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ΠΛΗΡΟΦΟΡΙΑΚΑ ΣΥΣΤΗΜΑΤΑ

Διπλωματική Εργασία

**EXAMINING THE FACTORS AFFECTING CUSTOMER'S
SATISFACTION IN A FACEBOOK FIRM**

του

ΦΩΤΙΑΔΗ ΔΗΜΗΤΡΙΟΥ

Υποβλήθηκε ως απαιτούμενο για την απόκτηση του μεταπτυχιακού
διπλώματος ειδίκευσης στα Πληροφοριακά Συστήματα

Φεβρουάριος 2014

Στη γυναίκα μου, Αθηνά...

&

στον καλύτερό μου φίλο, Μπούλη...

Ευχαριστίες

Ευχαριστώ θερμά τον καθηγητή μου κ. Αναστάσιο Οικονομίδη για την πολύ σημαντική καθοδήγηση καθ' όλη τη διάρκεια της διπλωματικής μου εργασίας.

Ευχαριστώ επίσης τον φίλο και συνεργάτη Dr. Βασίλειο Τερζή για την πολύτιμη βοήθεια του στη στατιστική έρευνα των δεδομένων.

Δε θα μπορούσα να μην ευχαριστήσω την οικογένεια μου για την αστείρευτη υλική και ψυχολογική υποστήριξη, καθώς και όλους τους συμφοιτητές μου γι' αυτά τα δυο πολύ όμορφα και δημιουργικά χρόνια.

ABSTRACT

The ability to manage customers' satisfaction and repurchase intention is a must for every single firm. It is a competitive advantage and managers should pay serious attention to it. Concerning e-commerce firms and especially s-commerce firms (social media-hosted firms), this ability is more important than the traditional commerce because of the nature of e-commerce.

To achieve this goal (the ability to manage customers' satisfaction and repurchase intention) e-vendors have to examine the connection between trust, communication, perceived value, information quality, confirmation and perceived playfulness with customer's satisfaction and repurchase intention. Numerous studies examined the connection between these constructs in various countries. The main objective of this paper is to identify the factors that influence the extent to which Greek consumers are satisfied and have the intention to repurchase products in s-commerce.

This study is based on previous research to build a conceptual model which hypothesizes relationships between customers' satisfaction and repurchase intention and their antecedents. The results of a survey conducted among Facebook's Greek customers show that all these factors (trust, communication, confirmation, information quality, confirmation, perceived value and perceived playfulness) have direct effects on customers' satisfaction and repurchase intention.

This study provides both theoretical and practical insights for online retailing through a social network site (SNS). The results have significant implications for s-commerce firms wishing to develop a satisfying shopping experience for their customers.

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1. Introduction

The modern way of living and the speeding-up life pace have driven people to seek fast and simple procedures of web shopping (Zhang, 2013). The combination of low price and high quality is that every consumer is looking for, and social commerce can achieve this goal.

Social commerce, the new growing phenomenon in business, has changed the meaning of customer relationship. This phenomenon has evolved over time and can be described as “commerce activities guided by social media” (Curty & Ping, 2011). The rapid evolution of social Media and Web 2.0 has changed the e-commerce environment from product-centred to customer-centred (Wigand et al., 2008).

This explosive growth of social media has created a new e-commerce paradigm called s-commerce (social commerce) (Kim & Park, 2013). Generally, s-commerce is defined as a subset of e-commerce (Stephen & Toubia, 2010) and a combination of social network sites (SNSs) with e-commerce using various internet technologies (Marsden, 2010).

S-commerce activities are taking place in a virtual store. The virtual store via a social media page is different from a physical store. The online customers purchase both products/services and they are also users of the web-based technology in the shopping process (Shankar, Smith & Rangaswamy, 2003).

On the other hand, the traditional (offline) shopping involves social interaction and human contact. In contrast, online shopping (web-shopping) does not include host emotions like warmth and sociability (Gefen and Straub, 2003). Hence, online vendors try to exceed these social problems (anonymity and impersonal relationship) and involve personal communication with their customers (Riegelsberger, 2003).

Companies are using or planning to use social media (Facebook, Twitter Pinterest, LinkedIn etc.) for commerce activities. The great advantage of networks like Facebook is that it can reach a very large amount of audience with no cost (Mislove et al., 2007). Hence, Facebook is the most widely used social media with over one billion registered users globally and may be the first choice for social commerce activities.

As Pöyry, Parvinen & Malmivaara (2013) write, a typical social media consumer can interact with many companies through one site with relatively little effort but he/she is not committed or loyal to that brand at all.

Customer repurchase intention is closely linked to customer satisfaction and complaint behavior (Finn, Wang & Frank, 2009). Specifically, dissatisfied customers have less repurchase intention and more complaints (Voorhees & Brady, 2005). According to ECM (expectation-confirmation model) of IS continuance, there is a link between customer satisfaction and repurchase intention (Bhattacharjee, 2001).

Quelch and Klein (1996) note that “Trust is a critical factor in stimulating purchases over the Internet, especially at this early stage of commercial development”. When there is injustice perception, people tend to be dissatisfied and take actions to heal the injustice. Justice perception always leads to trust and therefore to customers’ satisfaction (Voorhees & Brady, 2005).

Distrust is the main reason why consumers hesitate to purchase products/services via e-commerce sites. Furthermore, Jones and Leonard (2008) pointed out that because of lack of trust e-commerce firms could not achieve positive relationship with customers. Gaining trust for a s-commerce firm is more important than a typical e-commerce firm because the content of a social network site (SNSs) can be shared by many users (Kim & Park, 2013). According to Bansal and Chen (2011), consumers trust more e-commerce than s-commerce sites. Hence, e-commerce trust doesn’t necessarily mean s-commerce trust.

The aim of the current paper is to develop a model for consumer’s behavior on a social media – hosted (SMH) brand, based on the relationship between the related constructs (trust, perceived value, confirmation, communication, perceived playfulness, information quality, satisfaction and repurchase intention). This paper is organized as follows: the introductory section is followed by a literature review, which present the most related previous studies. The next section presents the methodology and the results of the research model. Finally, the results are presented, followed by future research and conclusions.

