

IDENTIFYING THE RELATIONSHIP BETWEEN PARENTS' MOTIVATION AND INITIAL TRUST OF CHILDREN'S ITEMS IN THE SOCIAL MEDIA NETWORKING CONTEXT

Prapimpun Limsuwan*

Abstract:

Purpose: The purpose of this study is to develop a research model to examine mothers' motivation and initial trust of children's items in purchasing decisions influenced by social media networking.

Design/methodology/approach: Data were obtained by a preliminary quantitative study from 400 parents who use social networking to search for products for their children, in different types of social media groups. Measurement scales of motives were combined into four key dimensions (economic, functional, interpersonal and social motives) and initial trust (towards sellers) was measured.

Findings: Out of the four shopping motives, while three factors including economic motives, interpersonal motives and social motives were determined to influence online initial trust for purchasing children's items among parents in social media groups, functional motives did not positively relate to initial trust in purchasing children's items from the social media networking.

Originality/value: Social media networking has made it easier to trade products into the global marketplace utilising online sales venues, and online shopping communities for product markets are becoming increasingly popular. While customer behaviour has been studied extensively, the children's product market is still not well explored. The specific objective of this study is therefore to explore the relationship between mothers' motivation and their initial trust to purchase children's items. This study attempts to gain knowledge first to promote which motivation factors parents take into consideration while shopping children's items and secondly, to establish the implications for achievement among networking retailers.

Keywords: Shopping motives, Initial trust, Social media networking.

1. INTRODUCTION

With the rise of social networking, a new type of electronic commerce transaction is emerging in the virtual environment. This is known as "social commerce". It involves using social media, online media that supports social interaction, and user contributions to assist in the online buying and selling of products and services (Ku, 2012). Social shopping networks entail "creating places where people can

* Affiliation, Kasetsart University, Bangkok, Thailand. Email: prap_1@hotmail.com

collaborate online, get advice from trusted individuals, and then purchase them". Social power is where parents have the ability to persuade based on their own experience, knowledge, expertise and social standing with other parents (Watne et. al., 2011).

Thailand's e-commerce market is expected to reach almost 15 billion baht as increasing numbers of people gain internet access through mobile devices (Watne, December 29, 2012). Social-media channels such as Facebook, Twitter, Instagram and Line have gained huge popularity among Thai parents in recent years (Sakawee, December 27, 2013). These popular types of social networking application can be described as a virtual community and they serve to maintain and expand networks of relationships between parents, and to establish parents' purchase intentions of children's items (Breneman and Karimov, 2012). Historically, mothers have tended to transfer their shopping knowledge. This is a function of their shopping skills and consumer choices (Minahan and Huddleston, 2010). Accordingly, it is important to explore whether the use of social media cues can enable parents to interact and engender perceptions of trustworthiness when shopping for children's items online.

Online Consumer Motives

In recent decades, marketing research regarding consumer motives has been widely accepted as a theoretical foundation for understanding consumer behaviour (Wang et. al., 2010; Childer et. al., 2001; Chen-Yu et. al., 2009). The shopping motive is conceptually similar to the experimental, hedonic or recreational intrinsic and stimulation-oriented shopping motives (Jin and Kim, 2003). Shopping motives may be a function of cultural, economic or social environments.

Several researchers have attempted to identify shopping motives. It has become clear that drivers of shopping are not only the fulfilment of consumers' economic needs, but also the achievement of a variety of emotional and social benefits (Wang et. al., 2010). Empirical research has investigated shopping motives in various retail settings and identified motives in different ways. These include product and experiential motives (Dawson et. al., 1990), extrinsic and intrinsic (Lotz et. al., 1999), and price-oriented, stimulation-oriented and advice-oriented. Several pieces of research propose that motives such as goal-directed (focused on the end goal) and experiential (focused on the experience) persuade consumers to shop (Hoffman and Novak, 1996; Nadkarni and Gupta, 2007; Rodgers and Thorson, 2000; Schollosser, 2003; Kabadayi and Gupta, 2011). Two categories of shopping benefits – hedonic (potential entertainment value of shopping) and utilitarian (efficient and timely purchasing to achieve goals) – are identified in both the offline shopping environment (Babin et. al., 1994; Hirschman and Holbrook, 1982; Batra and Ahtola, 1990; Claeys et. al., 1995; Sweeney and Soutar, 2001) and the online shopping environment (Hoffman and Novak, 1996; Novak et. al., 2003; Shang et. al., 2005;

Childer et. al., 2001; Koo et. al., 2006). A typology of motives suggested by Jin and Kim (2003) comprises utilitarian motives, diversion and socialisation. Hudder (2012) explains consumers' purchasing motives as having two dimensions: expressive (uniqueness, identity and conformity) and impressive (functional and emotional). Guiot and Roux (2010) expand shopping motivations to three dimensions: economic motivations, experiential motivations (linked to the nature of offering and to channel characteristics) and critical motivations.

Wolfenbarger and Gilly (2001) suggested that motives are common among both online and offline shoppers and classify motives for online shoppers into goal-oriented and experiential motives. Recent years have seen the growth of internet shopping rather than traditional shopping. Practitioners have highlighted its primary functional benefits including convenience, price and product varieties. In addition, non-functional benefits – recreational and psychological motives – drive consumers to buy a certain brand of product in online shopping (Parsons, 2002). In this framework, different types of shopping motives can be explained by four key dimensions. Financial motives address direct monetary aspects, such as price, resale cost, discount and investment, and refer to the value of the product as well as to what is given up or sacrificed to obtain it. Functional motives focus on core product benefits and basic utilities such as quality, uniqueness, usability, reliability and durability. Individual motives refer to customer orientation towards baby products and addresses personal matters such as materialism, hedonism and self-identity. Finally, social motives refer to individuals' views on the perceived utility of products or services recognised within their own online social groups, such as conspicuousness and prestige value, which may significantly affect the propensity to purchase (Wiedmann et. al., 2012).

Purchasing children's items within the family is a collective decision; and the family's purchasing power and the decision to purchase can be influenced by consumer socialisation. There has been an increase in the numbers and diversity of e-consumers and the majority of recent family research involving children has focused on the socialisation process of parents (Heselhoff and Holzmuller, 2014). As a consequence, there is a need to develop an understanding of the potential drivers of parents' shopping behaviours among social networking groups.

