Information Credibility and Perceived Privacy in Social Commerce Age

TREO Talk Paper

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Abstract

There is now a debate in online communities and quality of information in social media platforms. These platforms enable consumers to share their information, knowledge and experiences about products, in particular, new products with other peers. An online community may be referred to a group of individuals with common interests and goals. Members of an online community can contribute in various activities within the group and have supportive social interactions with other members. Peer-to-peer communication in online communities is developing collaborative consumption. Information produced in online communities can influence the decisions of consumers. Therefore, information credibility plays an important role in developing online communities and persuading consumers to buy a product. Providing information credibility and reducing perceived risk are two important factor for success of online communities. Consumers will return to online communities to interact with their peers when they perceive less risk for their privacy and receive information credibility. Source credibility influence attitude and intention of consumers. Developing a trustworthiness online brand community is a strategic marketing tool for firms. Customers can interact and create value for firms in social media era. This supportive environment and social climate by social media also develop a new form of e-commerce called social commerce. Information sharing in social commerce environment may develop trust in online communities. Trust helps consumers achieve a decision in uncertainties and risks. In other words, trust is an influential tool in making customers overcome their doubt when contributing in online communities. Therefore, research on developing trust in online communities in social commerce website is needed to provide strategic marketing tool to online brand communities to sell their products through social commerce website. Although, research have been considered online brand communities as a strategic tools for new product development or branding but less attention has been paid to establishing trusted and reliable online brand communities to sell new products. As such, this study by considering this research gap poses the following research questions: Does trust on online communities influence intention to buy a new product? What are the antecedents of trust on online communities? To answer the research questions we arrange develop the following research model. This research has a quantitative approach and data will be collected through a survey. The data analysis will be performed by structural equation modeling using partial least square. Therefore, an empirical research has been developed to explore the influence of information credibility produced by social networking sites users (SNSs) in online communities and perceived privacy risk on intention of consumers. The aim is to learn more about information credibility and perceived privacy risk on SNSs. The contribution of this research is to integrated a few concepts from the marketing, social psychology, and information systems fields to investigate the role of information credibility and privacy risk on social commerce communities/website. This research introduced a new understanding of trust in online communities with a multidisciplinary perspective. It also introduced new concepts, such as online social support and social commerce constructs.