2. Literature review

Generally, s-commerce is defined as a subset of e-commerce with enhanced shopping experience, using social media to accommodate social interactions (Marsden, 2010). In addition, Kim and Park (2013) claimed that s-commerce is a new business model of e-commerce driven by social media to accomplish online shopping (products and services). In traditional social network theory, a social network is defined as a set of people and organizations that are connected by meaningful relationships and they are interacting with each other (Kim & Park, 2013).

This section discusses previous studies concerning various factors, such as perceived playfulness, perceived enjoyment, repurchase intention, trust, confirmation, satisfaction, information quality, perceived value and communication, related to social interaction with and from a social media firm.

2.1 Perceived Playfulness (PP)

Webster and Martocchio (1992) defined perceived playfulness as a belief that interacting with computers would result enjoyment or other human emotions like satisfaction of someone's curiosity. In addition, they mentioned that Micro-computer playfulness is the human trend to interact with computers naturally, spontaneously and imaginatively.

Moon and Kim (2001) defined that perceived playfulness consists of three (3) dimensions: curiosity (user is inquisitive about the interaction), enjoyment (user finds the interaction fun or interesting) and concentration (user has his/her attention focused). Also, they claimed that "individuals who had a more positive belief of playfulness in Websites viewed its interactions more positively than those who did not".

In addition, Liu and Arnett (2000) claimed that perceived playfulness was directly related to a successful e-commerce and has five (5) different aspects: (1) make the visit enjoyable; (2) create a loyal customer; (3) attract more new customers; (4) produce customer's concentration while shopping; and (5) create an excited customer.

2.2 Communication

According to Linda (2010), factors such as communication and word-of-mouth (WOM) are created by customers themselves and that is why they can make s-commerce trustworthy. Weijun and Lin (2011) mentioned that information quality and communication are very important characteristics of s-commerce.

Cheung & Lee (2006) stated the critical role of communication in s-commerce. In addition, an active communication between e-vendors and customers can lead to a trustworthy relationship between them (Park & Kang, 2003). Also, they mentioned that s-commerce is based on interactions among consumers who rely on another's opinion or experience.

In addition, e-vendors should build/improve stable and continuous communication channels with their customers (using Customer Relationship Management-CRM). These communication channels create a trustworthy relationship with customers and lead to loyal customers and higher repurchase intention. A good communication channel tends to create more satisfied customers, emphasizing on the social interactions between vendors and their customers (Wu, 2012).

2.3 Confirmation

Bhattacharjee (2001) suggested the ECT (expectation-confirmation theory) to analyze the customer's pre-purchase behavior, satisfaction, expectations, disconfirmation and perceived performance and the connection between them. Based on previous studies, Bhattacharjee (2001) proposed an expectation-confirmation model for IS continuance, that conclude ECT and TAM studies (technology-acceptance model) to define customers satisfaction and repurchase intention.

Specifically, ECT states that there are two factors that affect consumer's satisfaction and repurchase intention: (1) pre-purchase expectations and confirmation which is the difference between pre-purchase expectations and (2) perceived performance (Wu, 2012).

Accordingly, the theory states that confirmation of expectations has a positive effect on both satisfaction and repurchase intention. However, other studies (Yen & Lu, 2008) claimed that there is a connection between "disconfirmation of

expectations and customer satisfaction for post-adoption behaviors for e-services, such as repurchase intention.

2.4 Perceived Value (PV)

Zeithaml (1988) defined perceived value (PV) as the customer's opinion about the utility of a product or service, based on his/her perception of what is received and what is given. Recent studies, (Wang & Wang, 2010) showed that PV's role is very important in attracting new customers and companies should take it into consideration.

A business approach (Flint et al., 1997) separates PV in three (3) dimensions: (1) value, (2) desired value and (3) value judgment. Value is defined as the core beliefs, desired states and high order goals of a customer that guide his/her shopping behavior. Desired value is the customers' perception about a product or service to accomplish a desired goal (Woodruff, Robert & Gardial, 1996). Finally, value judgment is the most important dimension and is defined as "the customer's assessment of the value that has been created for him/her by a supplier given the trade-offs between all relevant benefits and sacrifices in a specific-use situation" (Flint et al., 1997).

PV is different from satisfaction and sometimes can be easily confused. Also, PV can be noted in every stage of the purchase process. On the other, hand satisfaction is a "post purchase and post use evaluation" (Oliver, 1981). Particularly, perceived value can be produced without buying the product or service, while satisfaction is based on the experience of using the product or service (Sweeney & Soutar, 2001).

In addition, Lai (1995) and Jensen (1996) pointed out that there are some differences between customer and consumer perceived value. From a consumer approach, the term PV is defined as the consumers' value.

2.5 Information Quality (IQ)

According to Petter, Delone & McLean (2008), information quality is "the desirable characteristic of the system outputs such as usability, accuracy, understandability and completeness". Also, their study which was based on 100

papers on IS success showed that the relationship between information quality and user satisfaction is strongly supported (Iivari, 2005; Wu & Wang, 2006). Nevertheless, information quality cannot be measured as a unique construct but only as a component of user satisfaction.

To maintain the information quality, the system must provide it in a form that is interpretable, accessible and also easy to manipulate and understand. In addition, Molla and Licker (2001) mentioned that information quality is a source of value to customers and is relevant to accuracy, understanding and usefulness of information (Susser & Ariga, 2006).

Previous studies (Park & Kim, 2003) defined information quality as the customers' perception about the quality of information that is provided by a website and affects customers' trust directly. On the other hand, Cyr (2008) performed a study in three countries (China, Germany and Canada) and found out that information quality influences customer satisfaction in all three cultures, but it does not influence trust in China and Germany.

2.6 Satisfaction and repurchase intention

The definition of repurchase intention according to Richardson, Jane & Dick (1996), is the likelihood to buy again in the future a service or a product. Wu, Yeh & Hsiao (2011) mentioned that repurchase intention stands for the possibility that customer will plan or is willing to purchase a product or service in the near future. Yoon (2002) mentioned that there is a casual relationship between trust, purchase intentions and website awareness and came to the conclusion that trust affects significantly the intention to repurchase.

