



Online Consumer Purchase Behaviour

An Experimental Study on the Effects of Online Reviews Valence and Information Completeness on Consumer's Trust, Perceived Risk and Intention to Purchase through Facebook in the Netherlands.

Master Thesis

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ABSTRACT

Purpose: Studies have shown that among several social media networks, purchasing through Facebook has been growing in the field of business and academic articles. Today, some organizations and online sellers are allowing consumers to buy their product and services through Facebook sites without needing to leave Facebook platform. On the other hand, online shoppers are also bringing their online experience into their own social platform rather than engaging directly on organization websites. Thus, the main objectives of this study is to examined how online reviews, information completeness and price factor influences consumer; (1) Perceived risks such as process risk, financial risks and privacy risk, (2) Trust such as benevolence trust, competence trust and integrity trust and (3) purchase intention to buy from a Facebook seller's account.

Method: A 2x2x2 experimental study was performed in which information completeness (complete information vs. incomplete information), online reviews valence (mix reviews vs. purely positive reviews), and the product price (high vs. low) were manipulated. The effects and interactions of these variables on perceived risks, trusts and purchase intention were assessed. For this study, 216 respondents residing in the Netherlands were asked to participate in the experimental research. The participants were showed the manipulated Facebook seller's timeline and based on that, they were asked to responds to some statement concerning their perceived risks, trust and purchase intention.

Results: A MANOVA analyses conducted on the results from survey of 216 participants showed no significant effects of information completeness and product price on perceived risks (process risk, financial risks and privacy risk), trust (benevolence trust, competence trust and integrity trust) and purchase intention. However, there is a main effect found for reviews valence on process risk. Also, two way interaction effects were found for information completeness and reviews valence on privacy risk. Lastly, three way interaction effects were found for online reviews, information completeness and product price on purchase intention.

Conclusion: The findings of this study suggest that mix reviews valence (positive and negative) can influence consumer process risk perception when considering whether to purchase from a seller through Facebook account. Importantly, consumers often review comments on a Facebook timeline before engaging or purchase from a seller on Facebook environment. Online sellers should take into account the important role reviews valence can have on online shopper's process risk. In a summary, there is need not to underestimate the impact reviews can have on online shopper purchasing behavior, in particular on a Facebook context.

Keywords: Social media, facebook, online reviews, information completeness, perceive risks, trust, online sellers and vendors.

ABSTRACT	i
1. INTRODUCTION	1
2. Literature Review	3
2.1 Purchasing Through Facebook	3
2.2 Trust, Perceived Risk and Intention to Purchase.....	3
2.3 Information Completeness	4
2.4 Consumer Reviews Valence.....	5
2.5 Product Price as a Moderator.....	7
2.6 Theoretical Framework	8
3. METHODOLOGY	9
3.1 Research Design	9
3.2 Stimuli Material.....	9
3.3 Pre-study of Price and research stimuli	11
3.4 Data Collection Procedure	11
3.5 Population and Sampling	11
3.6 Manipulation Check.....	12
3.7 Measurement.....	13
3.7.1 Perceived risks (process, financial and privacy).....	13
3.7.2 Trusts (benevolence, competence and integrity).....	13
3.7.3 Purchase Intention.....	13
3.7.4 Reliability and Validity of the Construct Instruments.....	13
4. Results.....	16
4.1 Hypothesis Testing.....	16
4.1.1 Main effect of information completeness on dependent variables.....	18
4.1.2 Main effect of online reviews valence on dependent variables.....	18
4.1.3 Interaction of information completeness and review valence on the dependent variables.....	19
4.1.4 Interaction of information completeness and product price on the dependent variables.....	19
4.1.5 Interaction of product price and online reviews valences on the dependent variables.....	19
4.1.6 Interaction of information completeness, online reviews valences and product price on the dependent variables.....	19
4.2 Overview of the Hypotheses Testing	22
5. Discussions.....	24
5.1.1 Discussion of information completeness main effects on perceived risks, trust and purchase intention	24
5.1.2 Discussion of online reviews valence main effects on perceived risk, trust and purchase intention	24
5.1.3 Discussion of online reviews valence and information completeness interaction effect.....	25
5.1.4 Discussion of product price as a moderation	25
5.2 Theoretical and Practical Implication of the Study	26
5.3 Limitations and Future Research	26
5.4 Conclusion	27
References	28
Appendices	31
Appendix 1: Manipulated Stimuli.....	31
Appendix 2: Research questions and statements.....	39
Appendix A:.....	44

1. INTRODUCTION

Over the past few years, social media has become very important and use by businesses to reach and engage consumers (Waters, Burnett, Lamm & Lucas, 2009). The use of Facebook, Instagram and Youtube in the Netherlands has continued to increase yearly and these online social networks have approximately 7.5 million, 1.5 million and 1.7 million users every day (Veer, Boeke & Peter, 2017). Among several social media networks, Facebook has become one of the most famous online network sites by having more users and large volume of access or use (Hsu, 2012). About one in ten visits to a websites is believed to come directly after a visit to a Facebook (Dennis & Harris, 2011). According to Lampe, Ellison and Steinfield (2006), "Facebook has become hugely popular among college students since its inception in 2004".

