online store beliefs [4], system design [5], website quality [3,6], website attributes [7], website atmospheric cues [8], or website ease of navigation [9]. However, to the best of our knowledge, there are still very few studies, which have empirically investigated online impulse buying in a social commerce context, and this work thus addresses this gap in the literature.

Social networking sites (SNSs), such as Facebook, are increasingly utilized to conduct commercial activities, a phenomenon known as social commerce [10]. One way to conduct such commercial activities is by using Facebook’s group function, and since such activities will most likely involve one user (as a seller) and another user (as a consumer), the group is considered as conducting the consumer-to-consumer (C2C) commercial activities. In this study, we call these groups as C2C Facebook “buy and sell” groups.

This study thus aims to investigate online impulse buying in C2C Facebook “buy and sell” groups. Prior studies have demonstrated a strong

positive relationship between e-commerce website quality attributes and online impulse buying [4,6,7,11]. Nevertheless, this type of group is unique compared to ordinary e-commerce websites. As the commercial activities on Facebook groups are based on user-generated content, the most critical website quality attribute to be considered is the information quality of the advertisements posted by the sellers. The quality of information will be perceived and processed by the users (consumers) as an environmental cue, based on which they will then decide whether or not to make an impulse purchase. Moreover, one of the key features of Facebook is its use of “likes,” and thus the number of “likes” a post receives might also be considered by the users (consumers) in this context.

This study examined the following research questions: “Do information quality and number of ‘likes’ affect consumers’ urge to buy impulsively?” Also, “Does the trait of impulsiveness have interaction effect on the relationships that information quality and number of “likes” have with consumers’ urge to buy impulsively?” The main goal of this study is therefore to contribute to the literature by empirically investigating the effect of information quality, the trait of impulsiveness, and number of “likes,” as well as their interaction effects, on consumers’ urge to buy impulsively in a social commerce (C2C Facebook “buy and sell” group) context.

## 2. Theoretical framework and literature review

### 2.1. C2C Facebook “buy and sell” groups

Facebook groups are now widely used to conduct C2C commercial activities, with users offering either new and secondhand items or services for sale via advertisements they post on the site. Users

Abbreviations: C2C, Consumer-to-consumer; SC, Social commerce; UBI, Urge to buy impulsively; IQ, Information quality; LST, Latent state–trait theory; D&M, DeLone and McLean; IS, Information systems; OL, Observational learning.

\* Corresponding author. Tel.: +886 3 863 3109 (office); fax: +886 3 8633109.

E-mail addresses: [victor@mail.ncku.edu.tw](mailto:victor@mail.ncku.edu.tw) (J.V. Chen), [bsu@mail.ndhu.edu.tw](mailto:bsu@mail.ndhu.edu.tw) (B. Su), [andreewidjaja@gmail.com](mailto:andreewidjaja@gmail.com) (A.E. Widjaja).

<sup>1</sup> Tel.: +886 6 275 7575 × 53561 (office); fax: +886 6 275 1175.

(consumers) who see such posts and are interested in making a purchase can then contact the other user (seller) directly to make a buying arrangement, such as seeing or testing the product, or making a payment and then receiving the item. The “Tainan market: buy and sell” Facebook group is an example of this type of group that operates in Taiwan (<https://www.facebook.com/groups/TainanMarket.BuyandSell/>), and a screenshot of that group is shown in Fig. 1.

## 2.2. Urge to buy impulsively and latent state–trait theory

Beatty and Ferrell [12] defined impulse buying as “a sudden and immediate purchase with no pre-shopping intentions either to buy the specific product category or to fulfill a specific buying task” (p. 170). As it is difficult to measure actual impulsive behavior, consumers' urge to buy impulsively (UBI) was used in this study as a surrogate measure



Fig. 1. Screenshot of the “Tainan market: buy and sell” Facebook group.

Download English Version:

<https://daneshyari.com/en/article/552421>

Download Persian Version:

<https://daneshyari.com/article/552421>

[Daneshyari.com](https://daneshyari.com)