Furthermore, Kim, Xu & Gupta (2012) examined two key factors related to repurchase intentions (price and trust). They claimed that trust is more likely to influence purchase intentions than the factor of price and also trust affects more potential customers that repeat customers.

However, many previous studies tried to explain the relationship between trust and repurchase intention based on existing online business models (e.g. e-commerce). Trust in s-commerce is more likely an assumption rather than an option because the

nature of SNSs (Kim & Park, 2013). Henkel et al., (2006) claimed that satisfied customers have increased future intention to buy products or services.

According to Jaiswal (2008), satisfaction is a psychological state and can be defined as “the customer’s evaluation of a product or service in terms of whether that product or service has met their needs and expectation”. Previous studies (Lin & Wang, 2006) revealed that customer’s satisfaction has a direct and positive effect on purchase intention in e-commerce.

However, recent studies suggest that satisfaction alone may not be sufficient to achieve a long term relationship between a customer and the online retailer (Ranaweera & Prabhu, 2003), but firms often look beyond satisfaction to developing trust in order to ensure a long term commitment (Morgan & Hunt, 1994).

2.7 Trust

Moorman, Zaltman and Deshpande (1992) defined trust as one’s confidence on one’s opponent in the hopes that the opponent’s words or appointments are reliable. Mayer, Davis & Schoorman (1995) mentioned that trust is an expression for constant beliefs from the opponent’s action. Furthermore, Doney and Cannon (1997) defined trust as one’s dependence in one’s opponent. Delone & McLean (2003) claimed that trust is the customers’ perception about the trust mechanisms that e-vendors provide.

Many previous studies (Doney & Cannon, 1997; Jones & Leonard, 2008) have studied the effects of trust on online shopping because of the nature of e-commerce (unpredictable and no face-to-face interactions between shop and customer) and call it “online trust”. Corritore, Kracher and Wiedenbeck (2003) defined online trust as the customer’s expectations that online businesses do not act for their own profits and they are honest, trustworthy and care for their customers.

Kim, Song, Braynoy and Rao (2005) mentioned that trust has a very important role in s-commerce and gaining customers trust is a key factor. Reputation and size of the s-commerce firms as well as safety controls and cost benefits can promote this trust.

According to Mayer, Davis and Schoorman (1995), trust in SNS is defined as “the willingness of a party to be vulnerable to the actions of another party based on the expectations that the other will perform a particular action important to the

trustor, irrespectively of the ability to monitor or control that other party”. Also, trust is a critical factor of sharing information and developing new relationships in SNS (Shin, 2010).

In addition, McKnight, Cloudhury and Kacmar (2002) based on TAM and TRA theory, proposed a customer trust e-commerce model. They suggested that trusting beliefs leads to trusting intentions. Metzger (2004) claimed that trust leads to an exchange of personal information which reduces the perceived risks. Moreover, high trust would lead to a perception of low cost and vice versa.

According to McKnight & Chervany (2002), trust beliefs tend to increase certainty in online transactions between e-vendors and customers and create a psychological state that affects a customer’s willingness for online shopping (Pavlou & Gefen, 2004).

Table 1

Summary of factors, their associations and associations’ supporters.

Factor	Associations	Supporters
Perceived Playfulness (PP)	PP → RI PP → Satisfaction	Liu & Arnett, 2000; Moon & Kim, 2001; Jarvenpaa & Todd, 1996
Communication	G/P C → RI	Cheung & Lee, 2006; Kim et al., 2008; Lu et al., 2006; Wu, 2012
Confirmation (Conf)	Conf → Satisfaction Conf → RI Conf → Trust	Bhattacharjee, 2001; Oliver, 1981, Wu, 2012; Yen & Lu, 2008
Perceived Value (PV)	PV → Satisfaction PV → RI	Pura, 2005; Wang et al.,2004, Kuo et al., 2009; Patterson and Spreng, 1997.

Information Quality (IQ)	<p>IQ → PP</p> <p>IQ → Satisfaction</p> <p>IQ → Trust</p>	<p>Delone & McLean, 1992, 2003;</p> <p>Iivari, 2005; Wu & Wang, 2006;</p> <p>Jaiswal et al., 2008; Koufaris, 2002;</p> <p>Fung & Lee, 1999; Liao et al., 2006</p>
Satisfaction	<p>Satisfaction → RI</p> <p>Satisfaction → Trust</p>	<p>Yoon, 2002; Kim, Xu & Gupta 2012;</p> <p>Kim & Park, 2013; Henkel et al.,</p> <p>2006; Lin and Wang, 2006; Wen et</p> <p>al., 2011; Ranaweera & Prabhu, 2003;</p> <p>Morgan & Hunt, 1994</p>
Trust	<p>Trust → RI</p>	<p>Kim et al., 2009; Lin & Wang 2006;</p> <p>Weisberg, Te'eni & Arman 2011;</p> <p>Metzger, 2004; Papadopoulou, 2007;</p>

3. Research model and hypotheses

3.1 Perceived Playfulness

Jarvenpaa and Todd (1996) mentioned that a customer is not satisfied only from purchasing products or services, but also from the emotional reward of shopping pleasure. Therefore, a satisfied customer has the intention to shop again and feel pleased. Lin et al. (2005) mentioned that customers intent to shop again from a Website influenced by the feeling of playfulness and satisfaction. According to Huang and Benyoucef (2013), an enjoyable shopping experience encourages customers to come again and shop more.

Therefore we hypothesized that:

Hypotheses 1. There is a positive relationship between playfulness and repurchase intention.

Hypotheses 2. There is a positive relationship between playfulness and satisfaction.

3.2 Communication

S-commerce firms provide customers with many ways of communication (e.g., e-mails, online chatting, FAQ's) to gain their trust. According to Moorman et al. (1992), "active communication" is very important and plays a critical role on gaining customers' trust and makes them loyal. Park & Kang (2003) claimed that customers who communicate and share their shopping experiences and information are more likely to trust an online firm and therefore to purchase again.