Electronic shoppers are also bringing their online experience into their own social platform rather than engaging directly on organization websites (Dennis & Harris, 2011). Social media such as Facebook that initially begins as a platform for online identity formation (connecting with family, friends and meeting new people) has now introduced new features that foster consumers purchasing from Facebook networks (Dennis & Harris, 2011; Wilson, Gosling & Graham, 2012). Innovative businesses such as Delta Airlines, Malaysian Airlines and Avon allow consumers to buy their services through Facebook sites without needing to leave Facebook platform (Dennis & Harris, 2011). However, searching, browsing and purchasing a product on social networks can be time consuming and challenging undertaking for online shoppers (Leeraphong & Mardjo, 2013). About 80% or more of online consumers have at one point exited social network sites without getting what they want (Kim, Lee & Kim, 2004; Leeraphong & Mardjo, 2013). Innovative online shop technologies, such as web-based personalized referrer technologies, allow online sellers to improve their consumer's decision making and their bottom line. Notwithstanding, research have found that online shoppers appreciate and are more open to referrer from source they know is credible and trusted, such as friends and family-members, instead of web-based referral technologies (Leeraphong & Mardjo, 2013).

Several studies have found that word-of-mouth campaigns on Facebook can lead to increase dividends in brands awareness (Ferguson, 2008; Soutter, 2014). Mattisen and Stangeby (2017) reveal that ad effectiveness and buying intention can rise to about 37%. Hence, the use of social media can be effective tools to grow business operations in the marketplace. Although, the internet has given the possibilities for sellers to engage and perform transaction with consumers online, in many situations, e-commerce businesses have not been able to reach its full potential because of lack of online consumer trust (Hassanein & Head, 2004). According to study of Gerding, Rogers, Dash and Jennings (2007), there are many independent sellers that compete for consumers and lay their own rules and conditions (e.g. price, product, service and duration) within an intermediate platform that bring consumers and sellers together in a single platform such as eBay, Amazon, Yahoo and Facebook.

Among the mentioned social networks, purchasing through FB has been growing in the field of business and academic articles (Dennis & Harris, 2011; Leeraphong & Mardjo, 2013; Facebookbusiness, 2017). Purchasing through Facebook refers to buying of a product, such as shoes, bags, watches et cetera from a seller via Facebook platform. For example, an online shopper, while viewing his or her Facebook timelines come across a seller on Facebook who offers to sell their product on Facebook platform and after reviewing the product the shopper decides to contact the seller in order to purchase the products. Nonetheless, there are still limited studies on the influencing factors in purchasing through Facebook. In this paper, some of the key predictors that impact online shoppers trust, perceived risks and intention to purchase includes information completeness of the sellers and online reviews from prior consumers (Kim, Ferrin & Rao, 2008; Moon, Chadee & Tikoo, 2008; Sam & Tahir, 2009; Leeraphong & Mardjo, 2013; Huang & Chen, 2017). When it comes to purchasing through Facebook platform, it is considered to be very risky: (1) since it is an open network with no standard rule to be a seller or to establish a business-to-consumer webpage (Leeraphong & Mardjo, 2013), and (2) consumers have no physical contact with the online seller or feel the product personally (Beldad, Jong &

Steehouder, 2010). For that reason, online shopper's trust, perceived risks and intention to buy from sellers on social media is impacted, "where transactions are more impersonal, anonymous and automated" (Hassanein & Head, 2004).

Research into the effect of trust and perceived risks in purchasing through online platforms, reveals that trust in online seller can increase when perceived risks is reduce through online reviews and when complete information about the seller is provided (Kim, Ferrin & Rao, 2008; Beldad, Jong & Steehouder, 2010). These effects show that in today e-commerce environment, consumers depend in online reviews in their intention to choose or buy a product or service (Shi & Liao, 2017). Consumers often share their experiences and knowledge about a product or service through Facebook newsfeed and timelines (Huang & Chen, 2017). Consumers do this in order to reduce the level of risk involved in online transaction (Chatterjee, 2001; Sparks & Browning, 2011). Furthermore, most studies have shown that positive and negative reviews have a stronger effect in consumers trust level (Doh & Hwang, 2009; Eisend, 2006; Huang & Chen, 2017). Nonetheless, there is still little studies of the effect of purely positive reviews versus mix reviews (positive and negative) on consumer perceived risk and trust in their purchase intention through Facebook. According to Kusumasondjaja and Marchegiani (2012), when a review is purely positive, it lead to consumer doubting the trustworthiness of the online platform and cause them to seek for negative reviews to provide them with complete information about the seller or products.

Therefore, this study aimed to examined how online reviews, information completeness and price factor influences consumer; (1) Perceived risks such as process risk, financial risks and privacy risk, (2) Trust such as benevolence trust, competence trust and integrity trust and (3) purchase intention to buy from a Facebook seller's account. In order to research about this, the following two research questions are developed:

Research question 1: *To what extent do information completeness and online reviews valence affect consumer's trust, perceived risks and purchase intention to buy a product through a seller's Facebook account.*

Research question 2: *To what extent do product price moderates the relationship between online reviews valence, information completeness and trust, perceived risks and purchase intention towards buying a product through a seller's Facebook account.*

The findings from this study have theoretical and practical implications. This study is important to examine because it provides a better overview of consumer concerns in online shopping and contribute to previous research studies on purchasing through Facebook seller's account. Furthermore, this paper suggests recommendation how online sellers can improve their online activity to gain higher consumers trust, purchase intention and lower their perceived risks in an online transaction. Thus, by comparing the effect of purely positive reviews versus mix reviews (positive and negative) on consumers intent to buy a product through a seller Facebook account, online sellers can better understand consumer perception in online transaction. Additionally, online sellers can take notice of the important role and effect information completeness has on consumers buying intent on a Facebook sites, in particular.

