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Abstract: Consumers are increasingly involved in searching for, evaluating, and buying items via social networks, and these activities affect consumers' trust, attitudes, and behaviors toward online retailing websites. Still little is known about the effects of social network shopping along with online retailing websites and the related consumer responses. Therefore, this study focuses on online shopping via Facebook and peer recommendations that together with website service quality are hypothesized to affect on consumer trust, attitude, and loyalty intentions in e-tailing. An online survey was conducted with Generation Y Italian consumers who shopped for clothing online via websites and relied on Facebook for their searches. Confirmatory factor analysis was used to validate the constructs and a structural equation modeling (SEM) was employed to test the hypotheses. Findings confirm that website service quality and consumers' predisposition in using Facebook for online shopping directly and positively affect consumers' trust towards e-tailer, with trust having an indirect-only mediating effect on attitude for both the variables. Peer recommendations, instead, has not a direct effect on the trust, but directly effects on attitude towards the e-tailer with no mediation of trust.

Dear Philip J. Hills,
Editor of the "International Journal of Information Management".

The article is an original contribution of the authors and has not been submitted for publication elsewhere. As given the prominence of the social network affecting consumers' behavior; we have conducted a study with Generation Y consumer segments from Italy who incorporate websites and social media for shopping clothing online. The clothing industry is a suitable context for social media research, as clothing e-tailers are very active in Facebook.

This study is important because, prior research has not considered how interactive forms of online communication, such as social media and peer recommendations interplay with e-tailer' websites in the creation of trust. Secondly, the role of peer recommendations has not been investigated in a setting where consumers are relying on both the retailing websites and Facebook for purchasing and searching for their preferred clothing items. Thirdly, empirical research that focuses on Generation Y who tends to be an ideal group in online settings seems to be very scarce. Therefore, it becomes necessary to identify how consumer engagement – such as, trust, attitude, and loyalty intentions toward an e-tailer – is affected by e-tailer's website and Facebook for shopping purposes and the related peer recommendations.

Research regarding social networking sites (Chai & Kim, 2012; Kim & Park, 2013), website quality (Shin, Chung, Oh, & Lee, 2013), trust, attitude and loyalty (Hong & Cho, 2011; Li, Jiang & Wu, 2014) and online consumer behavior (Song, Baker, Lee, & Wetherbe, 2012) have a long tradition in International Journal of Information Management. Especially in our study, we have targeted the Generation Y consumer segments in a Fashion hub of the world-Italy. Foregoing in view, there are some interesting findings in the study from the perspective of Generation Y consumer segments and how websites, social networking sites influence trust and the indirect-only effect of peer recommendations. Thank you for considering our work to be published with your journal.

Yours Sincerely,

Waqar Nadeem

Highlights:

- We study consumer's engagement online through websites and social networking sites and related peer recommendations.
- Data has been collected from Generation Y consumer segments who shop online.
- Online shopping via Facebook and website service quality has positive effect on trust.
- Peer Recommendations have statistically non-significant effect on consumer's trust.
- Trust has a positive and significant effect on attitude towards e-tailer and loyalty intentions.

Engaging Consumers Online through Websites and Social Media: Empirical Study of Italian Generation Y Clothing Consumers

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Vitae

Waqar Nadeem is working as a Researcher at the Department of Marketing, University of Oulu, Finland. He is in the pursuit of his Doctoral degree in Marketing. The major area of his research Interest is social media adoption/marketing and consumer behavior.

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1. Introduction

Given the prominence of the social network affecting consumers' behaviors (Goh, Heng, & Lin, 2013; Rapp, Beitelspacher, Grewal, & Hughes, 2013; Zhu & Zhang, 2010) it becomes vital for e-tailer to understand how social media activities interact with e-tailer' websites in order to engage consumers.