Wu (2012) mentioned that "a communication channel is the principal mechanism for online purchase and facilitates a mutual understanding between customers and e-vendors". Also, previous studies have mentioned that communication has significant effect on trust and therefore on repurchase intention (Cheung & Lee, 2006; Kim et al., 2008; Lu et al., 2006).

Finally, Chen, Rungruengsamrit and Rajkumar, (2013) found out that customers do not tend to make an online purchase if there is lack of communication between them and the e-vendor. Therefore we hypothesized that:

Hypotheses 3. There is a positive relationship between communication and customers' repurchase intention.

3.3 Confirmation

The expectation- confirmation theory (ECT) showed that confirmation of expectations has a positive relationship with customers' satisfaction and consequently repurchase intentions. ECM in IS research showed that there is a link between confirmation of expectations and customers' satisfaction in IS domains such as mobile services and online banking (Bhattacharjee, 2001).

The ECT theory states that customers firstly form a prior-purchase initial expectation about the product or service. Next, they feel satisfied/not satisfied based on the extent to which their expectation is confirmed (compare initial expectation with after sale expectation). When customers have their expectations confirmed, they feel satisfaction and they are motivated to repurchase from a trustworthy SMH firm (Bhattacharjee, 2001). As a result, a satisfied customer will form repurchasing intentions. Therefore we hypothesized that:

Hypotheses 4. There is a positive relationship between confirmation of expectations and consumers' satisfaction.

Hypotheses 5. There is a positive relationship between confirmation of expectations and repurchase intention.

Hypotheses 6. There is a positive relationship between confirmation of expectations and trust.

3.4 Perceived Value

A study on China's telecom industries showed that perceived value has a positive effect on repurchase intention (Wang et al., 2004; Kuo et al., 2009). Previous studies showed that PV has a significant positive effect on customers purchase intentions, satisfaction and commitment (Pura, 2005; Wang et al., 2004, Kuo et al., 2009). According to Patterson and Spreng (1997), the positive relationship between perceived value and repurchase intention is mediated through satisfaction. Therefore we hypothesized that:

Hypotheses 7. There is a positive relationship between perceived value and customer satisfaction.

Hypotheses 8. There is a positive relationship between perceived value and repurchase intention.

3.5 Information Quality

Koufaris (2002) mentioned that the more enriched and satisfying is the provided information, the more interesting, enjoyable, playful and convenient is the shopping experience. Also, high levels of information quality (more details, reliable and accurate content, right on time) were likely to create a more convenient, enjoyable and enhanced shopping experience.

Furthermore, Iivari (2005) and Wu & Wang (2006) mentioned that there is a positive relationship between information quality and customers' satisfaction. Previous studies (Delone & McLean, 1992, 2003) claimed that information quality has great influence on consumer's satisfaction. According to Jaiswal et al. (2008), e-companies should paid much attention to information quality which is a very

important and key feature influencing user satisfaction and e-loyalty. Hasan and Abuelrub (2011) called it content quality and mentioned that it can significantly change the customer's attitude and interaction with e-commerce.

According to Fung & Lee, (1999), information quality has a positive effect on consumers' trust in s-commerce. Particularly, customers tend to trust those e-companies that provide accurate and timely information and accept them as trustworthy online firms (Liao et al., 2006). Kim (2011) showed that information quality is the key factor to gain customers' trust in s-commerce. Thus, we proposed the following hypotheses.

Hypotheses 9. There is a positive relationship between information quality and perceived playfulness.

Hypotheses 10. There is a positive relationship between information quality and user's satisfaction.

Hypotheses 11. There is a positive relationship between information quality and consumers' trust.

3.6 Satisfaction

Cronin, Brady & Hult (2000) wrote that repurchase intentions and customers' satisfaction are closely connected and can be increased by providing high quality services. In addition, Wen et al. (2011) mentioned that customer's perception of quality and satisfaction has positive effects on intention to purchase.

Previous studies found out that there is a close and direct affinity between satisfaction and trust. Particularly, Kim et al. (2009) suggested a link between satisfaction and trust in online shopping, because trust is a critical determinant of customer satisfaction.

Wu (2012) showed "a link between satisfaction and trust, in terms of a study of pre-purchase and post purchase behaviours in online shopping" (Kim et al., 2009). Also, Chiu et al., (2009) attempted to understand the customer's e-loyalty from the direct and positive relationship of satisfaction and trust. Therefore, we hypothesized that:

Hypotheses 12. There is a positive relationship between customer satisfaction and repurchase intention.

Hypotheses 13. There is a positive relationship between customer satisfaction and trust.

3.7 Trust

Trust is a very important factor to accomplish social interactions (Metzger, 2004) and has a positive impact on attitude and intentions to purchase (Papadopoulou, 2007). Weisberg, Te'eni & Arman (2011) mentioned that trust reduces uncertainty and increases the intention to purchase and therefore higher trust impacts directly the intentions to repurchase. In addition, Chiu et al. (2009) found a positive association between customers' trust and online repurchase intention. Thus, we proposed the following hypothesis.

Hypotheses 14. There is a positive relationship between trust and repurchase intention.

Concluding, Figure 1 shows the connections between the constructs and the hypotheses.