Initial Online Trust

It is suggested that utilising different kinds of social media applications, such as Facebook, Twitter, and blogs, which support two-way interactions to enhance the feeling of social presence, may build consumer trust. With regard to trust perspective, when joining a purchasing group of children's items, parents consider the potential benefits, group size, the potential impact of the buying group and member characteristics. Groups became larger by more adaptation to group member preferences and more partnership types of relationship (Chen et. al., 2010; Kauffman

et. al., 2010; Kauffman and Wang, 2001). Customers' trust in the online environment extends beyond interactions with e-vendors, including delivery of products, after-sales support and consumption of products and services (Abdul-Muhmin, 2010; Demangeot and Broderick, 2010; Ku, 2012).

While trust can be described as "the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor and control that other party" (Mayer et. al., 1995), initial trust is defined as trust at the beginning of the participants' relationship with no prior interaction history as the parties have not met before (Lee and Lee, 2005–2006).

Trust has been identified as a key success factor of electronic commerce (Vitale et. al., 2000; Tweney, 1998; Lee and Lee, 2005–2006). Trust is the most important attribute in an online context, as it mitigates perceptions of uncertainty, decreases perceived risk and positively affects purchasing intentions (Chang and Chen, 2008; Pavlou and Gefen, 2004; Pavlou and Fygenson, 2006). Online vendors provide a series of cues, including both extrinsic and intrinsic cues, in order to signal their trustworthiness to consumers. Extrinsic cues refer to product-related attributes, whereas intrinsic cues are inherent to the product itself (Olson and Jacoby, 1973; Zhao et. al., 2012).

The mechanism of online trust is described as security assurance, reputation, web searching, fulfilment, presentation, technology and interaction; and trust can be categorised into three dimensions: technical based (web searching, technology and presentation), uncertainty of transactions and security (security assurance) and competency-based (reputation, fulfilment and interactions) (Yoon, 2002; Chen and Barnes, 2007).

The trust formation mechanism is categorised by initial trust and ongoing trust. While ongoing trust refers to a consumer's positive belief with regard to an e-vendor's reliability and integrity, initial trust can be defined as "the status quo in which consumers trusted an unfamiliar e-vendor". Research investigating online initial trust defines it as a willingness to rely on another based on expectations of the ability (i.e. competence, expertise and dynamism), benevolence (i.e. goodwill, responsiveness), and integrity (i.e. honesty, credibility, morality and reliability) of the unfamiliar sellers (Gefen and Straub, 2004; McKnight et. al., 1998). The present study is limited to the initial trust-building process as winning initial trust is more significant to e-vendors in social networking groups who do not have a well-known brand or are small in scale (Anne and Josang, 2004; Kim 2012).

In the context of online social network groups, the level of initial trust toward goods will greatly affect a potential consumer's intention to buy a product from the seller, in addition to the importance of initial trust toward the seller. In this framework, initial trust is developed based on knowledge-based trust theory, pertaining to relationships based on experience with prior online vendors.

Since research supporting the relationship between online customers and initial trust is not widely reviewed (Zhao et. al., 2012), this research aims to fill the gap by studying online consumers' initial trust with respect to online social media cues. In this context, initial trust is focused and defined as trust that forms between parents shopping online with their unfamiliar e-retailers (McKnight et. al., 2002). Group buying of parents consolidating demands for similar product characteristics and buying collectively to attain the goal of price reduction is widely deployed in online markets, because the internet has significantly increased the bargaining power of consumers (Chan and Lee, 2010; Chen et. al., 2007, 2009, 2010; Demangeot and Broderick, 2010; Kauffman et. al., 2010; Li et. al., 2010; Nollet and Beaulieu, 2005; Ku, 2012).

2. RESEARCH OBJECTIVES

Few studies have examined what motive factors influence consumers' trust in online sellers and products. This issue is important because social shopping is becoming increasingly popular and parents are becoming accustomed to shopping for children's products online. Thus, this study attempts to examine the relationship between parents' motives and initial trust. The research attempts to describe how parents provide motivation to seek certain benefits of shopping online and how particular types of motives cause parents to evaluate particular attributes of children's items in order to determine parents' trust and patronage in online networking. As a consequence, gaining a better understanding of the effects of online shopping motives and initial trust enables e-retailers to monitor and meets parents' needs and demands in relation to their children's items.

The research contributions of this study are fourfold. First, many studies address shopping motives in conventional channels. However, consumer socialisation perspectives are applied to explore the motivation factors that influence parents' use of social networking channels. Secondly, this study expands previous concepts of four dimensions of motives to the online environment. Thirdly, by addressing the impact of integration of social network implications, the study clarifies the links between shopping motives and initial trust formation among parents in their social networking groups when buying children's items. Fourthly, the proposed typology for future trends provides a useful contribution for traditional retailers, intermediaries, and online merchandising of children's product items and enables them to adapt their retail mix to modern parents who wish to shop among social networking groups.

3. CONCEPTUAL FRAMEWORK AND DEVELOPMENT OF HYPOTHESES

Customer satisfaction with the online experience is important, because it leads to positive outcomes such as customer trust (Fassnacht and Kose, 2007, Ha and Stoel, 2011). Several studies suggest a relationship between motives and consumer behaviour (Mahatoo, 1989; Chen-Yu, Hong and Seock, 2009). According to Baker et. al., (2002), shopping motives have a significant impact on consumers' cognitive

trust to the perceived quality of merchandise. Blackwell et. al., (2001) also proposed that motives influence consumers' decision making and play an important role in consumers' decision as to whether or not to purchase. Mahatoo (1989) suggests that consumer motives play an important role in customers' alternative evaluation and decision processes. Kinard and Valentine (2003) postulate that consumers' propensity to initiate consumer response behaviour is dependent upon their online shopping motives. As a consequence, consumer response behaviour influences future expectations and perceptions of a product or merchandise.

Online vendors should ensure that they provide adequate utilitarian and hedonic motives for customers (Chen et. al., 2007, 2010; Li et. al., 2010). Trust is a prerequisite of social behaviour, in particular, involving important decisions in purchasing, sharing information and acting in online vendor advice-behaviour (Edelman, 2011; Lee et. al., 2007). Trust fully mediates in the relationship between perceived reputation, perceived capability of order fulfilment, and repurchasing intention and partially mediates in the relationship between perceived quality and repurchasing intention in the community of sellers (Ku, 2012).