Among different social media Facebook, with its more than 1 billion users, is the most popular social network platform not only among consumers, but also among companies. In this stance, e-tailer are even more present on Facebook, in addition to other social media (Vkontakte, Renren, Pinterest), in order to utilize a popular marketing channel that permits direct interaction with potential consumers (Dekay, 2012) and to provide an unparalleled platform to the consumers to publicly share evaluations of products (Chen, Fay, & Wang, 2011). To fill in the gaps and answer our research question, we considered the clothing industry and the Generation Y consumer segment as ideal research settings. The clothing industry is a suitable context for social media research, as clothing e-tailers are very active in Facebook. For instance, Gap, Hugo Boss, Calvin Klein, and H&M have established a Facebook presence, each having more than 10 million followers. Clothing fashion is of high importance with regards to Italy as major new industry fashion players originate from there (Turker & Altuntas, 2014). Moreover, we focused on Generation Y that is broadly referred to as "all the people who were born between the years of 1981-1991 irrespective of their circumstances" (Bolton et al., 2013). Generation Y has spent their whole life in digital environment and their lives and work have been profoundly affected by the information technology (Bennett, Maton, & Kervin, 2008). Moreover, Generation Y is active on social media platforms by sharing, contributing and searching for consumer content and in terms of work and play as well (Bolton et al., 2013). Foregoing in view, it is important to study Generation Y online and social networking sites usage patterns, because these behaviors are likely to vary in different contexts.

This study is important because firstly, prior research has not considered how interactive forms of online communication, such as social media and peer recommendations interplay with e-tailer' websites in the creation of trust. Secondly, the role of peer recommendations has not been investigated in a setting where consumers are relying on both the retailing websites and Facebook for purchasing and searching for their preferred clothing items. Thirdly, empirical research that focuses on Generation Y who tends to be an ideal group in online settings seems to be very scarce. Hence, the objective of this research is to identify how consumer engagement – such as, trust, attitude, and loyalty intentions toward an e-tailer – is affected by e-tailer's website and Facebook for shopping purposes and the related peer recommendations. The rest of the paper develops as follows. First in section two we recap the earlier literature related to the key concepts of the study. Thereafter we develop hypotheses on section three, describe the method and validate the measurement constructs in section four. Finally, we present the results in section five and draw conclusions and theoretical implications in section six.

2. Online Engagement: Loyalty, Attitude and Trust in e-tailing

Consumers' engagement through online platforms defined as “an essential even desirable human response to computer-mediated activities” (Laurel, 1993) is of main concern for companies dealing with interactive websites and social network. In particular, engagement for e-tailer i.e. e-tailer is generated by trust, attitude and loyalty intentions. As in online settings, a product cannot be directly experienced (Alba & Lynch, 1997), hence the role of online media, like e-tailer' websites, intermediaries and social networking sites becomes crucial. Loyalty, in particular, has also been deeply studied in online marketing literature and later in social networks (Hawkins & Vel, 2013). In this regard, e-loyalty has been defined as the favorable attitude of consumers toward product/website/brand

along with repeat purchase behavior (Anderson & Srinivasan, 2003). In the same vein, attitude, which includes the affective responses and feelings toward the behavior or object, has been previously investigated as one of the most important antecedents of loyalty intention (Robinson & Smith, 2002). Moreover Gruen, Summers, and Acito (2000) have agreed that continuous intention loyalty with a service provider is explained by a positive consumer attitude. Likewise, recently Limbu, Wolf, and Lunsford (2012) presented that attitude toward the website is positively affected by trust in the website that eventually leads to repeat the visit to it. In this stance, trust is one of the most important themes in online literature that emerged to identify the effect of online buying environment (Kawaf & Tagg, 2012; Li, Jiang & Wu, 2014; Salo & Karjaluoto, 2007). It has been demonstrated by several authors that the following three are the main elements affecting trust toward e-tailer: reputation of e-tailer, characteristics of websites, consumers' predisposition towards internet and e-commerce (Chau, Hu, Lee, & Au, 2007; Kuan & Bock, 2007). The reputation of e-tailer includes the offline or online presence and its own image in the market (Jarvenpaa, Tractinsky, & Saarinen, 1999; Walczuch & Lundgren, 2004). The characteristics of websites relate to consumer's positive experience with the promptness and the quality of website services, such as the ability to solve consumer's problems, or to help him/her in purchasing or using the products (Bart, Shankar, Sultan, & Urban, 2005; Cheung & Lee, 2006; Koufaris & Hampton-Sosa, 2004). As it concerns consumer predisposition towards the internet and e-commerce, they have been found to be the main drivers of trust toward e-tailer (Teo & Liu, 2007).