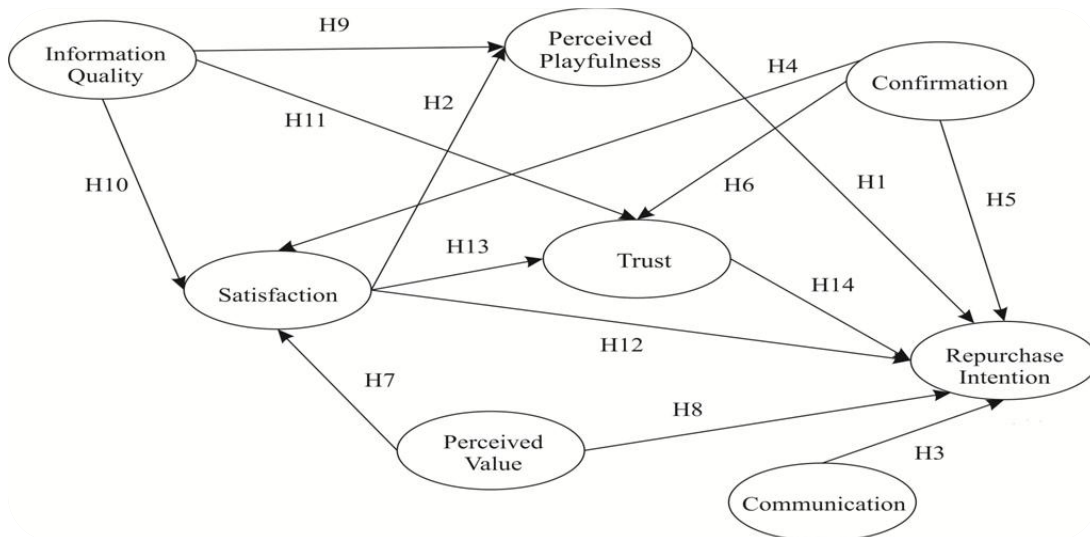


Figure 1. Research Model

4. Methodology

4.1 Measures

In order to test the research model, a survey questionnaire was conducted among Greek consumers through Facebook. The questionnaire was in Greek and was “posted” for customers or potential customers of a social media hosted firm. It consists of three parts. The first part of the questionnaire includes general questions about customers’ age, gender, educational level and the town where he/she lives. The second part aims to outline the Facebook user profile. The third part includes questions about the customer or non customer profile interacting with the specific s-commerce firm on Facebook.

This study adopts measures of constructs that were used in previous studies (Ahn, Ryu & Han, 2007; Wu, 2012; Kim & Park, 2013; Hu, 2011; Petter & McLean, 2009; Eid, 2011; Wu, 2012) and are shown in Appendix. The independent constructs are: perceived playfulness, communication, confirmation, perceived value, information quality, satisfaction and customers’.

All items were measured using a five-point Likert type scaling system. All seven constructs (PP, communication, confirmation, PV, IQ, satisfaction, and trust) were measured using this five point Likert type scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree).

4.2 Data Collection

The participants in our study were 102 customers or potential customers from Greece. We investigated the factors that maximize customers’ satisfaction and repurchase intention via a specific social media-hosted (SMH) firm on Facebook. The specific firm is selling handmade crafts, fabric gifts, dolls and crafting materials. Is located in a small town in Greece doing business for 2 years and has around 500 active customers. Most of the customers/participants are women who want to buy gifts for their family.

The participants completed an online survey that was posted online on the firms’ social page and 48 out of 102 were active customers of the particular firm. The participants were 78 females (77%) and 24 males (23%), which was not a representative sample. The average age of the sample was 27.75, got a bachelor degree and they are employees. Regarding satisfaction (mean = 3.69 and SD = 0.69),

we can understand that our participants were generally satisfied from the SMH firm. On the other hand, their intention to repurchase (mean = 2.58 and SD = 1.06) is pretty low.

5. Data analysis

We used partial least-squares (PLS) analysis to measure the measurement and the structural model. Our sample exceeds the minimum recommended value, which is defined by the larger of the two following guidelines: (a) 10 times larger than the number of items for the most complex construct; (b) 10 times the largest number of independent variables impacting a dependent variable (Chin, 1998). The most complex construct of our model has four items, therefore the minimum value is 40, which is much lower than our sample of 102 individuals.

Regarding the reliability and validity of the measurement model we assessed the internal consistency, convergent validity and discriminant validity (Barclay, Higgins & Thompson, 1995; Wixom & Watson, 2001). Specifically, we measured: (1) The items' factor loadings on the corresponded constructs. Regarding factor loadings, a value higher than 0.7 is acceptable. (2) The AVE (Average Variance Extracted). AVE should be higher than 0.5 and the AVE's squared root of each variable should be larger than any correlation with every other variable (Barclay et al., 1995; Chin, 1998; Fornell & Larcker, 1981). (3) The composite reliability which should be larger than 0.7 (Agarwal & Karahanna, 2000; Compeau & Higgins, 1995).

The structural model and hypotheses are estimated by two criteria: (1) the value of the variance measured for (R^2) by the antecedent constructs. Cohen (1988) proposed 0.2, 0.13 and 0.26 as small, medium and large variance respectively; (2) the t-values regarding path coefficients and total effects measured by using bootstrapping procedure.

The analysis regarding the measurement and structural model was conducted with the Smart PLS 2.0 (Ringle, Wende & Will, 2005).

6. Results

6.1 Measurement Model

This subsection displays the data analysis' results regarding the measurement model. Table 2 shows that all the factor loadings of the items exceed the required value. Furthermore, the values of the composite reliability, the Cronbach α and the average variance extracted regarding each variable are larger than the adequate values. In addition, Table 3 demonstrates the correlations among the variables and the AVEs which are the diagonal elements in bold. All the AVEs are higher than any other correlation; therefore the discriminant validity of the measurement model is verified.

Table 2 : Results for the Measurement Model

Construct Items	Mean	Standard Deviation	Factor Loading (>0.7) ^a	Cronbach α (>0.7) ^a	Composite Reliability (>0.7) ^a	Average variance extracted (>0.5) ^a
Perceived Playfulness	3.83	1.03		0.94	0.96	0.89
PP1			0.94			
PP2			0.92			
PP3			0.93			
PP4			0.91			
Trust	2.30	0.95		0.84	0.88	0.75
TR1			0.83			
TR2			0.84			
TR3			0.86			
TR4			0.87			
Perceived Value	3.0	1.01		0.78	0.84	0.73
PV1			0.87			
PV2			0.88			
PV3			0.79			
Information Quality	3.4	1.3		0.91	0.90	0.78

IQ1			0.91			
IQ2			0.92			
IQ3			0.88			
IQ4			0.90			
Communication	2.88	0.86		0.91	0.94	0.85
COM1			0.88			
COM2			0.94			
COM3			0.94			
COM4			0.85			
COM5			0.88			
COM6			0.89			
COM7			0.90			
COM8			0.88			
COM9			0.92			
Satisfaciton	3.67	0.69		0.84	0.89	0.76
SAT1			0.78			
SAT2			0.83			
SAT3			0.85			
SAT4			0.88			
SAT5			0.83			
Confirmation	3.44	0.77		0.83	0.85	0.79
CON1			0.87			
CON2			0.81			
CON3			0.91			
Repurchase Intention	2.58	1.06		0.94	0.96	0.89
RI1			0.94			
RI2			0.96			
RI3			0.94			

a Indicates an acceptable level of reliability and validity.