This study is designed as follows: the next section develops a theoretical framework of information completeness and online reviews in regards to its impact on consumer intent to buy a product through Facebook including the presentation of constructed variables and hypotheses questions. An experiment study is conducted and empirically investigating the effect of information completeness, online reviews valence and consumers perceived risks as well as moderating effects of product price on consumer's decision to purchase from a Facebook sellers account. Afterwards, the study outlines the empirical approach used, discussion of the outcomes and implication of the findings for future research as well as limitations of the study.

2. LITERATURE REVIEW

After a thorough reviewed of published articles, a theoretical framework that provides an extensive overview and capture the distinctiveness of consumer's decision to purchase from a social media platform are discussed. Consumer intent to purchase from a seller Facebook account can be positively or negatively influence by the level of trust in the sellers, perceived risks, Purchase intention, information completeness and online reviews.

These factors must be thoroughly evaluated when engaging with consumers on a social network. Hence, an overview of these factors are provided and discussed. In order for sellers to increase consumers trust and lower perceived risks in their decision to purchase from Facebook environment, online sellers must take into consideration consumers concerns in online transaction.

2.1 Purchasing Through Facebook

Intention to purchase refers to the likelihood that a consumer will buy the product or service (Chai, et al., 2010). The rapid growth of mobile technology and social media websites has substantially changed the way companies and online businesses interact, engage and initiate transaction with consumers (Duffett, 2015). More than 75% of active Facebook users engage with a firm through Smartphone (Anderson, et al., 2014). Nowadays, consumers are not merely only engaging with companies in a physical store or on their organization webpage but are also sharing their experiences on social media such as Facebook and Instagram (Dennis & Harris, 2011). Social media such as Facebook has become a crucial marketing communication tools to reach and influence consumer, particularly the younger generation (Duffett, 2015).

Social media (Facebook) has given the possibilities for consumers to make purchase via its networks (Dennis & Harris, 2011; Wilson, Gosling & Graham, 2012). Innovative businesses such as Delta Airlines, Malaysian Airlines and Avon allow consumers to buy their services through Facebook sites without needing to leave Facebook platform (Richard, 2013; Dennis & Harris, 2011). Consumer social media usage is of great benefit to companies as it can be used to predict these consumers future purchase intention and understand their perception of a particular brand (Duffett, 2015). However, before consumers purchase from an online seller, they need to know and be assured that it is not risky or involve financial losses, except they trust the seller (Moon, Chadee & Tikoo, 2008; Kim, Ferrin & Rao, 2008).

2.2 Trust, Perceived Risk and Intention to Purchase

Trust is usually emphasized as a key factor in online transactions (Gallant, Irizarry & Kreps, 2007). Trust has a broader perspective in academic journals and there several definitions of trust in online transaction. According to Aljazzaf, Perry and Capretz (2010), online trust is defined as the willingness of an individual to be vulnerable to the action of another individual on the ground of hoping that the other person will do a specific action relevant to the trustor, notwithstanding whether the person monitor or control the other person. Hence, online trust expect that though the consumer is not in control or monitor the action of the seller but hopes he or she is not exploited via the online exchange or transaction. Trust plays a key aspect in developing satisfied and expected results in an online transaction (Ling, Chai & Piew, 2010).

According to Chong (2004) consumers overall trust in transaction is described through three unique aspects such as perceived benevolence, competence and integrity. Benevolence refers to the belief that the provider or seller will act in accordance to the interest of the consumers and will not abuse the relationship (Chellappa & Sin, 2005; Leeraphong & Mardjo, 2013). Competence on the other hand refers to consumer believes that the seller have the capabilities and powers to provide the transaction goods or services agreed on (Chong, 2004). While, integrity trust refers to the assurance that the service provider will do as promised (Chellappa & Sin, 2005). Indeed, seller's integrity will have an effect on the consumer to trust and foster their intention to purchase or not from a particular seller online (FB). When a consumer's believes of seller's integrity, benevolence and competence increases, their intention to purchase will increases as well. Thus, the trust

consumers feel in sellers (trust in sellers) is critically important and must be understood in an online exchange or transaction.

Perceived risk is another factor that is found to affect consumer's intention to buy from a particular seller in an online environment. According to Kim, Ferrin and Rao (2008), consumers are very sensitive to perceived risks when engaging in an online transaction. Perceived risks has a strong negative effect toward adoption of technology as such only consumers who belief using Facebook to buy a products or services has a less risk will engage to perform transaction through the platform (Leeraphong & Mardjo, 2013). Perceived risks refer to consumer's belief about a negative uncertainty outcomes involved from online purchase (Kim, et al, 2008; Leeraphong & Mardjo, 2013). Consumer tend to hesitate or withdrawn when they perceived the risks to be too high (Leeraphong & Mardjo, 2013).

