

Customer trust of online shopping using social media

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Abstract. Recently, people have tendency to purchase goods from online stores. This study aims to determine the level of students trust in social media online stores. In this descriptive qualitative study, data and information gathered by interviewing 50 respondents from various departments in Universitas Negeri Malang. This research revealed that the level of students' trust in online stores on social media is very good, where 20 of them recommend online stores to others. The most purchased goods are clothing, 58% of respondents. This study also showed that 30 respondents used Instagram while 14 others used Facebook.

Keywords: trust, online shopping, social media

1. Introduction

The development of technology is growing rapidly. Smart phones and internet access make people easy to do communication especially on using social media. Social media is now flourishing and plays a more and more important role in most people's lives as a means of information acquirement and sharing [1].

Social media is being widely used by various sized companies in s to advertise their products and services [2]. Small size traders also look social media as a promotion opportunity. Traders can promote their goods by posting the details of product they are selling. Their reasons of using social media as a promotional platform are: (1) the easiness of creating an account, (2) zero cost for posting advertisement, (3) large number of users on social media, especially, and (4) direct interaction between buyer and seller in the transaction process.

The strongest points of using social media for marketing is their ability to generate advertisements that tailored to the likings of each consumer. Social media users continuously declare their likings by joining product groups, following company news, submitting personal information on their online profiles [3].

Apart from the excess advantages, there are many fraud cases in social media online shopping. Most types of fraud are: (1) Fake accounts. (2) Undelivered items (even though the customer did the payment), and (3) Goods sent are different than offered in the post.

Most of Facebook traders have done many ways to minimize the number of online fraud. Some of them make transactions through joint accounts and create lists of deceptive accounts. Another way is watching the product reviews and number of traders' followers. However, still there are frauds cases occurred.

Based on the advantages and disadvantages of online shopping, we want to know the public trust online shopping through Facebook and Instagram. This may also reveal the type of most often purchased goods, and the most popular social media, used by respondents. Facebook, LinkedIn and blogs are the major social media platforms that marketers have employed over the years to advertise their products and services [4].



In recent years, scholars have taken a keen interest in social media advertising, which defined as application of social media tools to create awareness, persuade and educate consumers about a firm's products and services [4]. Recently, there has been an increasing amount of attention placed on marketing over social media websites as an alternative option for product promotion and customer feedback [3][5]. Facebook is working on a system, targeted its advertising to specific networks of people with similar interest [2]. On the other hand, Pinterest and Instagram are increasingly popular social media platforms [5]. As consequence, shopping with social media is more comfortable for both seller and buyer.

2. Trust in online shopping

Trust linked to uncertainty. The uncertainty prevalent in most online transactions, means that the importance of trust is elevated in e-commerce [6]. Online transactions typically involve two types of trust: trust in the integrity of the transaction (behavioral risk) and trust in the infrastructure supporting the transaction (environmental risk) [6]. A central explanation for the trend described the uncertainties and particular risks, involved in online trading and the resulting lack of trust this engenders among consumers [7]. There are many issues in social media shopping Problem that often occurs are: (1) Packet delays. (2) Suitability of goods. (3) Payment system.

3. Related Work

The studies on commerce-oriented reviewing and sharing platforms (CRSP) primarily addressed the problems of summarizing and analysing online reviews [1]. Some study explore whether awareness and understanding of German trust marks have changed from 2007 to 2012 through increased Internet experience and online purchasing activity as well as through the wider proliferation of Internet trust marks [6], examine how emotions influence trust with the use of new technology [7]. And understanding of consumer online behaviour for future research in e-commerce [8].

Most of the research study above discuss about online shopping in web application like eBay, Amazon, etc, but there still scantily studies about online shopping through social media. The studies about Consequences of customer engagement behaviour: when negative Facebook posts have positive effects Most of the research study above discusses about online shopping in web application like eBay, Amazon, etc, but there still scantily studies about online shopping through social media. The studies about Consequences of customer engagement behaviour: when negative Facebook posts have positive effects which are discuss about the consumer habits on social media Facebook that focus on the impact of posting on the restaurant brand [9].

The studies which identify the extent to how people trust on online shopping through social media Facebook and Instagram is still slightly, therefore we want to explain how the levels of public trust in online shopping through social media Facebook and Instagram. We choose social media Facebook and Instagram because both are very popular social media and have many users from all over the world.