Thus, little attention has been posed on how the antecedents are evolving and interplay in the creation of trust, especially considering more interactive forms of communication online, such as social media and peer recommendations. In this concern, if consumer's propensity toward e-commerce was of main concern in previous studies, with the advent of social networks, the consumer's propensity to use social media for shopping is also of concern. Moreover, researchers claimed that online peer

recommendations influences trust in e-tailing and it affects consumer's purchase intentions (Kim & Prabhakar, 2000). Accordingly, Dabholkar and Sheng (2012) found that it is more likely that people will trust the information provided by other consumers than those provided by the company itself. Thus, e-tailer is not only focusing on enhancing websites and its features, but also on understanding the phenomenon related to peer recommendations (Fikir, Yaz, & Ozyer, 2010; Massa & Avesani, 2004; Sinha & Swearingen, 2001). In this vein, new form of online commerce is developing online such as S-commerce (Kim & Park, 2013; Marsden, 2010; Stephen & Toubia, 2010) which suggest e-tailer's the use of social network features to enhance consumer's shopping experience (Marsden, 2010; Cecere, 2010) and how social commerce affect the online trust (Kim & Park, 2013). Nevertheless, to the best of our knowledge, the effects of consumer's social network propensity and the online peer recommendations and their interplay on online trust have not been investigated yet.

3. Hypotheses Development

Website service quality is defined as "service that is helpful, responsive, and offered willingly, and in which consumers' inquiries are responded to promptly" (Wolfenbarger & Gilly, 2003). The service quality efforts made by the organization are to be clearly reflected in the website, as it is a gateway to ensure consumer satisfaction, develop trust, and induce a repeated purchase (Shin, Chung, Oh, & Lee, 2013). Previous research has shown that service quality is the major factor influencing consumer trust and loyalty toward e-tailer (Agustin & Singh, 2005; Fassnacht & Köse, 2007), and in turn the engagement online (Song, Baker, Lee, & Wetherbe, 2012). In our research context, i.e. e-tailing, we have particularly targeted the website service quality which previous literature found directly affecting trust (Fassnacht & Köse, 2007; Hwang & Kim, 2007; McKnight, Choudhury, & Kacmar, 2002). Thus we hypothesize:

H1. Website service quality has a significant positive effect on trust towards the e-tailer

Nevertheless, e-tailer's website and its quality are not enough anymore to engage consumers, because consumers' growing eagerness to interact and share experiences with other consumers have made social networks even more important for consumers. In this stance, consumer consumption culture (Beer & Burrows, 2010) and knowledge contribution behavior is greatly impacted by the implications of social networking sites (Chai & Kim, 2012). Previous studies demonstrate that consumers rely more on recommendations from other consumers than from the company or service provider itself (Dellarocas, Zhang, & Awad, 2007; Smith, Menon, & Sivakumar, 2005). Also, opinions from other consumers outside the individual's immediate social circles are considered, and they have instant access to the opinions (Dhar & Chang, 2009). Therefore, peer recommendations can play a vital and positive role in building trust with the e-tailer which encourages us to hypothesize:

H2. Peer recommendations have a significant positive effect on the trust towards the e-tailer

In the same vein, Dennis, Morgan, Wright, and Jayawardhena (2010) have favored the idea of social networking along with shopping. Harris and Dennis (2011) further argued that young adults particularly welcome the idea of combining their shopping experience with Facebook. Foregoing in view, most consumers only rely on social networking platforms for search purposes, brand inspections and shopping. As content in the form of comments and likes is generated by other consumers, it is more likely that consumers will trust this advice rather than the information/content produced by the company itself. Jin (2012) first introduced in literature "online shopping via Facebook" concept, and defined as "involvement expressed by consumers' willingness to follow brands, browse for information, and purchase items on Facebook". In line with the studies above we hypothesize:

H3. Online shopping via Facebook has a significant positive effect on trust towards e-tailer