As mentioned above, the online context provides a limited amount of information without an opportunity for face-to-face interactions with a vendor. Relative motives for consumers' shopping experience explain the importance of trust in online shopping. Researchers acknowledge that consumers have an increased need for trust during online rather than offline transactions (Bart et. al., 2005; Bhattacharjee, 2002; Grabner-Krauter and Kaluscha, 2008; Holsapple and Sasidharan, 2005; Eastlick and Sherry, 2011). In this study, an integrated model is proposed to combine consumer motives related to initial trust constructs. The proposed conceptual framework, as shown in Figure 1, was developed on customers who are in social media groups relating to children's products.

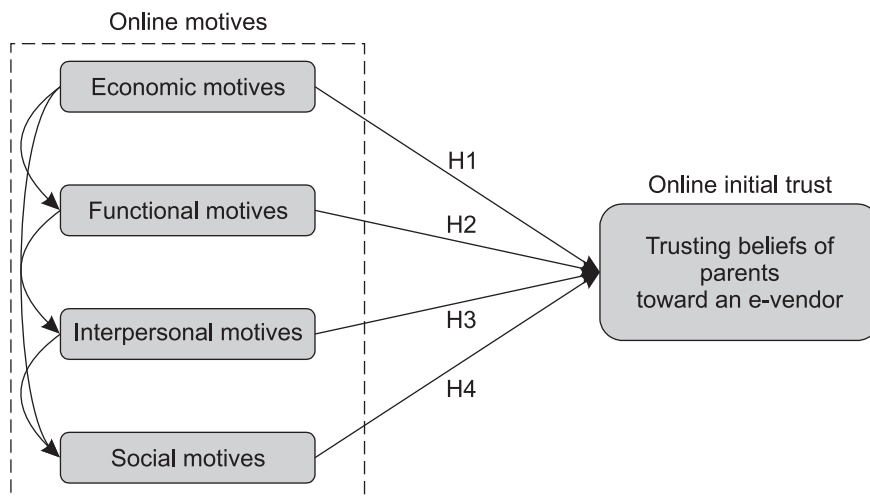


Figure 1: Conceptual framework

Economic Motives

When consumers have a drive to purchase goods, the individual may lead to the arousal of a need which directed by motives, to fulfil its needs. Economic motives may lead to trust in the selection of places to buy (Mahatoo, 1989; Chen-Yu et. al., 2009). Economic consumers placed the greatest importance on price, quality, and variety when deciding whether to trust a seller (Noble et. al., 2006). In an economic trust base, the level of decision making in deciding whether or not to trust is based on cost and benefit through a rational evaluation process. Trust is derived from an economic value occurring in an ongoing relationship (Wu and Chen, 2005; Kim 2012). Hence, hypothesis H1 about financial motives on initial trust beliefs was established as follows:

H1: Economic motives affect initial trust toward an e-vendor in social networking groups.

Functional Motives

Product motives are highly correlated with purchasing intentions, as product-oriented shoppers value time and seek to make a product purchasing decision. When the perceptions and expectations of online shopping are met, individuals tend to express positive word-of-mouth trust in the relationship (Kinard and Valentine, 2003). There is a key assumption that rational trustors act in their own self-interest and customer stereotypes. This assumes that consumers differ in their general tendency to be willing to depend on a seller across a broad spectrum of shopping situations (Hess and Valacich, 2008; Lewicki and Bunker, 1995; Kim 2012). This observation regarding functional motives and initial trust was hypothesised as follows:

H2: Functional motives affect initial trust toward an e-vendor in social networking groups.

Individual Motives

Initial trust is particularly important in an online environment, as most consumer interactions take place with no prior experience, in a highly risky situation. Individuals may, therefore, be motivated to trust in buyers' party. Antecedents of initial trust, consumer perception, appears favourable and assesses using consumers stereotypes (Grabner-Krauter and Kaluscha, 2008; Gefen et. al., 2003; Wakefield et. al., 2004; Weber et. al., 2004; Eastlick and Lotz, 2011). Individual motives have been related directly and indirectly to various consumer behaviours. On the one hand, several pieces of research suggest that there is a relationship between individual motives and behaviour (Stern et. al., 1985; Dunlap et. al., 1983; Gutman, 1990; Corfman et. al., 1991; Koo et. al., 2006). On the other hand, several studies claim

that personal motives exert an indirect effect on behaviour (Howard, 1977; Vinson et. al., 1977; McCarty and Shrum 1993; Thøgersen and Grunert-Beckmann, 1997; Koo et. al., 2006). This study hypothesises this expectation concerning motives and trust as follows:

H3: Individual motives affect initial trust toward an e-vendor in social networking groups.

Social Motives

Social approval motives could lead to different types of consumer behaviour. A variety of social motives relate to social interaction, reference group affiliation and communication with others who have similar interests. This tendency to use peer references to shop for a particular product can be described by social motivations (Mangleburg et. al., 2004; Chen-Yu et. al., 2009; Kaur and Singh, 2007). Personalising consumers prefer to trust merchants according to the relationships they have formed (Noble et. al., 2006), since trust develops from rational, experience-based assessment of benefits and costs of maintaining a relationship (McKnight et. al., 1998; Eastlick and Lotz, 2011). Thus, the issue of consumers' motives and trust beliefs is hypothesised as follows:

H4: Social motives affect initial trust toward an e-vendor in social networking groups.

4. RESEARCH METHODOLOGY

Sample Population

A countrywide stratified sample is used to examine the relationship between shopping motives and initial trust towards sellers in social networking groups. The research used a convenience sample of 400 parents in social networking groups that sell baby products. They were chosen as respondents, as they are the primary online shoppers and mainly responsible for shopping for baby products. Online surveys were administered to participants in ten social network groups, which are active online groups that sell baby products in Thailand.