Construct	PP	TR	PV	IQ	COM	SAT	CON	RI
PP	0.94							
TR	0.54	0.86						
PV	0.19	0.18	0.85					
IQ	0.32	0.36	0.43	0.88				
COM	0.61	0.55	0.34	0.31	0.92			
SAT	0.56	0.52	0.33	0.34	0.46	0.87		
CON	0.44	0.55	0.40	0.37	0.51	0.53	0.89	
RI	0.73	0.58	0.32	0.41	0.52	0.64	0.58	0.94

Bold values: the square root of the average variance extracted (AVE) of each construct.

6.2 Structural Model

The Structural model was examined through the statistical significance of path coefficients, total effects and R^2 values. T-values regarding path coefficients and total effects were measured through a bootstrap procedure with 1000 resamples. Table 4 and figure 2 summarize the results regarding the hypotheses.

Hypothesis	Path	Path coefficient	t value	Results
H1	PP-> RI	0.29**	7.68	support
H2	PP-> SAT	0.32**	6.83	support

H3	COM->RI	0.43**	10.09	support
H4	CON-> SAT	0.33**	6.8	support
H5	CON -> RI	0.26**	6.83	support
H6	CON -> TR	0.22**	5.1	support
H7	PV -> SAT	0.19**	3.75	not support
H8	PV -> RI	0.18**	3.55	support
H9	IQ -> PP	0.17*	1.83	marginally support
H10	IQ -> SAT	0.19*	1.85	support
H11	IQ -> TR	0.33**	6.73	support
H12	SAT -> RI	0.32**	7.81	support
H13	SAT -> TR	0.12*	2.72	marginally support
H14	TR -> RI	0.45**	11.00	support

* p<0.1, **p < 0.01

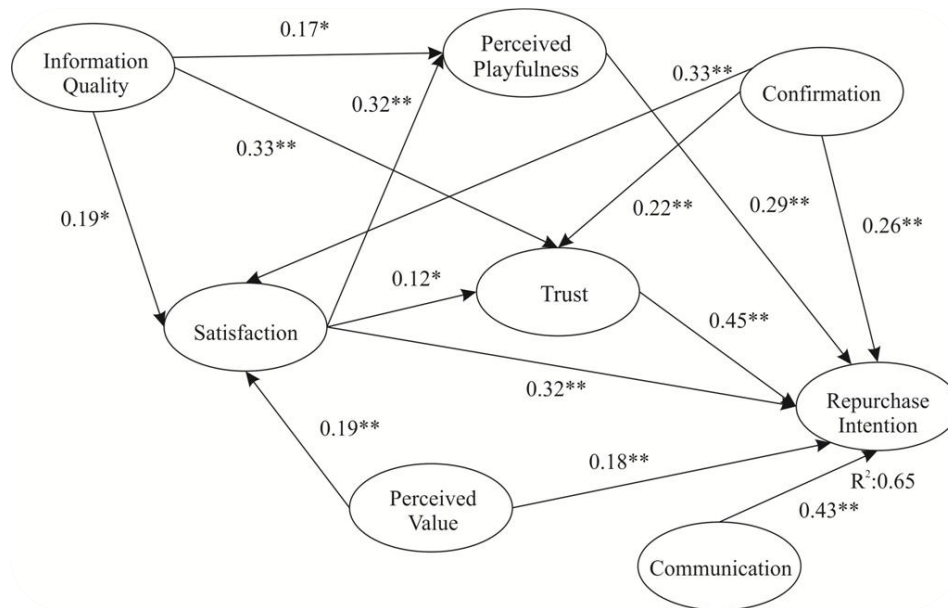


Figure 2. Path coefficients of the research model.

The structural model was used to test the validity of the hypothesized model and the relationship (path analysis) between constructs. The path coefficients for the hypothesized links were tested and the variance explained for the endogenous variables (R^2) (Figure 2).

Perceived playfulness which is an important antecedent in determining customer satisfaction and repurchase intention ($\beta = 0.32$ and $\beta = 0.29$) has a significant influence. Therefore, Hypotheses 1 and 2 are supported. Communication plays a critical role in determining customer repurchase intention ($\beta = 0.43$) and Hypotheses 3 is supported.

According to ECM-based components, confirmation of expectation is a key factor on customers' satisfaction, repurchase intention and trust ($\beta = 0.33$, $\beta = 0.36$, $\beta = 0.22$). Therefore, Hypotheses 4, 5, and 6 are supported. Perceived Value has no significant influence on satisfaction ($\beta = 0.19$) and Hypotheses 7 is not supported. On the other hand, perceived value is an important predictor of customer repurchase intention ($\beta = 0.18$) and therefore Hypotheses 8 is supported. Information quality has a great influence on customer satisfaction and trust ($\beta = 0.33$, $\beta = 0.19$) and Hypotheses 10 and 11 are supported. However, Hypotheses 9 is marginally supported ($\beta = 0.17$). Also, the construct of satisfaction plays a critical role in determining customer repurchase intention ($\beta = 0.32$) and Hypotheses 12 is supported, but Hypotheses 13 (satisfaction and trust) is marginally supported ($\beta = 0.12$). Finally, trust belief has a significant influence on repurchase intention ($\beta = 0.45$) and the last Hypotheses (14) is supported. Moreover, confirmation, trust and satisfaction jointly explains 65% of variance in repurchase intention ($R^2 = 0.65$).