Flavián, Guinalú, and Gurrea (2006) have shown that greater level of consumer trust increases consumer loyalty. Also trust influences the way consumers make online purchases and enhance their loyalty (Hong & Cho, 2011). In addition, Wu, Chu, and Fang (2008) demonstrated that online consumers' trust toward a specific website can influence their decision in adopting the website for their shopping, whereas in the online markets, researchers demonstrated that trust affects consumers' attitudes (Jarvenpaa et al., 1999; Schlosser, White, & Lloyd, 2006; Yoon, 2002). Therefore we hypothesize:

H4. Trust in the e-tailer has a significant positive effect on attitude towards e-tailer

H5. Trust in the e-tailer has a significant positive effect on consumers' loyalty intentions

Based on different types of information stored in human memory, cognitive information and affective information, a consumer forms his/her behavior and attitudes (Zanna & Rempel, 1988). Contrasted with the fact that users get information from secondary sources in the pre-adoption phase, more experience is gained through the system in the post-adoption phase. In our study, loyalty intentions toward the e-tailer are manifested through consumer attitudes. Most of the previous studies have demonstrated the influence of attitude on loyalty intentions toward the use of electronic services such as banking services (Cho & Hwang, 2001; Ok & Shon, 2006), and tourism services (Ruiz & Sanz, 2010). Previous studies show that positive attitude toward the online services provider increases loyalty intentions (Shankar, Smith, & Rangaswamy, 2003). Hence, for our study in the clothing e-tail context, the following hypothesis is formed:

H6. Attitude towards e-tailer have a significant positive effect on loyalty intention

Fig.1. Conceptual framework and hypotheses (about here)

4. Method

4.1 Data collection

Data was collected from Generation Y consumers who had frequent and early exposure to the technology, which has led to advantages and disadvantages in the form of emotional, cognitive and social outcomes (Immordino-Yang, Christodoulou, & Singh, 2012). Even for the interaction purposes, entertainment and emotion regulation, Generation Y relies heavily on technology. Moreover, Generation Y has experienced long periods of prosperity until past few years and they have seen rapid advancement in technologies, instant communication, globalization and social networking (Park & Gursoy, 2012). This group grew up with the computer and particularly in terms of communication they have mastered it. Moreover, these digital natives are either recent entrants to the workforce or are either students (Bolton et al., 2013) and are most visually sophisticated and tech savvy of any generation. Therefore, we incorporated Generation Y as the target audience for our online survey.

The questionnaire was developed and divided into two sections. In addition to the demographic questions, there were six constructs adapted from different sources and modified as per our context. The construct “trust towards the e-tailer” was drawn from Büttner and Göritz (2008), the “loyalty intention” from Parasuraman, Zeithaml, and Malhotra (2005), and the “attitudes toward e-tailer” from Van der Heijden, Verhagen, and Creemers (2003). To measure consumer perception of “web service quality,” related only to the dimension of consumer service of e-tailer, was derived from Wolfinbarger

and Gilly (2003). Finally, we developed the measurement scale for “online shopping via Facebook” from Jin (2012) and the measurement for “peer recommendations” from Königstorfer and Gröppel-Klein (2007). The items were measured on a 7-point Likert scale ranging from 1 (totally disagree) to 7 (totally agree). The questionnaire was administered through the Facebook fan page of a master level course in fashion marketing at an Italian university, asking the fans to post the questionnaire also in their personal Facebook pages. Thus the questionnaire appeared only once in the timeline of the Facebook fan page, so as in the Facebook page of the engaged fans, avoiding the problem of repeated answers from the same respondents. Consequently, 288 effective responses in total were collected among Italian consumers belonging to the Generation Y segment.