A study by Kim et al (2008) reveals that among several types of risks that have been identified by scholars, three kinds of risk are paramount in an online transaction namely, financial risk, process risk and privacy risk. Process risk refers to the product itself, for instance, after ordering a product and when it is delivered you found that the product is faulty (Ferrin, et al., 2008), or failure on the sellers side to deliver the product in the promised given period (Verhagen, Meents & Tan, 2006). Financial risk on the other hand may consist of monetary cost and time (e.g ordering a wrong product type or mistakenly double click transaction button due to technological error) (Bart, Urban & Shankar, 2005; Kim, et al., 2008). While, privacy risk is associated to abuse of personal privacy data (e.g credit card information stored and use by third party for ad communication without the person consent) (Bart, et al, 2005; Kim, et al, 2008).

Thus, this research will evaluate perceived risks in regards to consumer's intentions to buy through Facebook seller's account. This will be performed by concentrating on perceived risks concept that is directly related to online purchase such as process risk, financial risk and privacy risk (Ling, Chai & Piew, 2010). It is crucial to know how consumers are evaluating these online risks in regards to their decision to purchase from online environment. On a general note, the issue of trust is only important when there is a perceived risk involved and since trust is a strong influence factor of purchase intention (Kim, et al., 2008; Moon, et al., 2008; Sam & Tahir, 2009; Leeraphong & Mardjo, 2013; Huang & Chen, 2017).

As mentioned in section 2.1, intention to purchase refers to the likelihood that a consumer will buy the product or service (Chai, et al., 2010). Intent is itself informed by attitudes toward the behavior (Sam & Tahir, 2009). Consumer purchase intention in online platform will decide the power of consumer's intention to perform a certain purchasing behavior through FB platform (Ling, Chai & Piew, 2010). As long as online consumers plan to carry out intention to purchase, the consumer will probably succeed in his or intent to the extent that the consumer is given the necessary information (Kim, Lee & Kim, 2004).

When looking at consumer decision to purchase through Facebook seller's account, perceived risks and trust is identified to influence consumer intent in online transaction. Some of the risks in Facebook purchasing include being scammed, received wrong products and privacy violation such as retrieval of credit card details after purchase (Leeraphong & Mardjo, 2013; Huang & Chen, 2017). In order to gain more understanding of the effect of trust and perceived risks involve in consumer intentions to buy through Facebook, this research investigates the three factors that influence how consumer makes their online purchasing decision: (a) information completeness, (b) online review valence, and (c) product price effect.

2.3 Information Completeness

Information completeness is believed to influence consumer's trust to purchase from a particular seller in online transaction (Bart, et al., 2005; Sam & Tahir, 2009). Complete information about the seller, product and service has been found to be linked to perceived risk and trust in online transaction (Moharrer et al., 2006). Information search, retrieval and transfer are initial stages before consumer engaging in an exchange to purchase a product or service in online platform (Ling, Chai & Piew, 2010).

Complete information refers to the amount and whole of information, not just in part, about a product or service needed to perform an online transaction (Sam & Tahir, 2009). Thus, complete information means that consumers are given full detail information about the sellers such as address, email and phone contact. Additionally, consumers are provided full information about the products such as price details, payment, delivery, privacy statement, security and navigation information.

According to Ling, Chai and Piew (2010), consumers assess their online purchase experience base on information completeness (e.g. product information, payment method, delivery criteria, perceived risk associated, privacy, security, navigation, entertainment and enjoyment in the online environment. Without a complete information about the seller or their products and services, most online consumers abandon purchasing from the seller and buy from another seller with complete information (Bart, et al., 2005; Sam & Tahir, 2009). In addition, online consumer often search and compared information such as price information, seller contact information and product information before engaging in a final purchase or transaction (Kim, Lee & Hiemstra, 2004).

Therefore, it can be expected that complete information will increase the level of trust and decrease perceived risk. Previous studies that looked into online trust showed information in terms of usefulness, accuracy and completeness leads to a more increase consumer trust in online platforms, and this is due to the fact that consumer can not feel the product in online network, they need thorough and complete information to facilitate their purchase intentions (Beldad, Jong & Steehouder, 2010). On the other hand, it can be expected that incomplete information can lead to more uncertainty and higher perceived risk in online transaction as consumers do not have proper information to facilitate their purchase intentions. Thus, it is hypothesize that:

H1: (a) Process risk, (b) financial risk and (c) privacy risk of buying through FB seller's account is evaluated lower for complete information condition than for incomplete information condition.

H2: (a) Benevolence trust, (b) competence trust and (c) integrity trust of buying through FB seller's account is evaluated more positively for complete information condition than for incomplete information condition.

H3: Consumer's intention of buying through FB seller's account is higher for complete information condition than for incomplete information condition.