Table 1
Social network groups and numbers of members

<i>Online social group</i>	<i>Types of group</i>	<i>Merchandise</i>	<i>Number of members</i>
Mikihouse in my hearts	Closed group	Used and new Mikihouse branded baby products from Japan	10,183 members
Anpanman	Closed group	Used and new Mikihouse branded baby products from Japan	4,631 members

Online social group	Types of group	Merchandise	Number of members
Open market blog (for old first-hand and second-hand baby products)	Closed group	Old first-hand and second-hand baby products	27,213 members
Open market at home (first-hand and second-hand)	Closed group	First-hand and second-hand mother and baby products	23,450 members
Bids for little kids	Open group	Baby products	9,218 members
Bids for cheap baby products	Open group	Mother and baby products	33,309 members
Bids for mother and babies, fun bids with feasible price	Open group	Mother and baby products	11,710 members
Twins shop	Closed group	Mother and baby products for twins	959 members
Preorder wholesale prices for mother and baby products	Closed group	Mother and baby products from several brands (e.g. Pigeon, Fisher-Price, Chicco, Lamaze)	8,103 members
Offload inventory blog for cheap mother and baby products	Open group	Mother and baby branded products (e.g. Disney, Toys-R-Us, Thyme Maternity)	32,385 members

* Updated data on July 15, 2015.

Questionnaire Development

The questionnaire was based on multi-item scale of prior research studies. It consisted of three sections measuring: (1) demographic variables; (2) online motive factors for used baby products; (3) initial trust toward online sellers in social network groups.

A questionnaire was first developed in English and was translated into Thai by a bilingual marketing professor. A back-translation method was used. A pre-test using a convenience sample of 40 mothers who are members of social network groups in Thailand was then conducted. Demographic data, including gender, children's age, parents' age, education, income and occupation, were measured. With the exception of demographic variables, all measurements were five-point Likert scale (1 = strongly disagree, 5 = strongly agree). Based on the pre-test responses, the questionnaire was revised and adjusted to suit Thai mothers in an online community.

There are five measures in the subsequent analysis involving four measures for shopping motives and one measure for initial trust.

Motive factors: A total of 20 items relating to motive factors were developed based on previous studies (Guiot and Roux, 2010; Novel et. al., 2006; Kaur and Singh, 2007; Koo et. al., 2007; Hudders, 2012; Jin and Kim, 2003; Chen-Yu, Hong and Seock, 2010). Attributes were incorporated to reflect all motive factors for buying baby products online, including economic, functional, individual and social motives (Table 2).

Initial trust towards online sellers: The level of initial trust, which was adapted from previous research (Lee and Lee, 2005–2006; Eastlick and Sherry, 2009; Chen and Barnes, 2007; Kim, 2012).

Table 2
Scale development

<i>Constructs</i>	<i>Code</i>	<i>Measures</i>	<i>References</i>
Economic motives	E1	I can afford more things for my children because I spend less when shopping online.	Guiot and Roux, 2010 Novel et. al., 2006 Kaur and Singh, 2007
	E2	By shopping online, I feel I'm paying a fair price for buying things for my children.	
	E3	I like buying baby products from online groups as I believe that baby products available in the stores are not reasonable.	
	E4	Buying baby products online, I can get exactly the same thing at a decent price.	
	E5	I often compare prices across sellers in different social networking groups to get the best price on used baby products.	
	E6	My shopping is based on discount offers available on social networking.	
Functional motives	F1	A community on social media provides various product assortments for my child development.	Koo et. al., 2007 Hudders, 2012
	F2	Social media groups offer products with unique characteristics.	
	F3	The online social groups carry a variety of baby products that cannot easily found in other places.	
	F4	I believe that sellers in the online communities ensure the right product delivered at promised time.	
	F5	I will purchase baby products because of its most durable and good quality.	
Individual motives	I1	I enjoy shopping for baby products online for its own sake.	Koo, et. al., 2007 Guiot and Roux, 2010; Kaur and Singh, 2007 Noble et. al., 2006 Roux and Guiot, 2008; Hudders, 2012
	I2	I prefer to spend leisure time browsing for baby products because I always hope I'll come across a real find.	
	I3	I often surf around social networking just for something to do, rather than to buy something specific.	
	I4	Online communities enable me track down things for my kids, since I look at other mothers' merchandise on display.	
	I5	I purchase brand name baby products because they fit the image I want to send out to others.	
Social motives	S1	I belong to an online social community to convey the level of achievement I see for my children.	Jin and Kim, 2003 Chen-Yu et. al., 2009 Guiot and Roux, 2010 Kaur and Singh, 2007
	S2	I buy baby products with well-known logos to indulge my image in the online society.	
	S3	I enjoy the online social interaction of societal groups bound together by common interests in certain baby products.	

<i>Constructs</i>	<i>Code</i>	<i>Measures</i>	<i>References</i>
	S4	I find it pleasant to enter into discussion with people about baby products without necessarily buying anything.	
	S5	I select particular brands for baby products as my friends in the online societal groups are doing the same.	
Initial trust beliefs	T1	The sellers in the online social groups seem to be trustworthy and reliable.	Lee and Lee, 2005–2006
	T2	The sellers in the online social groups sell the products that work as promised.	Eastlick and Sherry, 2009
	T3	The sellers in the online social groups seem to keep buyers' best interests in mind.	Chen and Barnes, 2007
	T4	Product information for baby products provided by online sellers is plentiful and honest with sufficient quality.	Kim, 2012
	T5	I believe that online sellers provide reliable purchasing services.	

An exploratory factor analysis with the maximum likelihood method was performed. All Cronbach's alpha coefficients for these five constructs exceeded 0.70 and composite reliability values ranged from .796 to .821.

Data Collection

In this study, respondents' attitudes were measured using an electronically distributed quantitative survey. The subject selection of this research methodology is based on the major participants available in the social networking groups. Data was obtained by post wall on the social networking groups. Gifts to participants were offered as an incentive for participations who completed and returned the questionnaire by a specified date.

To avoid potential bias owing to the use of non-probability sampling, surveys were conducted at various social network groups. A total of 400 completed questionnaires were administered, and available for data analysis. The sample consisted of 44 per cent of parents with sons and 56 per cent of parents with daughters. Among the participants, 54.8 per cent of mothers were between 31 and 40 years old, including 25.8 per cent with one to two year-old children. 66 per cent of participants indicated their education as higher than bachelor degree level. With 30.8 per cent with a monthly household income of more than 70,000 baht, there were 28.5 per cent of government officers, 23.3 per cent of business owners, and 26.3 per cent of public company employees. In terms of time spent in social networking, 32 per cent spent less than one hour and 36 per cent spent between two and four hours per day. The detailed demographic information of the samples is provided in Table 3.