4.2 Measurement Model

Constructs and items have been tested through a CFA to provide a statistical critical test of the homogeneity of the items used to assess the latent constructs. To identify measurement items contributing to poor fit, the largest negative and positive standardized residuals, as well as the scores of items' multiple squared correlations were considered. Three items from the construct *Trust*, two items from *Loyalty intention* and two items from the construct *Online shopping via Facebook* were excluded from the measurement scale. In order to validate the measures and to define the relations between observed and latent variables, we established a six-construct measurement model with remaining 21 observed variables. The goodness of fit statistics of the measurement model revealed an acceptable fit. The ratio between the chi-square ($\chi^2 = 312.79$; $p < 0,005$) and degrees of freedom ($df = 174$) is below 2 (Tabachnick & Fidell, 2007) and all other relevant fit indexes overcome the recommended thresholds: Root mean square error of approximation (RMSEA = 0,0525), goodness of fit index (GFI = 0,906), adjusted goodness of fit index (AGFI = 0,876), normed fit index (NFI = 0,969), non-normed fit index

(NNFI = 0,983), and comparative fit index (CFI = 0,986). Moreover, the constructs indicate excellent internal consistency as the Cronbach's alphas ranged from a minimum of 0,880 to a maximum of 0,926, and thus exceeding the 0,70 threshold level suggested by (Nunnally, 1978). In addition, composite reliability (CR) and average variance extracted (AVE) of each construct were above the recommended threshold levels of 0,6 and 0,5 respectively (Bagozzi & Yi, 1988; Fornell & Larcker, 1981). We also tested for convergent validity by verifying that each item significantly and substantially loaded onto the expected latent construct by checking that all the t values were greater than 5,23 and that all the standardized parameters were greater than 0,5 respectively (Table 1). Moreover, in order to reduce the risk of common methods bias for data, we employed Harman's single-factor test (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). We estimated a CFA to compare our model to a constrained single-factor model. In case of common method variance, the single latent factor would account for all of the variables. The single-factor fit showed no evidence of common method bias, as it exhibited $\chi^2 = 2289.883$ and $df = 188$. Thus, the measurement model demonstrated significantly improved fit ($p < .001$).

Table 1
Overall CFA for the measurement model (about here)

Finally, following Fornell and Larcker, (1981), we assessed the discriminant validity of each construct, by comparing the AVE values with the squared correlations for all pairs of latent variables. As the highest squared correlation is 0,537 and the lowest AVE is 0,679, all pairs of constructs met this condition (Table 2).

Table 2

Correlations among constructs (about here)

5. Results

5.1 Testing the Hypotheses

To test our hypotheses, we checked the squared multiple correlation for structural equations. The analysis indicated that trust in the e-tailer is explained by the website service quality, peer recommendations and the online shopping via Facebook ($R^2 = 0,569$). Attitude towards e-tailer is explained by trust in the e-tailer ($R^2 = 0,386$) and loyalty intention is explained by attitude towards e-tailer and trust in the e-tailer ($R^2 = 0,599$). The results further show that Website service quality positively explains the consumer trust toward the e-tailer ($\gamma = .736$; $p < .001$), supporting H1. The relationship between peer recommendations and trust is not statistically significant ($\gamma = .027$; ns). Thus, H2 is not supported. However, Online shopping via Facebook positively affects the trust in the e-tailer ($\gamma = .145$; $p < .05$), supporting H3. Trust in the e-tailer positively affects both the attitude towards e-tailer ($\beta = .614$; $p < .001$) and the loyalty intention ($\beta = .379$; $p < .001$) supporting H4 and H5. Moreover hypothesis H6 is supported as attitude towards e-tailer positively influences the loyalty intention ($\beta = .523$; $p < .001$). The results of the structural model and the statistical tests of the research hypotheses are reported in Table 3.

Table 3

Direct path estimates (about here)

5.2 Mediating effects

We verify also the mediating role of trust between website service quality, peer recommendations, and online shopping via Facebook. The results indicate that web service quality and online shopping via Facebook do not directly affect the attitude towards e-tailer therefore we tested for the indirect-only mediation effect of trust in the relationship between web service quality and online shopping via Facebook and in the relationship between online shopping via Facebook and attitude towards e-tailer. While no mediating effects of trust have been found in the relationship between peer recommendations and attitude towards e-tailer, a one-tail significant ($t_{\text{value}}=1.91$) direct-only effect was found between peer recommendations and attitude towards e-tailer ($\gamma = .031$; $p < .10$).