2.4 Consumer Reviews Valence

Apart from information completeness, another factor that is identified to influence consumer's purchase intention is prior consumer online reviews about the seller or products (Chatterjee, 2001; Sparks & Browning, 2011). Consumer's online reviews also known as electronic word of mouth refers to information created and posted by consumers, which may capture the attention of other consumers, arouse their reactions, and foster their intention to purchase and appreciate the benefit and values of a product or services (Shi & Liao, 2017). Additionally, online reviews are useful as a means to compete for consumer attention and visits (Chatterjee, 2001). In social network platform (FB), consumers share their experiences, opinions and knowledge with others through FB newsfeed, timelines and chat rooms (Huang & Chen, 2017).

According to Sparks and Browning (2011), consumer's reviews valence can be both positive and negative that strongly influence consumer trust and risk. Similarly, Chatterjee (2001) study showed that positive or negative comments by consumers play an essential role in online transaction. Leeraphong and Mardjo (2013) pointed out that companies are at a great loss if they decide to disregard consumer's comments on social media and choose not to take it seriously. Consumer reviews have the power to improve or affect a company's reputation in online environment (Sparks & Browning, 2011). "A satisfied consumer will tell some persons about their experience with a seller, but dissatisfied consumers will tell everyone in their network" (Chatterjee, 2001). Furthermore, consumers rely on reviews in their intention to select or purchase a product or service (Sparks & Browning, 2011). Additionally, consumer reviews provide consumer's access to past service experience to enable and support their belief and trust that a seller will fulfill their own part of the contract agreed-upon

(Sparks & Browning, 2011; Shi & Liao, 2017). Prior studies have found that negative reviews have more impact to organization image, product and purchase than positive reviews (Chatterjee, 2001; Sparks & Browning, 2011; Shi, 2016; Huang & Chen, 2017). Positive reviews are indicated by pleasant, clear or proper description of experience, while, negative reviews on the other hand is defined by consumers complains, unpleasant, deception of product descriptions (Sparks & Browning, 2011). Consumers tend to turn to online reviews to reduce the level of risk uncertainties involved in online transaction (Chatterjee, 2001; Sparks & Browning, 2011; Shi, 2016). When there are too many negative reviews from prior consumers, potential consumers form an increased negative attitude toward the seller and their product in online transaction (Sparks & Browning, 2011).

Most studies have focused on positive and negative online reviews, but not many studies have investigated the effect of purely positive reviews versus mix review (positive and negative) on consumer perceived risk, trust and purchase intention. Customers tend to trust an online shop that posts both positive and negative reviews compared to another shop that presents only positive reviews (Doh & Hwang, 2009; Eisend, 2006). The reason to study this is to contribute to the body of knowledge the impact of online reviews on consumers from a Facebook context. The study by Kusumasondjaja and Marchegiani (2012) showed that when online review is only positive, it caused dissonance and suspicion of consumer in regards to the trustworthiness of the online sellers and result to consumer seeking for negative reviews to provide them with complete information about the seller or products.

Based on the few studies findings into this subject, this paper examined the impact of purely positive reviews versus mix reviews (positive and negative) on consumer perceived risk and trust in their purchase intention. Therefore, it is hypothesis that:

H4: (a) Process risk, (b) financial risk and (c) privacy risk of buying through FB seller's account is evaluated lower when the online reviews are mix (positive and negative) than when the online reviews are purely positive.

H5: (a) benevolence trust, (b) competence trust and (c) integrity trust of buying through FB seller's account is evaluated higher when the online reviews are mix (positive and negative) than when the online reviews are purely positive.

H6: Consumer's intention of buying through FB seller's account is higher when the online reviews are mix (positive and negative) than when the online review valences are purely positive

The type of online reviews valence not only affects perceived risk and trust, it can also be theorize to have an influence on the relationship of information completeness on trust, perceived risk and purchase intention. As described previously, incomplete information can negatively affect consumer's trust and perceived risk on the credibility of the online seller authenticity (Bart, et al., 2005; Sam & Tahir, 2009). Hence, an interacting effect of online reviews valence in connection between information completeness on perceived risk and trust can be assumed. In particular, online reviews can provided consumers information necessary to purchase from a specific seller on social network, which increases the relationship between complete information and perceived risk and trust to become stronger. Incomplete information does not give any clearer cues, which make the relationship between information completeness and perceived risk and trust less effective.

H7a. There is an interacting effect of online reviews valence and information completeness on perceived risk: (a) process risk, (b) financial risk and (c) privacy risk, where these risks are evaluated lower if consumers are buying a product from a sellers Facebook account but they have access to complete information plus mix review valence condition in opposition to incomplete information plus purely positive reviews valence condition.

H7b. There is an interacting effect of online reviews valence and information completeness on trust: (a) benevolence, (b) competence and (c) integrity, where these trusts are evaluated higher if consumers are buying

a product from a sellers Facebook account but they have access to complete information plus mix review valence condition in opposition to incomplete information plus purely positive reviews valence condition.

H7c: There is an interacting effect of online reviews valence and information completeness on purchase intention, where consumer purchase intention are evaluated higher if consumers are buying a product from a sellers Facebook account but they have access to complete information plus mix review valence condition in opposition to incomplete information plus purely positive reviews valence condition.