Table 3
Sample demographics

<i>Characteristics (n = 400)</i>	<i>%</i>	<i>Characteristics (n = 400)</i>	<i>%</i>
<i>Gender (Kids)</i>		<i>Household income</i>	
Son	44.0	10,000–24,999 Baht	17.3
Daughter	56.0	25,000–39,999 Baht	11.8
<i>Age (Kids)</i>		40,000–54,999 Baht	18.3
Less than 1 year old	21.8	55,000–70,000 Baht	22.0
1–2 years old	25.8	More than 70,000 baht	30.8
2–3 years old	19.8	<i>Occupation</i>	
3–4 years old	9.0	Student	8.0
4–5 years old	13.8	Government officers	28.5
5–6 years old	10.0	Private company	14.3
<i>Age (Mothers)</i>		Business owner	23.3
Less than or equal to 30	15.3	Public company	26.0
31–40 years old	54.8	<i>Online Browsing Time</i>	
41–50 years old	21.0	Less than 1 hr	32.0
More than 50 years old	9.0	1–2 hrs	10.0
<i>Education</i>		2–4 hrs	36.0
Lower than bachelor's degree	10.0	4–6 hrs	10.0
Bachelor's degree	24.0	6–8 hrs	12.0
Higher than bachelor's degree	66.0		

* In case of parents with more than one child, they were asked to choose the younger one

5. FINDINGS AND DISCUSSION

Confirmatory factor analysis (CFA) was employed to assess the measurement model of all factors for the research structural model. The model exhibited acceptable fits to the data and was evaluated using series of indices suggested by Gerbing and Anderson (1998) and Hu and Bentler (1999).

The final model consisted of 26 items, including 21 items assessing the four online motives dimensions and five items measuring initial trust. The model fitted the data satisfactorily: $\chi^2 = 468.993$, $df = 259$, $p = 0.000$, GFI (goodness of fit) = 0.918, AGFI (adjusted goodness of fit) = 0.889, NFI (normed fit index) = 0.917, CFI (comparative fit index) = 0.961, Value of standardised RMR = 0.024 and RMSEA (root mean square error of approximation) = 0.045. All the items of factor loadings in the constructs indicate that the model is not rejected and represent good model fit of the population.

Construct reliabilities, internal reliabilities using Cronbach's alphas, unidimensionality, and construct validity of each factor were examined and confirmed in Table 4. To test reliabilities of the constructs, Cronbach's Alpha

statistics were calculated; the highest value of Cronbach's Alpha was 0.821 and the lowest value was 0.795 for interpersonal motives. Cronbach's Alpha values for all constructs exceeded the criterion of 0.700, which is above the acceptable threshold. To reflect the amount of variance due to measurement error, AVE (average variance extracted) was evaluated. All AVE estimates are well above the threshold value of 0.50, indicating acceptable validity for a construct's measure. In addition, the confirmatory factor analysis was assigned to examine the convergent validity of each construct. The range for factor loadings was 0.450–0.837. A measure of initial trust (T2) had a slightly low factor value; however, its value exceeded the criterion of 0.45 which was the criterion in the significant level 0.05.

Table 4
Reliability and convergent validity analysis

<i>Construct and measure</i>		<i>Mean</i>	<i>STD</i>	<i>Construct reliability</i>	<i>AVE</i>	<i>Factor loading</i>
Economic motives	E1	3.940	0.311	0.804	0.72	0.693
	E2			0.805		0.686
	E3			0.820		0.832
	E4			0.796		0.812
	E5			0.806		0.804
	E6			0.814		0.608
Functional motives	F1	3.808	0.344	0.791	0.67	0.723
	F2			0.808		0.718
	F3			0.813		0.789
	F4			0.802		0.667
	F5			0.809		0.537
Interpersonal motives	I1	4.212	0.425	0.808	0.79	0.743
	I2			0.803		0.778
	I3			0.820		0.837
	I4			0.821		0.829
	I5			0.795		0.830
Social motives	S1	3.868	0.279	0.818	0.66	0.536
	S2			0.805		0.733
	S3			0.813		0.687
	S4			0.805		0.666
	S5			0.804		0.534
Initial trust	T1	3.612	0.348	0.798	0.63	0.514
	T2			0.809		0.450
	T3			0.812		0.722
	T4			0.796		0.832
	T5			0.797		0.846

In terms of discriminant validity, Table 5 shows that the shared variances among variables (the squared correlation coefficients) were less than the variance extracted by each construct, demonstrating that each construct was empirically distinct from the other constructs.

Table 5
Discriminant validity

<i>Constructs</i>	(1)	(2)	(3)	(4)	(5)
Economic motives (1)	0.810				
Functional motives (2)	0.311	0.890			
Interpersonal motives (3)	0.393	0.519	0.820		
Social motives (4)	0.329	0.642	0.532	0.850	
Trust (5)	0.513	0.320	0.360	0.408	0.800

Notes: values are squared correlations between two constructs.

Testing of Hypotheses

Regression analysis is employed to test the effects of online motives on initial trust. As shown in Table 6, the results show that three independent variables including economic motives, interpersonal motives and social motives positively impact on the dependent variable of initial trust. Economic motives have a great influence on initial trust ($\beta = 0.426, p < 0.05$). The value of standardised coefficients for interpersonal motives represent moderate effect on initial trust ($\beta = 0.012, p < 0.05$). The impact of social motives remains positively significant on initial trust ($\beta = 0.272, p < 0.05$). Hence, H1, H3 and H4 are accepted. Nevertheless, there is no significant impact of functional motives found on initial trust ($\beta = -0.020, p > 0.05$). Hence, H2 is not supported.