The structural equation modeling allowed us to control for covariances among the two mediators, in order to have more reliable estimates for specific indirect effects. Moreover, in order to test for indirect effects, we decided not to use Sobel Test because it assumes a symmetric distribution of the indirect effect and therefore lead to biased results. Differently we applied MacKinnon (2008) procedure to assess more appropriately the significance of these effects. MacKinnon' procedure consists in computing 95% asymmetric confidence interval for each specific indirect effect using PRODCLIN software (MacKinnon, Fairchild, & Fritz, 2007). Table 4 summarizes the results of indirect effect testing.

Table 4
Indirect effects (about here)

6. Discussions and Implications

The main aim of this study was to identify how consumer's engagement – such as, trust, attitude, and loyalty intentions towards an e-tailer – is affected by e-tailer's website quality, peer recommendations, and online shopping via Facebook. In line with the previous research (Dennis et al., 2010; Limbu et al., 2012), trust was found to influence on attitude, which in turn affects loyalty intentions. The relationships between trust, attitude, and loyalty are widely demonstrated by relationship marketing literature e.g., Singh and Sirdeshmukh, (2000). This feature is salient here as we targeted the Generation Y consumers, who do not generally have well-established attitudes compared with adults. With the passage of time and different life experiences the attitudes develop more and become stronger as mentioned in the psychology stream (Visser & Krosnick, 1998).

Findings moreover reveal that website service quality and online shopping via Facebook directly affects trust in e-tailer, highlighting once again the power of social media in strengthening the relationship between consumer and e-tailer. In addition, the indirect-only mediation role of trust in the relationships between e-tailer's websites quality and the attitude towards e-tailer, so as between online shopping via Facebook and the attitude towards e-tailer reveal that these two online communication tools have to gain consumers' trust before affecting their positive attitude towards e-tailer. Differently, peer-recommendations does not affect trust towards an e-tailer, but directly the consumers' attitude towards e-tailer, indicating a strong impact of peer recommendations directly on consumers' affective responses and feelings towards the e-tailer. Finally, even though the social media platform Facebook is widely used, when it comes to shopping, consumers show less interest. The low mean values of the items composing online shopping via Facebook demonstrated a lack of interest in purchasing clothing online via Facebook, which is in line with the previous studies of (Harris & Dennis, 2011). It can be

said that currently consumers are likely to engage on Facebook for searching and connecting, but not for purchasing.

Managerial Implications

For managers, we provide three key contributions: firstly, the presence of an e-tailer on Facebook can enhance consumer trust in the e-tailer, but managers should be aware of the importance of peer recommendations since they impact more on the attitude of consumers. For this reason, online marketing managers have to invest not only in website service quality and in Facebook presence, but also in the quality of the peer recommendations that consumers can post online, by facilitating peer recommendation activities to generate more trust. On one hand, peer recommendations and comments are posted directly on websites, and therefore, the reliability and quality of the content becomes very important. In this case, managers should carefully control the quality and content of peer reviews. On the other hand, if peer recommendations are external to the website, they have to be found and commented on due to the fact that they can affect trust in the e-tailer even if levels of website service quality are good. With regards to trust, this plays a significant role in determining consumer loyalty intentions and attitudes towards e-tailer. Secondly, consumer trust is deemed to be promising in bringing about positive change in the attitudes and loyalty intentions of consumers. This trust is often generated by the website service quality, and currently it seems that the interest toward online shopping via Facebook is marginal but taking into account the massive growth potential, issues that influence in online shopping via Facebook needs to be further investigated. In determining intentional social actions (Cheung & Lee, 2009) social factors are found to be significant. Thirdly, this study shows that consumer services are a crucial aspect in website quality. Therefore, special emphasis should be placed on improving website services for the Generation Y consumers who are more tech savvy and have been

born in the digital age. This is highlighted in our results showing that website service quality will lead to higher trust on the e-tailer.