2.5 Product Price as a Moderator

Another variable that is found to moderate consumer trust and perceived risk is product price (Hassanein & Head, 2004; Rao, et al., 2008; Moon, et al., 2008). Beldad, Jong and Steehouder (2010) found that one of the dangers of online shopping is that consumer cannot physically experience the product during purchase. Moreover, because of the physical distance between consumer and seller in the online environment, online purchasing incurs uncertainty and involves high risks, which emanate from time of purchase and delivery of the products (Kim, Xu & Gupta, 2011). A product that has a higher price is noted to influence consumer's trust in their purchase intention (Ridgway, Netemeye & Lichtenstein, 1993). Although, price level is found to vary among consumers in their trust to purchase a product (Dodds, et al., 1991, as cited in Haemoon, 1999; Erickson & Johansson, 1985). This could be as a result of differences income earnings and status. For example, some consumers may consider a product of £39.00 very "expensive" and others may consider it "cheap" (Dodds, et al., 1991, as cited in Haemoon, 1999). Nonetheless, Consumers are observed to be price-sensitive when deciding to purchase a product (Dodds, Monroe & Grewal, 1991, as cited in Haemoon, 1999). Price refers to monetary sacrifice for acquiring a product or a quality indicator of a product (Kim, Xu & Gupta, 2011).

Generally, price has both positive and negative impact on consumer's trust, perceived risks in their intention to purchase a product or services (Erickson & Johansson, 1985; Ridgway, 1993). If the price of a product is very expensive, consumer may seek for substitute or engage in complete information search to support their trust in purchasing a specific product (Moon, et al., 2008). This is consistent to Bart, et al., (2005); Sam and Tahir (2009) findings that without a complete information about the seller or their products and services, most online consumers abandon purchasing from the seller and buy from another sellers with complete information. Therefore, it is hypothesises that;

H8a. Product price moderates the relationship between information completeness and perceived risks: (a) process risk, (b) financial risk and (c) privacy risk, where these risks are evaluated lower if consumers are buying a product that is expensive when compared to not expensive product but they have access to complete information of the FB sellers and its products.

H8b. Product price moderates the relationship between information completeness and trust: (a) benevolence, (b) competence and (c) integrity, where these trusts are evaluated higher if consumers are buying a product that is expensive when compared to not expensive product but they have access to complete information of the FB sellers and its products

H8c. Product price moderates the relationship between information completeness and purchase intention, where purchase intention is evaluated higher if consumers are buying a product that is expensive as compared to not expensive product but they have access to complete information of the sellers and its products on Facebook.

Moreover, consumers often rely on reviews in their intention to select or purchase a product from a seller in an online transaction (Sparks & Browning, 2011). This is to affirm and assure the consumer that the seller can be trusted to deliver good product without the consumer's fears of being cheated (Shi & Liao, 2017). As describe previously, price is found to influence consumer's trust in their purchase intention (Ridgway, Netemeye & Lichtenstein, 1993). If the price of a product is perceived to be very expensive, consumer may

seek for substitute or engage in information search to support their trust in purchasing a specific product (Moon, et al., 2008). Hence, a moderating influence can be observed of product price in the relationship between online reviews valence and purchase intention in Facebook online transaction. To be clear, product with a high price can cause an extensive online review search by consumer, while product with lower price may not be considered as so important to indulge in an extensive online review search. This showed that product price may either increase or decrease online reviews search. Therefore, it is hypothesized that:

H9a. Product price moderates the relationship between online reviews valence and perceived risks: (a) process risk, (b) financial risk and (c) privacy risk, where these risks are evaluated lower if consumers are buying a product that is expensive when compared to not expensive product but they have access only to purely positive reviews valence of the FB sellers and its products.

H9b. Product price moderates the relationship between online review valence and trust: (a) benevolence, (b) competence and (c) integrity, where these trusts are evaluated higher if consumers are buying a product that is expensive as compared to not expensive product but they have access to mix reviews valence (positive and negative) of the seller on Facebook.

H9c. Product price moderates the relationship between online review valence and purchase intention, where consumer's intention is evaluated higher if consumers are buying a product that is expensive as compared to not expensive product but they have access to mix reviews valence (positive and negative) of the sellers on Facebook.

2.6 Theoretical Framework

The theoretical framework which is used in this paper was developed to investigate the effect of information completeness and online reviews valence on trust, perceived risk and purchase intention in an on online transaction, Facebook in particular. The independent variables are information completeness and online reviews valence. The moderating variable is product price and the dependent variables are trust, perceived risks and purchase intention. Figure 1 below shows the theoretical framework and hypotheses that will be tested.