Table 6
Regression analysis

<i>Model</i>	<i>Unstandardised coefficients</i>		<i>Standardised coefficients</i>	<i>t</i>	<i>Sig.</i>
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1 (Constant)	5.578	1.148		4.857	.000
Economic	.334	.045	.426	7.501	.000
Functional	-.020	.053	-.020	-.387	.699
Interpersonal	.011	.049	.012	2.217	.028
Social	.333	.056	.272	5.983	.000

Discussion

Of the four shopping motives, three were determined to be descriptive of online initial trust for baby items. As shown in previous literature (Mahatoo, 1989; Chen-

Yu, Hong and Seock, 2009), perhaps the greatest implication of this research lies with economic motives. Online social groups provide an opportunity for bargaining and economic motives have been shown to be significant drivers of initial trust in online environment.

Unlike other scales, the statistical results indicate that there is no significant relationship of functional motives and initial trust of shopping through social networking groups. When shopping online for baby items, customers seek and value experiential features and consider these features as discrete benefits. It is also noteworthy that, differing from past research (Kinard and Valentine, 2003), functional aspects were dropped from the exploratory factor analysis, thus being left out of the final model. This is due to the fact that in the online environment it is difficult to rate the determination of quality before and after purchase.

Interpersonal motives, communicating one's identity and the cognitive structure of the individual appeared to be the most centrally important motivators of initial trust to the online social groups. With respect to the influence of interpersonal motives, the study has confirmed its links with initial trust postulated by the conceptual model. The results of this study support Stern et. al., (1985), Dunlap et. al., (1983), Gutman (1990), Corfman et. al., (1991), and Koo et. al., (2006). Hence, it can be assumed that they serve as underlying beliefs that motivate a customer's trust in an online shopping context.

According to McKnight et. al., (1998) and Eastlick and Lotz (2011), trust intuitively develops from a certain relationship and social motives arise from experience and communications among individual having a similar interest. Online social groups embody the foundation of membership of a desired virtual community. Social motivations provide an interesting insight into trusting beliefs of online consumers.

6. CONCLUSION AND IMPLICATIONS

Conclusion

As initial trust plays an important role in the virtual environment, online forums are regarded as tools that help consumers to develop long-term trust with social networking groups. In addition, shopping motives can be useful in explaining variations in trusting beliefs among individual customers. This study enhances an understanding of underlying shopping motives that are salient to initial trust in the purchase of baby products in the online networking group context.

Hypotheses were derived and tested and the results are summarised in Table 7. Three scales, incorporating the purchase decisions of children's items from social media networking and affect initial trust respectively, were examined in the present study. The findings suggested that the three measurement scales including

economic, individual and social motives are suitable to explain initial trust in social marketing context. The findings support the view that economic motives have a positive impact on initial trust. Interpersonal motives can be defined to be a powerful predictor of the customer's initial trust in the relationship with sellers in social media communities. In addition, social motives and initial trust under online retail settings are relatively important. However, functional motives appear to have no impact on the relationship with initial trust, as the offline retail services sector is more customised for individual customers, as in the case of children's items.

Table 7
Summary of tests of hypotheses

<i>Hypotheses</i>		<i>Results</i>
H1	Economic motives affect initial trust toward consumers in social networking groups	Supported
H2	Functional motives affect initial trust toward consumers in social networking groups	Not supported
H3	Interpersonal motives affect initial trust toward consumers in social networking groups	Supported
H4	Social motives affect initial trust toward consumers in social networking groups	Supported

To increase initial perceptions of trust, online retailers should focus on factors including economic motives, individual motives and social motives. The results of this study suggest that economic motives increase the chances of getting consumers back by tailoring various social networking groups. In addition, the findings also imply that e-vendors need to understand the nature of interpersonal motives that the online consumer aims to fulfil. As the results show, social interaction is important to consumers as it may play a role in building initial trust toward social networking groups.

Implications

Theoretical Implications

This study incorporated three dimensions of motivations that apply to children's products to certain channels of social networking groups. Measurement scale captures a variety of motives and initial trust that underlie a specific form of online shopping. The proposed scale offers a validated measurement tool for assessing baby product shoppers' motivations and initial trust. The scale's reliability and its convergent and discriminant validities were confirmed. From a theoretical perspective, the study uncovers correlations between shopping motives and parents' initial trust. The findings identify motivation factors that encourage online groups of parents' buying intentions in the virtual environment, exploring what motivation

factors should be considered as key influential variables in determining the facets of initial trust in online group's buying environment.

Managerial Implications

From a practitioner's perspective, the study offers some useful implications. This study shows that shopping motives play a significant role with regard to initial trust in purchasing children's items in an online environment. The findings provide useful information for e-retailers to better understand parents' response processes when shopping online through their social network groups. They also help to determine effective marketing strategies that reflect the parents' differing initial trust formation reflecting their shopping motives. Online retailers can enhance parents' trust and promote their intent to shop among social networking groups by increasing their economic, interpersonal and social motives.

7. LIMITATIONS AND RECOMMENDATIONS FOR FUTURE RESEARCH

The findings from this study should be interpreted with caution for several reasons. First, the results were accomplished using a single segment of online social networking. As a consequence, it should be noted in applying the results to other areas of industry. Related to this, the conceptualisation of online shopping might benefit from additional investigation to other industry domains. Next, future studies may include different types of service/product categories to enhance the generalisability of the findings. In addition, the use of mothers as a population also poses a limitation and this may be a valid sample as the online mothers tend to be the biggest online purchasers of online baby products; however, different studies may use more general samples. Another limitation pertains to the use of initial trust but not actual trust as the dependent variable. Although initial trust is well documented in the literature, some future studies may use actual trust to increase the validity of the results. Finally, while a cross-sectional survey method is applied to this study, longitudinal studies in the future may capture the dynamic nature of online environments and provide a better understanding of consumers' responses over a period of time.

References

- Abdul-Muhmin, A.G. (2010), "Repeat purchase intentions in online shopping: the role of satisfaction, attitude, and online retailers' performance", *Journal of International Consumer Marketing*, Vol. 23, No. 1, pp. 5-20.
- Anne, M. and Josang, A. (2004), "Technologies for trust in electronic commerce", *Electronic Commerce Research*, Vol. 4, pp. 9-21.
- Bart, Y., Shankar, V., Sultan, F. and Urban, G.L. (2005). "Are the drivers and role of online trust the same for all web sites and consumers? A large scale exploratory empirical study", *Journal of Marketing*, Vol. 69, No. 10, pp. 133-52.