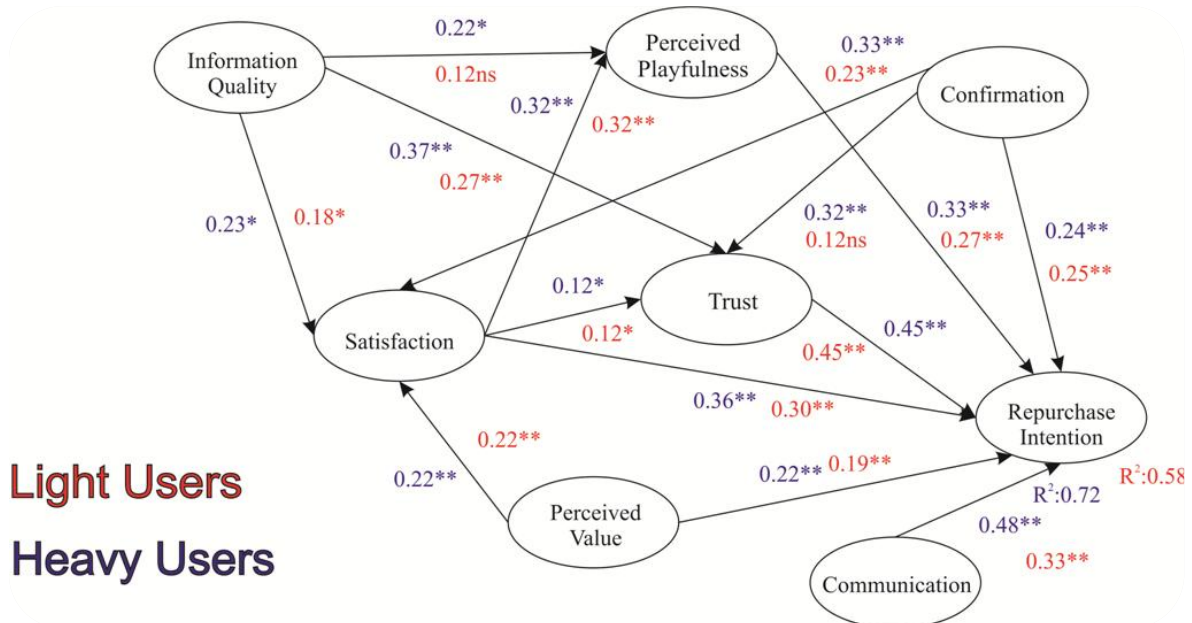


Figure 3. Path coefficients between heavy and light users

First of all, we have categorized social media users as light and heavy users, based on the time they spend on social media every day. Therefore, light users spend between 0-3 hours on social media daily and heavy users between 3-5 (or more) hours.

Figure 3 shows the path coefficients between heavy and light users and the difference on the variance in repurchase intention (R^2 0.72 \neq R^2 0.58). However, many paths do not have huge difference between heavy and light users. We pointed out that there are only two paths worth to mention. Particularly, the relationship between customer's communication and repurchase intention has a significant difference with regards to light and heavy users ($0.33 \neq 0.48$) and that explains the difference on variance in repurchase intention. Also, the path of confirmation and trust has a great difference ($0.12 \neq 0.32$), which can be explained because light users have lower expectations and is harder to make them trustworthy customers.

7. Discussions

In our study we investigated the factors that influence customers' satisfaction regarding a specific s-commerce firm and the results on the intention to repurchase. We examined the relationship among the following factors: perceived playfulness, trust, information quality, perceived value, confirmation, satisfaction, repurchase intention and communication.

Our results showed that all the previous factors are important determinants of user satisfaction and repurchase intention. Particularly, confirmation and perceived playfulness have a significant influence on customers' satisfaction. Also communication, trust, perceived playfulness and satisfaction are key factors to customers' repurchase intention.

Generally, most of the factors (perceived playfulness, confirmation, perceived value and trust) influence both customers' satisfaction and repurchase intention. Also, the study shows that customer satisfaction is a direct antecedent of customer's repurchase intention in B2C s-commerce. This findings agree with the findings of previous researches (Kim and Park, 2013; Wu, 2012; Chen et al., 2013; Weisberg, Te'eni and Arman, 2011), which proved that higher levels of trust, information quality, perceived playfulness and communication will lead to greater customer satisfaction and repurchase intention.

The weak relationship between information quality and perceived value with customers' satisfaction indicates that online customers in Greece consider that these factors affect indirectly their satisfaction. From the other hand, communication, confirmation, perceived playfulness and trust have a strong relationship with customer satisfaction and repurchase intention and e-vendors should pay more attention to these key factors.

In summary, the study's findings have answered many questions concern customers' satisfaction and repurchase intention via a social media hosted (SMH) firm. It should help many Greek SMH firms to understand which are the key factors of s-commerce and achieve higher levels of customer satisfaction and repurchase intention.

8. Conclusions, Contributions Limitations and Future Research

Many previous studies have been concerned about the characteristics of s-commerce customers. In this paper, we found out that s-customers are mainly women, highly educated, who live in Athens and they are civil servants or self employed between 25-45 years old.

This study attempted to examine the key factors that affect directly or indirectly customer's satisfaction and repurchase intention from a social media-hosted (SMH) firm in Greece. A theoretical research model which hypothesizes the key factors that influence the two (2) main constructs (customer's satisfaction and repurchase intention) is developed and statistically validated.

The key factors are: the perceived playfulness, perceived value, information quality, confirmation, customers' trust and communication. We found out that confirmation, trust, communication and perceived playfulness have a significant positive impact on both customers' satisfaction and repurchase intention. Furthermore, information quality influences indirectly repurchase intention through trust and satisfaction.

Many practical and theoretical implications arise from these findings. First of all, e-vendors should improve communication channel with customers, provide more effective marketing and better shopping experience. The communication channel is an important mechanism for online purchase and gives a significant competitive advantage to e-vendors.

Trust belief is also very important for customer repurchase intention. E-vendors should build a trustworthy relationship with their customers that may involve online and offline activities. Offline activities consider factors such as after- sale service, reputation, short delivery time. Building a reliable and trustworthy relationship with a customer (good quality of products and information, security, privacy, quick response time) leads to a better and more satisfying shopping experience.