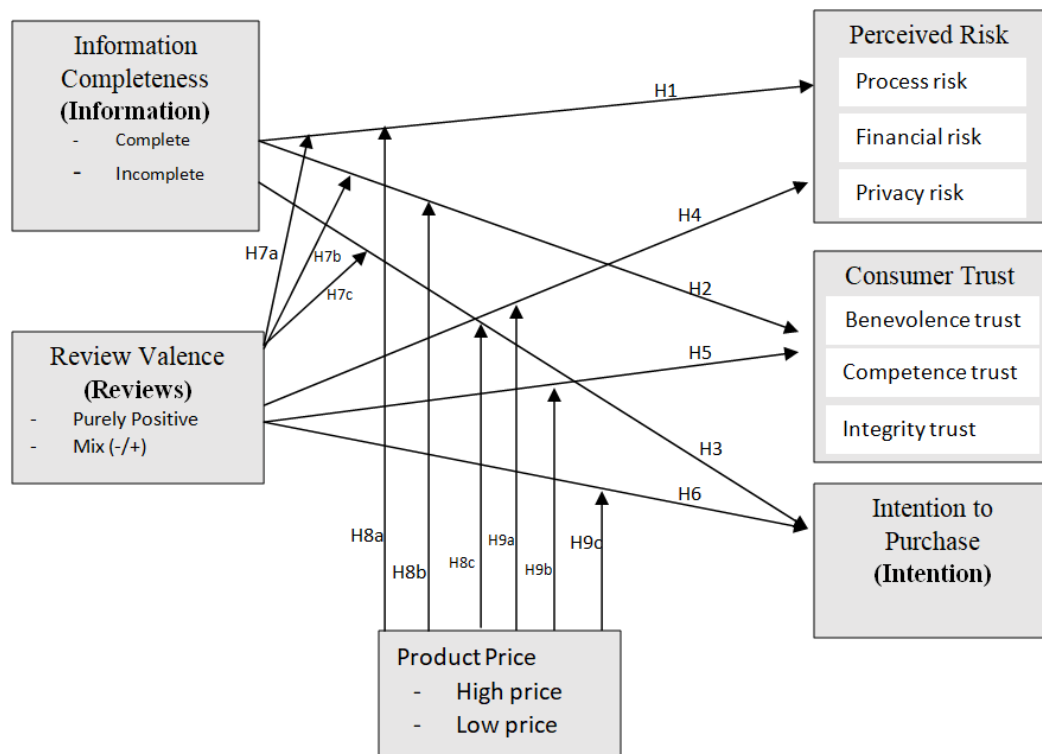


Figure 1: Theoretical framework

3. METHODOLOGY

3.1 Research Design

An experimental research was performed to investigate the relationship between information completeness and online reviews valence on consumer's trusts, perceived risks and purchase intention when buying through a Facebook seller's account. The research also included the examining of how product price can moderates information completeness and online reviews valence on consumer decision to purchase a product from a particular seller's Facebook account.

The experimental study was conducted by using a 2x2x2 between subjects design. The two independent variables, "Information completeness" (Complete information versus incomplete information) and "online reviews valence (mix reviews valence (positive and negative) versus purely positive reviews) was decided as the experimental manipulation. This is because as mentioned earlier on, information completeness online reviews valence is believed to influence consumer's trust, perceived risk and purchase intention when considering to buy from a particular seller in online transaction (Bart, et al., 2005; Sam & Tahir, 2009; Sparks & Browning, 2011). Thus, it was important to measure if these variables actually affect consumers trust, perceived risks and intention to purchase through a seller's Facebook account. Therefore, "trust" (Benevolence trust, competence trust and integrity trust) and "perceived risks" (process risk, financial risk and privacy risk) were taken as dependent variables. Product price (high versus low price) were added as a moderator in the study. This is based on previous researches that product price has a connection relationship between information completeness and online reviews valence on consumer's trust, perceived risk and purchase intention (Ridgway, Netemeye & Lichtenstein, 1993; Shi & Liao, 2017).

3.2 Stimuli Material

To investigate the impact of information completeness, online reviews valence, and product price on trust, perceived risk and consumers purchase intention to buy from a seller's Facebook account, eight kinds of stimuli were developed. The eight stimuli materials for manipulation check questions are presented in table I and the final stimuli materials can be found in Appendix 1.

Table 1

Stimuli Conditions in 2x2x2 Between Subjects-Design

Condition	Information Completeness	Reviews Valence	Price
1	Complete Information	Mix reviews	High price
2	Complete Information	Mix reviews	Low price
3	Incomplete Information	Mix reviews	High price
4	Incomplete Information	Mix reviews	Low price
5	Incomplete Information	Purely Positive reviews	High price
6	Incomplete Information	Purely Positive reviews	Low price
7	Complete Information	Purely Positive reviews	High price
8	Complete Information	Purely Positive reviews	Low price

Firstly, information completeness was manipulated by showing some participants Facebook timeline with complete information and the other group got incomplete information. Complete information refers to the amount and whole of information, not just in part, about a product or service needed to perform an online transaction (Sam & Tahir, 2009). Hence, complete information means that consumers are provided full detail information about the sellers such as address, email and phone contact. While in the incomplete information scenarios consumers are provided less information about the seller such as only email on the Facebook timeline of the sellers.

Secondly, online reviews valence was manipulated by showing the participants either mixed reviews valence (positive and negative) or only purely positive reviews. The reviews consist out of six persons evaluating a

product on a Facebook timeline. These reviews from total of six individuals were presented to the participants in the mixed reviews valence as well as purely positive reviews valence. The mixed reviews valence consisted of two people negative reviews and four individuals' positive reviews. While in the purely positive reviews valence, the respondent saw six complete individuals' positive reviews. This means, on the Facebook timeline page, one group only see mixed reviews valence from six individuals while the other group saw purely positive reviews of six persons on the page.