- Batra, R. and Ahtola, O.T. (1990), "Measuring the hedonic and utilitarian sources of consumer attitude", *Marketing Letters*, Vol. 2, No. 2, pp. 159-70.
- Chan, K.W. and Li, S.Y. (2010), "Understanding consumer-to-consumer interactions in virtual communities: the salience of reciprocity", *Journal of Business Research*, Vol. 63, Nos 9/10, pp. 1003-40.
- Chen, J., Kauffman, R., Liu, Y. and Song, X. (2010), "Segmenting uncertain demand in group-buying auctions", *Electronic Commerce Research and Application*, Vol. 9, No. 3, pp. 126-47.
- Chen, Y. and Barnes, S. (2007), "Initial trust and online buyer behavior", *Industrial Management and Data*, Vol. 107, No. 1, pp. 21-35.
- Chen-Yu, J.H., Hong, K. and Seock, Y. (2009), "Adolescents' clothing motives and store selection criteria: a comparison between South Korea and the United States", *Journal of Fashion Marketing and Management*, Vol. 14, No. 1, pp. 127-44.
- Childers, T.L., Carr, C.L., Peck, J. and Carson, S. (2001), "Hedonic and utilitarian motivations for online retail shopping behavior", *Journal of Retailing*, Vol. 77, No. 4, pp. 511-35.
- Claeys, C., Swinnen, A. and Abeele, V.A. (1995), "Consumers' means-end chains for 'think' and 'feel' products", *International Journal of Research in Marketing*, Vol. 12, pp. 193-208.
- Dawson, S., Bloch, P.H. and Ridgway, N.M. (1990), "Shopping motives, emotional states, and retail outcomes", *Journal of Retailing*, Vol. 66, No. 4, pp. 408-27.
- Demangeot, C. and Broderick, A.J. (2010), "Consumer perceptions of online shopping environments: a gestalt approach", *Psychology and Marketing*, Vol. 27, No. 2, pp. 117-40.
- Eastlick, M.A. and Lotz, S. (2011), "Cognitive and institutional predictors of initial trust toward an online retailer", *International Journal and Distribution Management*, Vol. 39, No. 4, pp. 234-55.
- Fassnacht, M. and Kose, I. (2007), "Consequences of web-based service quality: uncovering a multi-faceted chain of effects", *Journal of Interactive Marketing*, Vol. 21, No. 3, pp. 35-44.
- Grabner-Krauter, S. and Kaluscha, E.A. (2008), "Consumer trust in electronic commerce: conceptualization and classification of trust building measures", in Kautonen, T. and Karjaluoto, H. (Eds), *Trust and New Technologies: Marketing and Management on the Internet and Mobile Media*, Edward Elgar, Northampton, MA, pp. 3-22.
- Guiot, D. and Roux, D. (2010), "A second-hand shoppers' motivation scale: antecedents, consequences, and implications for retailers", *Journal of Retailing*, Vol. 86, No. 4, pp. 355-71.
- Ha, S. and Stoel, L. (2012), "Online apparel retailing: roles of e-shopping quality and experiential e-shopping motives", *Journal of Service Management*, Vol. 23, No. 2, pp. 197-215.
- Haselhoff, V., Faupel, U. and Holzmüller, H.H. (2014), "Strategies of children and parents during shopping for groceries", *Young Consumers*, Vol. 15, No. 1, pp. 17-36.
- Hirschman, E.C. and Holbrook, M.B. (1982), "Hedonic consumption: emerging concepts, methods and propositions", *Journal of Marketing*, Vol. 46, No. 3, pp. 92-101.
- Hoffman, D.L. and Novak, T.P. (1996), "Marketing in hypermedia computer-mediated environments: conceptual foundation", *Journal of Marketing*, Vol. 60, pp. 50-68.
- Holsapple, C.W. and Sasidharan, S. (2005), "The dynamics of trust in B2C e-commerce: a research model and agenda", *Information Systems and E-business Management*, Vol. 3, No. 4, pp. 377-403.
- Howard, J. (1977), *Consumer Behavior Applications and Theory*, McGraw-Hill Book Company, New York, NY.

- Hudders, L. (2012), "Why the devil wears Prada: consumers' purchase motives for luxuries", *Journal of Brand Management*, Vol. 19, No. 7, pp. 609-22.
- Jin, B. and Kim, J. (2003), "A typology of Korean discount shoppers: shopping motives, store attributes, and outcomes", *International Journal of Service Industry Management*, Vol. 14, No. 4, pp. 396-419.
- Kabadayi, S. and Gupta, R. (2011), "Managing motives and design to influence web site revisits", *Journal of Research in Interactive Marketing*, Vol. 5, No. 2/3, pp. 153-69.
- Kauffman, R., Lai, H. and Ho, C. (2010) "Incentive mechanisms, fairness and participation in online group-buying auctions", *Electronic Commerce Research and Applications*, Vol. 9, No. 3, pp. 157-88.
- Kaur, P. and Singh, R. (2007), "Uncovering retail shopping motives of Indian youth", *Young Consumers*, Vol. 8, No. 2, pp. 128-38.
- Kinard, B.R. and Valentine, R. (2003), "Interactive marketing: the influence of online shopping motives on consumer response behaviors", *Proceedings of the Academy of Marketing Studies*, Vol. 8, No. 1, pp. 29-32.
- Kim, J. (2012) "An empirical study on consumer first purchase intention in online shopping: integrating initial trust and TAM", *Electron Commer Res*, Vol. 12, pp. 125-50.
- Koo, D., Kim, J. and Lee, S. (2006), "Personal values as underlying motives of shopping online", *Asia Pacific Journal of Marketing and Logistics*, Vol. 20, No. 2, pp. 156-73.
- Ku, E. (2012), "Beyond price: how does trust encourage online group's buying intention?", *Internet Research*, Vol. 22, No. 5, pp. 569-90.
- Lee, S.M. and Lee, S.J. (2005-2006), "Consumers' initial trust toward second-hand products in the electronic market", *Journal of Computer Information Systems*, Vol. 46, No. 2, pp. 85-98.
- Lewicki, R. and Bunker, B.B. (1995), "Trust in relationships: a model of development and decline", in Bunker, B.B. and Rubin, J.Z. (Eds), *Conflict, Cooperation and Justice* (pp. 133-73), Jossey-Bass, San Francisco, CA.
- Li, C., Sycara, K. and Scheller-Wolf, A. (2010). "Combinatorial coalition formation for multi-item group-buying with heterogeneous customers", *Decision Support Systems*, Vol. 49, No. 1, pp. 1-13.
- Li, X., Hess, T. and Valacich, J. (2008) "Why do we trust new technology? A study of initial trust formation with organizational information systems", *Journal of Strategic Information Systems*, 17(1), 39-71.
- Mangleburg, T.F., Doney, P.M. and Bristol, T. (2004), "Shopping with friends and teens' susceptibility to peer influence", *Journal of Retailing*, Vol. 80, No. 2, pp. 106-11.
- McCarty, J.A. and Shrum, L.J. (1993), "A structural equation analysis of the relationships of personal values, attitudes and beliefs about recycling, and the recycling of solid waste products", *Advances in Consumer Research*, Vol. 20, pp. 641-46.
- McKnight, D.H., Cummings, L.L. and Chervany, N.L. (1998), "Initial trust formation in new organizational relationships", *The Academy of Management Review*, Vol. 23, No. 3, pp. 473-90.
- Minahan, S. and Huddleston, P. (2010), "Shopping with mum - mother and daughter consumer socialization", *Young Consumers*, Vol. 11, No. 3, pp. 170-77.
- Nadkarni, S. and Gupta, R. (2007), "A task-based model of perceived website complexity", *MIS Quarterly*, Vol. 31, No. 3, pp. 501-24.