Many previous studies have focused on customer's satisfaction or repurchase intention on e-commerce activities. However, no study has examined customer satisfaction together with repurchase intention in the context of s-commerce. This study may contribute to the literature by providing new fresh insights into the relationships between these constructs. In addition, this study provides a better

understanding of some key factors that influence customer's satisfaction and repurchase intention.

Like many empirical studies, this study has also some limitations. Firstly, the limit of robustness of the results, because the study was conducted at a single point in time, not over time. So, a future research should extend the research period. Secondly, the sample was small and limited to Greek consumers and therefore we cannot generalize the findings to s-commerce users in every country. Moreover, most of the participants were women, because the specific SMH firm is a handmade creator (dolls, Christmas ornaments, crafting materials, patterns). This is not a representative sample of the general population of B2C s-commerce customers in Greece. Therefore, future studies should attempt a larger sample size with more responses from Greek male s-customers.

Finally, the study neglected the potential effects of other characteristics such as after- sale service, reputation, security and the delivery time of the products. In this regard, future research should consider a wider range of factors and characteristics that may influence customer's satisfaction in the context of s-commerce.

9. References

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APPENDIX

Measures of Trust

Dimensions	Items
This s-commerce firm is...	
Trust	trustworthy
	honest
Empathy	predictable
	not opportunistic

Measures of Perceived Playfulness

Dimensions	Items
Interacting with this s-commerce firm...	
Playfulness	I do not realize the time elapsed
	gives enjoyment to me for my task
Enjoyment	leads to my curiosity
	arouses my imagination

Measures of Information Quality

Dimensions	Items
This s-commerce firm provides...	
Informativeness	accurate information
	useful information
Information reliability	reliable information
	sufficient information

Measures of Communication

Dimensions	Items
Through the posts this s-commerce...	
General Communication	keeps me informed of new products
	provides me with meaningful information
	provides me with timely information
This s-commerce firm...	
Personal Communication	creates a sense of personalization
	listens to my feedback on its service
	available to communication (chats/comments)
	have a sense of human contact
	have a sense of human warmth
	have a sense of human sensitivity

Measures of Satisfaction

Items
My experience of using this s-commerce firm is very satisfied
My experience of using this s-commerce firm is very pleased
My experience of using this s-commerce firm is a good idea
I like to purchase products from this s-commerce firm

Measures of Confirmation

Items
My experience of using this s-commerce firm is better than what I expect
The service level provided by this s-commerce firm is better than what I expect
Most of my expectations are confirmed

Measures of Perceived Value

Items
The products of this s-commerce firm are value for money
The products of this s-commerce firm are considered to be a good buy.
The products of this s-commerce firm deliver customers good value

Next, I present the online questionnaire (Likert type scale: Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree) that helped in our research.

General Facebook User Behavioral Profile

- I “like” posts very often
- I share posts very often
- I post photos, videos, etc. very often
- I use Facebook chat very often
- I send messages through Facebook very often
- I tag myself to photos or places very often
- I comment very often

Consumer Facebook User Behavioral Profile

- I shop through Facebook very often
- I always leave a comment on a product that I like or bought
- I really like when the shop owner posts on his/her social page about his/her personal life?
- I prefer an s-commerce firm with many “likes” or “followers”.
- I really like when the shop owner posts about his/her products very often
- I press “like” when I see something that I really like on a social network shop
- I “share” very often a product that I like or bought?
- When I read a positive/negative comment on the shop’s profile is very important to me.

- I participate to contests for products through Facebook very often

Trust

- tru1: My experience with this s-commerce firm is trustworthy.
- tru2: My experience with this s-commerce firm is honest.
- tru3: My experience of with this s-commerce firm is predictable.
- tru4: My experience with this s-commerce firm is not opportunistic.

Perceived Playfulness

- pp1: When interacting with this s-commerce firm, I do not realize the time elapsed
- pp2: Using this s-commerce firm gives enjoyment to me for my task
- pp3: Using this s-commerce firm stimulates my curiosity
- pp4: Using this s-commerce firm leads to my exploration
- pp5: Using this s-commerce firm arouses my imagination

Perceived Value (PV)

- pv1: I believe that products at this s-commerce firm are value for money
- pv2: Products at this s-commerce firm are considered to be a good buy
- pv3: Overall, the products at this s-commerce firm deliver customers good value

Information quality

- iq1: This s-commerce firm provides accurate information on the item that I want to purchase.
- iq2: Overall, I think this s-commerce firm provides useful information.
- iq3: This s-commerce firm provides reliable information.

- iq4: This s-commerce firm provides sufficient information when I try to make a transaction.

General Communication

- gc1: Through the posts, this s-commerce firm keeps me informed of new developments.
- gc2: Through the posts, this s-commerce firm provides me with meaningful information.
- gc3: Through the posts, this s-commerce firm provides me with timely information.

Personal Communication

- pc1: This s-commerce firm creates a sense of personalization
- pc2: This s-commerce firm listens to my feedback on its service.
- pc3: This s-commerce firm is always available to communicate through chat or/and comments
- pc4: There is a sense of human contact with this s-commerce firm.
- pc5: There is a sense of human warmth in this s-commerce firm.
- pc6: There is a sense of human sensitivity in this s-commerce firm.

Satisfaction

- sat1: My experience of using this s-commerce firm is very satisfied.
- sat2: My experience of using this s-commerce firm is very pleased.
- sat3: Purchasing products from this s-commerce firm is a good idea.
- sat4: I like to purchase products from this s-commerce firm.

Confirmation

- con1: My experience with doing online shopping from this s-commerce firm is better than what I expect.
- con2: The service level provided by this s-commerce firm is better than what I expect.

- con3: Overall, most of my expectations from using this s-commerce firm are confirmed well.

Repurchase intention

- ri1: I would like to buy products from this s-commerce firm
- ri2: I would like to buy products continuously this s-commerce firm.
- ri3: Next time I would like to buy products from this s-commerce firm.