A Research on the Relationship of Web-Site Usability and Social Commerce

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Abstract. The informationization is recognized due to the expansion of the development of the Information Technology and internet utilization as the important means doing the growth momentum role of all industries today. This research analyze the relationship with the feature of the web usability and Social commerce. Therefore, this research tries to investigate the relationship about in which the characteristic of the website usability is connected through the confidence about the Social commerce site to the re-purchase. The result of looking into the effect that it reaches to the purchasing intention of the Social commerce user based on the web use factor and Social commerce site is designed and run and the web use factors can know to be the factor to consider importantly. The importance of the web use factor to has preferentially to be considered in being put through this research and building the confidence of the Social commerce user could be known. When running with the Social commerce site design, this is determined because it can become the useful standard.

Keywords: SNS, Web-Site Usability, Social Commerce, Purchasing Intention

1 Introduction

The paradigm changes in the web environment while the use of the Internet is generalized with the development of the Information Technology. It was not tied to the hour and place along with the development of mobile terminal like the Smartphone and it approached Internet easily and this environment accelerated the web 2.0 paradigm more. Therefore, the Social network service(SNS) supporting the information sharing with the formation of relationship between users on the web is rapidly diffused. In the electronic commerce field, as SNS is widely spread, the new business model is generated and there is remarkably the Social Commerce.

The space in which the Electronic commerce is made is not confined to the target site and the information is shared through SNS with the acquaintances and this ripple effect is enlarged. The Social commerce started the Shoposphere in which Yahoo shares the shopping basket(Pick List) in 2005 and was initiated and while Groupon succeeded in 2008, globally, the era of the Social commerce began.

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Meanwhile, the development of the website for the Electronic commerce is not center of developer and that it improves and it has to be made of the user centered. It plays the important role the principles of the usability of the information system which is more convenient and which it uses easily of the critical issue the web usability is done from the website's point of view in the company position. By improving the website usability meaning the extent in which he can not get the special training and which can use the site easily the efficient interaction between user and site will increase and the confidence of the user about the website is improved and this will be connected to the recall.

Although the academic value which the website usability carries was important, the research and that it approaches from the design view research that it draws the factor based on the guideline of the usability was the mainstream. The investigation of the relationship between results of the characteristic of the web usability based the Social commerce site is the consequence not nearly have at all.

Therefore, this research tries to investigate the relationship about in which the characteristic of the website usability is connected through the confidence about the Social commerce site to the re-purchase.

2 Literature Review

The Social commerce is the business area new of the Electronic commerce utilizing the Social network service. The Social commerce unites with SNS and has the feature that the Social commerce is the real-time and diffusivity. Therefore, there exists the advantage that the space of the commercial transaction is not limited to the e-commerce site but it is expanded to the web through SNS. There is the most largest feature that the Social commerce utilizes SNS unlike the commerce 2.0.

The usability is defined as the efficiency in which the specified user can accomplish the specific purpose in the given environment, effectiveness, and satisfaction [1]. This efficiency, effectiveness, and satisfaction mean the independent quality of system. That is, the usability is the process in which it is the purpose to guarantee the quality for the user intended about the completed product. It is the concept in which the focus is adjusted of the user interface [2].

The web usability aims at the thing guaranteeing the efficient, effective, and satisfaction of the experience defining the usability concept in ISO(1998) as the concept focusing on the internet use[3].

Mayer et al.[4] illustrates Ability, Benevolence and Integrity as the factor having an effect on the confidence. The capability means the technology of the business partner or capability. The reciprocity means that business partner acts for the consumer interest. The business partner performs the promise with the consumer and the integrity means the honest extent.

Jarvenpaa et al.[5], the confidence is defined as the will of the expectancy that it will act so that there can be the honesty. It mentions as the important factor which is explained in one among the critical success factor of the Electronic commerce and enhances the consumer purchasing intention.
3 Research Model and Empirical Results

In this research, in order to irradiate the factor having an effect on the purchasing intention of the Social commerce site, the positive analysis was performed. First, the design, that is the visual property, set up as the second factor information characteristic, and the First-Order Construct of the relative the characteristic construct, structure characteristic, contents, navigation and measurement model analysis was performed. The CR value of the Cronbach's alpha value about each construct of AVE value is 0.5 or greater over 0.7. It can evaluate that there is the reliability and intensive validity because the estimate for the measurement variables about each construct is exposed to be 0.5 or greater. In addition, it can evaluate that square root of AVE value of each construct is exposed to be 0.7 or greater and it is exposed to be greater than the coefficient of correlation with the other construct and there is the discriminant validity.

By using the latent variable score shown the measurement model analyzed result of the First-Order Construct up as the measurement indicator of the Second-Order Construct, the measurement model analysis of the Second-Order Construct is made. In this research, the latent variable score of the First-Order Construct for comprising each factor was loaded the visual characteristic, that is the Second-Order Construct, visual characteristic and information characteristic with the assessment of the measurement model evaluation of the Second-Order Construct and structural model was carried out.

As the confidence and purchasing intention construct comprised at this research of the reflection index was the Cronbach's alpha value of each construct of the CR value showed over 0.7 and AVE value over 0.5. Purchasing intention can evaluate that estimation value for each construct shows over 0.5 and there is the reliability and intensive validity. In addition, it can evaluate that square root of AVE value of each construct is altogether 0.7 or greater and it is exposed to be greater than the coefficient of correlation with the other construct and there is the discriminant validity.

The analysis of the structural model was performed in order to verify the causal sequence between constructs which are set up as the working assumption after
verifying the reliability of the measurement model and validity. In this research, while the Redundancy value of each endogenous variable is the positive number for R square value between the confidence and purchasing intention are shown up as 0.571, 0.455 and the conformity can be evaluated that level is high. In addition, it shows up due to the result 0.520 of calculating the conformity about the total structural model with the R square value and Communality and the level the total conformity is evaluated to be high.

4 Conclusion and Implications

This research tried to look at the effect that the web use factor in the Social commerce site reaches to the user confidence and purchasing intention through the positive analysis. The result about the positive analysis in this research is as follows.

First, the visual characteristic of the Social commerce site was confirmed to have the descriptive ability noted to the confidence. The structural side like the conciseness of the, that is the esthetic of the menu and contents which the Social commerce site comprises, not only side but also page lay-out or consistency is the levels of trust of the Social commerce user enhanced.

Second, it was confirmed to have the descriptive ability that information characteristic about the Social commerce site notes to the confidence. It makes with amount of information provided by the Social commerce site, in addition it is the levels of trust of the novel commerce user enhanced to approach easily the information which the user desires and support the search in order to be easier.

Third, the bulletin board or community space has to be secured in the Social commerce site design for the smooth communication with the site and customer in order to satisfy the relative characteristic. And the immediate correspondence has to be done in the consumer request. The effort of the site which has to receive the consumer if it utilizes the bulletin board or community space actively and the communication between not only the communication between site and customer but also customer and customer is made actively can be decreased. In this way, the website usability factors classified into 2 characteristics play the role of being important in the trust building of the Social commerce user. The user levels of trust can know to have the effect that it notes very to the purchasing intention. As shown up in the preceding research handled with the relationship between confidence and purchasing intention, the levels of trust of the Social commerce user could know to do the intermediary role between the web use factor and purchasing intention.

References