- Noble, S.M., Griffith, D.A. and Adjei, M.T. (2006), "Drivers of local merchant loyalty: understanding the influence of gender and shopping motives", *Journal of Retailing*, Vol. 82, No. 3, pp. 177-88.
- Nollet, J. and Beaulieu, M. (2005), "Should an organization join a purchasing group?", *Supply Chain Management*, Vol. 10, No. 1, pp. 11-17.
- Novak, T.P., Hoffman, D.L. and Duhachek, A. (2003), "The influence of goal-directed and experiential activities on online flow experiences", *Journal of Consumer Psychology*, Vol. 13, No. 1-2, pp. 3-16.
- Olson, J.C. and Jacoby, J. (1973), "Cue utilization in the quality perception process", in *Proceedings of 3rd Annual Conference on Association for Consumer Research, Chicago*, pp. 167-79.
- Parsons, A.G. (2002), "Non-functional motives for online shoppers: why we click", *Journal of Consumer Marketing*, Vol. 19, No. 5, pp. 380-92.
- Rodgers, S. and Thorson, E. (2000), "The interactive advertising model: how users perceive and process online ads", *Journal of Interactive Advertising*, Vol. 1, pp. 45-52.
- Roux, D. and Guiot, D. (2008), "Measuring second-hand shopping motives, antecedents and consequences", *Recherche et Applications en Marketing*, Vol. 23, No. 4, pp. 63-94.
- Sakawee S. (2013), "2013 was a year of booming social e-commerce in Thailand by Saiyai Sakawee", available at <http://www.techinasia.com/2013-year-booming-social-ecommerce-thailand/>
- Schollosser, A.E. (2003), "Experiencing products in the virtual world: the role of goal and imagery in influencing attitudes versus purchase intention", *Journal of Consumer Research*, Vol. 30, pp. 184-98.
- Shang, R.A., Chen, Y.C. and Shen, L. (2005), "Extrinsic versus intrinsic motivations for consumers to shop on-line", *Information and Management*, Vol. 42, pp. 401-13.
- Sweeney, J. and Soutar, G. (2001), "Consumer perceived value: the development of a multiple item scale", *Journal of Retailing*, Vol. 77, pp. 203-20.
- The Nation (2012), "Trends show 2013 will be year of e-commerce, Net service firm says", available at <http://www.nationmultimedia.com/business/Trends-show-2013-will-be-year-of-e-commerce-Net-se-30196992.html>
- Thøgersen, J. and Grunert-Beckmann, S.C. (1997), "Values and attitude formation toward emerging attitude objects: from recycling to general, waste minimizing behavior", *Advances in Consumer Research*, Vol. 27, pp. 182-89.
- Vinson, D.E., Scott, A. and Lamont, L. (1977), "The roles of personal values in marketing and consumer behavior", *Journal of Marketing*, Vol. 41, pp. 45-50.
- Wakefield, R.L., Stocks, M.H. and Wider, W.M. (2004), "The role of web site characteristics in initial trust formation", *Journal of Computer Information Systems*, Vol. 45, No. 1, pp. 94-103.
- Wang, Y.J., Doss, S.K., Guo, C. and Li, W. (2010), "An investigation of Chinese consumers' outshopping motives from a culture perspective: implications for retail and distribution", *International Journal of Retail and Distribution Management*, Vol. 38, No. 6, pp. 423-42.
- Watne, T., Lobo, A. and Brennan, L. (2011), "Children as agents of secondary socialization for their parents", *Young Consumers*, Vol. 12, No. 4, pp. 285-94.
- Weber, J.M., Malhotra, D. and Murnighan, J.K. (2004), "Normal acts of irrational trust: motivated attributions and the trust development process", *Research in Organizational Behavior*, Vol. 26, 2004, pp. 75-101.

- Wiedmann, K., Hennigs, N. and Klarmann, C. (2012), "Luxury consumption in the trade-off between genuine and counterfeit goods: what are the consumers' underlying motives and value-based drivers?", *Journal of Brand Management*, Vol. 19, No. 7, pp. 544-66.
- Wolfenbarger, M. and Gilly, M.C. (2001), "Shopping online for freedom, control, and fun", *California Management Review*, Vol. 43, No. 2, pp. 34-55.
- Wu, L. and Chen, J. (2005), "An extension of trust and TAM model with TPB in the initial adoption of online tax: an empirical study", *International Journal of Human-Computer Studies*, Vol. 62, pp. 784-808.
- Yoon, S.J. (2002), "The antecedents and consequences of trust in online purchase decisions", *Journal of Interactive Marketing*, Vol. 16, No. 2, pp. 47-63.
- Zhao, J., Ma, Q. and Zhang, Y. (2012), "Investigating moderators between online customer reviews and initial trust in China", *International Journal of Advancements in Computing Technology*, Vol. 9, No. 19, pp. 408-14.