Future Research

This study opens up avenues that can be addressed by the future research. First, in terms of the analysis, the LISREL results show a linear relationship, which can be considered an oversimplified assumption in the case of online consumer engagement. This area of research is still lacking in literature and more dynamic approaches of integration of website and social networking linkage would be welcomed in marketing literature. More attention should be paid by e-tailer in this regard to facilitate such conditions, where consumers have easy access to information, not just in official form, but also from their friends or other consumers. Secondly, a possibility of extending this study is to replicate it by incorporating different product categories, which may lead to more diverse patterns of understanding. Thirdly, we targeted only Generation Y consumers, further studies can incorporate Generation X or M consumers. Therefore, it can be ascertained that the current study has an acceptable level of external validity. Fourthly, this study was done in an online environment, taking into account the antecedent of trust. Foregoing in view, a study could be done in brick-and-mortar settings by applying the qualitative stream of research and conducting interviews with key persons responsible for reaching consumers. Lastly, only one social media site, Facebook, was employed as an empirical context, and future studies could include other services such as Pinterest, QQ, VKontakte, or Renren and their influences on consumers' online shopping behavior.

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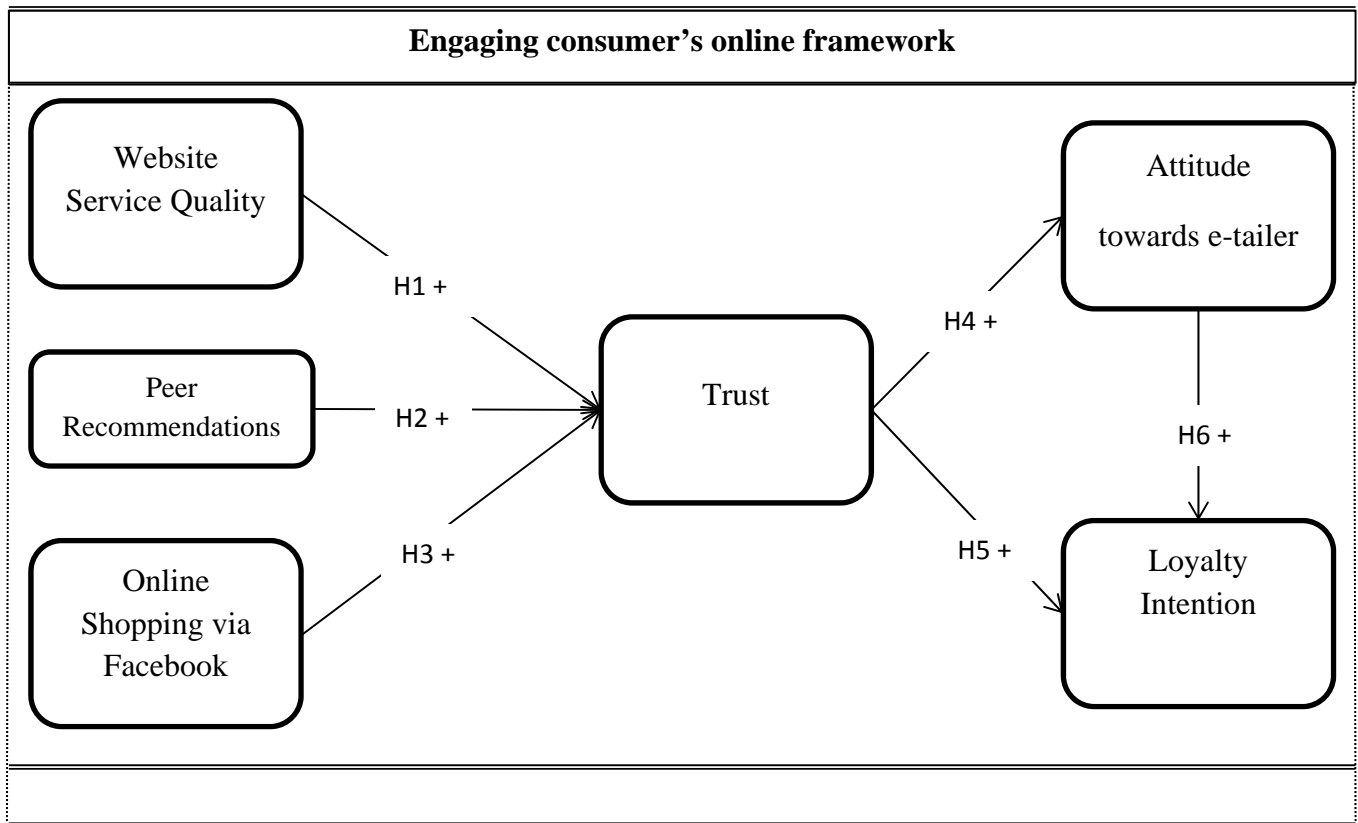