4. Methodology

This study uses a qualitative descriptive approach. We reviewed 50 random respondents from various faculties in Universitas Negeri Malang. Some other is expert player while the rest is newcomers or never do an online shopping.

We asked the reason of respondents who never do an online transaction. For the online shopper, we ask about the goods they used to buy, do they still do online shopping if being frauded, and what is social media platforms they use to shop. We used the results to draw conclusions about their level of trust in social media online shopping, in this case Facebook and Instagram.

5. Discussion and Conclusion

From 50 college respondents, there are 43 students who have been shopping online and 7 others never do it. One who never did shopping online have different reasons. Two students prefer to buy

traditionally, while five others do not believe in online transaction. The 43 respondents who have done online shopping grouped into each faculty, shown in the Figure 1.



Figure 1. Number of Respondents.

Based on Fig1, the numbers of respondents who ever shop online were mostly from the Faculty of Literature with 13 respondents, then the Faculty of Economics with 10 respondents, and the Faculty of Engineering with 9 respondents. Respondents who have made an online shopping transaction, have a tendency to shop with certain categories of goods presented in the Figure 2.

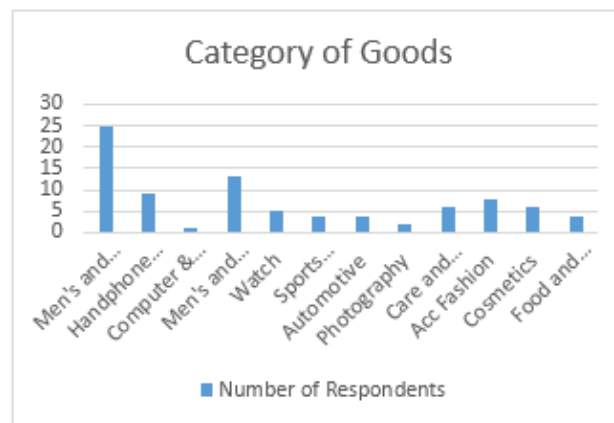


Figure 2. Category of Goods.

Based on the graph Figure 2, the category of goods that are mostly purchased by respondents is men's or women's clothing with 25 buyers. Social media that is often used to shop online by respondents (Figure 3) is Instagram with 30 respondents and Facebook with 14 respondents. Here, each respondent can choose more than one choice of social media.

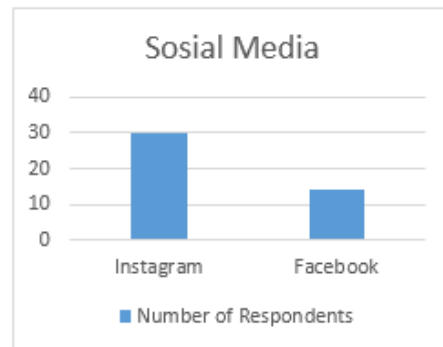


Figure 3. Social media which is used.

The result of this paper found the service quality of online shopping in social media fair enough, twenty-eight (28) respondent argue that seller acted friendly to buyers during the transaction, 21 respondents stated that seller would retake a picture for consumer satisfaction. Twenty-six respondents said that prices at the online shops compete with other shops, while 18 respondents stated that goods at store are always on stock. Seventeen 17 respondents said that the warranty service in online shopping is fair enough. The warranty usually is in form refund or replace good. Twenty-four respondents said that online transaction has fast respond to buyers from transaction process until the delivery of goods. The online shop through social media has fast respond because buyer and seller talk through private message.

In term of reliability, 21 respondents stated that goods purchased in accordance with the description of goods on social media, 27 respondents stated that the order system are easy and simple and 20 respondents stated that the shop/store they usually bought can be recommended to others.

6. Conclusion

The conclusions of this study are (1) the level of student's trust in online stores on social media is very good, 20 of 43 respondents trusted and recommend online stores to others, (2) the categories of goods that were mostly purchased by respondents is men and women clothing, (3) Instagram is the most used social media for online shopping. They happy with Instagram since it is a photo-sharing mobile application that allows users to take pictures, apply filters to them, and share them on the platform itself [10]. Instagram is free and has user-friendly interface.

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