Fig.1. Conceptual framework and hypotheses

Table 1
Overall CFA for the measurement model

Constructs and measurement items	Completely standardized loadings (t-value)	Mean	SD	CA	CR	AVE
*Loyalty intention				.888	.89	.738
I say positive things about this clothing e-tailer to other people	.869 (std.)	5.60	1.29			
I recommend this clothing e-tailer to someone who seeks	.887 (19.29)	5.59	1.30			
I encourage friends and others to do business with this clothing e-tailer	.820 (17.18)	5.11	1.55			
*Attitude towards e-tailer				.883	.883	.716
I would have positive feelings toward buying a product from this website	.852 (std.)	5.71	1.28			
The thought of buying a product from this website is appealing to me	.881 (17.93)	5.31	1.40			
It would be a good idea to buy a product from this website	.804 (15.97)	5.29	1.41			
*Trust				.926	.927	.679
One can expect good advice from this website provider	.810 (std.)	5.78	1.07			
This website provider is genuinely interested in consumer's welfare	.777 (14.97)	5.18	1.23			
If problems arise, one can expect to be treated fairly by this website provider	.803 (15.67)	5.31	1.18			
I am happy with the standards by which this website provider is operating	.888 (18.12)	5.54	1.17			
This website provider operates scrupulously	.827 (16.35)	5.28	1.19			
You can believe the statements of this website provider	.837 (16.62)	5.54	1.19			
*Website service quality				.886	.887	.725
The company is willing and ready to respond to consumer needs	.785 (std.)	5.58	1.15			
When you have a problem, the website shows a sincere interest in solving it	.877 (16.11)	5.34	1.26			
Inquiries are answered promptly	.890 (16.32)	5.50	1.18			
*Online shopping via Facebook				.880	.886	.723
I'm interested in utilizing Facebook to follow up on brands' online updates	.923 (std.)	4.25	2.03			
I'm interested in utilizing Facebook to browse brands I like	.873 (19.87)	4.50	2.97			
I'm interested in utilizing Facebook for shopping for brands online	.725 (14.94)	3.27	1.85			
*Peer recommendations				.906	.897	.744
Recommendations make online shopping more simple	.844 (std.)	4.52	1.75			
Recommendations lead to the desired product	.919 (18.72)	4.32	1.70			
Recommendations lead to new relevant products	.823 (16.66)	4.75	1.71			

*Note: Items of the constructs adapted from the mentioned authors and amended and fitted into our context

Table 2
Correlations among constructs

Constructs	(1)	(2)	(3)	(4)	(5)	(6)
(1) Trust	1					
(2) Attitude towards e-tailer	.582	1				
(3) Loyalty intention	.651	.718	1			
(4) Website service quality	.731	.425	.476	1		
(5) Online shopping via Facebook	.249	.145	.162	.091	1	
(6) Peer recommendations	.134	.078	.087	.017	.555	1

Table 3
Direct path estimates

Relationships	Hypotheses	Std. estimates	t value	
Website service quality → Trust in the e-tailer	H1	.736	11.07	Supported
Peer recommendations → Trust in the e-tailer	H2	.027	.485	Not Supported
Online shopping via Facebook → Trust in the e-tailer	H3	.145	2.87	Supported
Attitude towards e-tailer → Loyalty intention	H4	.523	7.93	Supported
Trust in the e-tailer → Attitude towards e-tailer	H5	.614	9.21	Supported
Trust in the e-tailer → Loyalty intention	H6	.379	5.74	Supported

Table 4
Indirect effects

Specific indirect effect	Indirect Effect		95% Asymmetric confidence interval		Sig. (p<.05)
	Std. estimates	t-value	Lower bound	Upper bound	
Website Quality → Trust → Attitude towards e-tailer	.466	5.68	.004	.172	Significant
Online shopping via Facebook → Trust → Attitude towards e-tailer	.088	2.55	.002	.256	Significant