Lastly, product price was also manipulated by showing one group of the participants' higher price for the product, while the other group was shown lower price. An expensive price refers to a product with more quality and features, while not expensive price could be the asking price for a product with less quality (Greig, 2018). The price that was used for this study was €90 for the expensive product and €30 for not expensive product. These prices was used based on the result from a pretest research performed prior to the main study, see section 3.3 pretest. One of the example illustrations of the manipulation are displayed in figure 2 and the complete Facebook timeline can be found in Appendix 1.

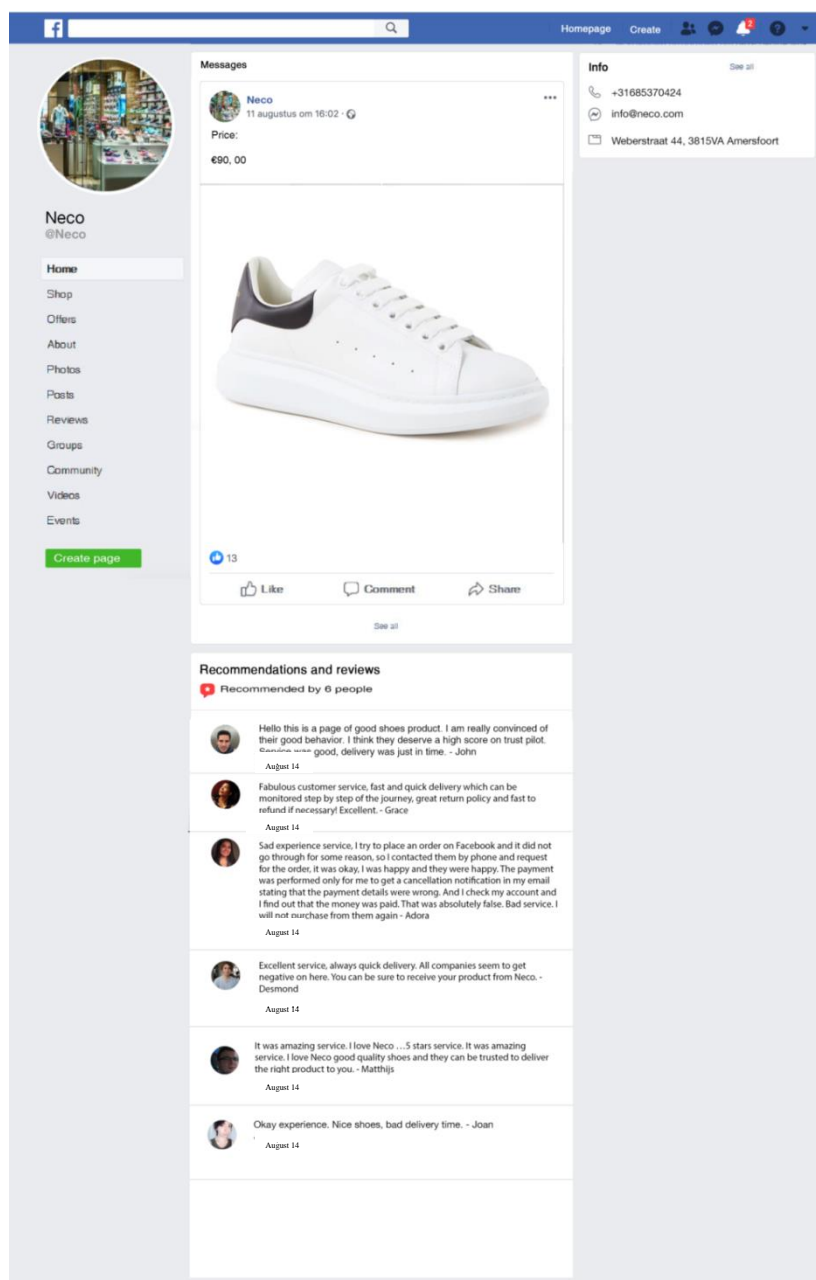


Figure 2: Seller's Facebook timeline

3.3 Pre-study of Price and Research Stimuli

A pre-study was performed before conducting the main research. The purpose of carrying out a pre-study prior to the research was to ensure there are no grammar mistakes or error in the wordings. Another reason the pre-study was performed was to determine the price and to ensure that the manipulation stimuli was cleared and understood by respondents. Firstly, a pre-study was carried out by eight respondents in order to determine the price, a shoe was shown to participants with price ranging from € 25 to €120 and they were asked how much they are willing to pay for the shoe? The average price from the test was around €60, and base on that, the author decided €90 for high price and €30 for lowest price.

Furthermore, a pre-test was performed with another 21 participants before conducting the main research to check if all the information and questionnaire materials is cleared and understood. After the pre-test, the outcome shows that all the stimuli material met the intended criteria. The feedbacks received from the participants were used to re-modify the survey format and wording before launching the main study.

3.4 Data Collection Procedure

This research implemented an online questionnaire survey via University of Twente Qualtric system. The research was carried out between the period of two weeks and the main targeted population was young adults ranging from 18 to 37. Research have shown that young people from 18 and 37 use social media such as Facebook, Instagram more regularly (Sutanto, & Aprilningsih, 2015). Additionally, Facebook is important for organizations in reaching, engaging and influence consumer, particularly the younger generation (Duffett, 2015).

The survey was distributed through Facebook and emails. Due to the fact that it is not possible to collect data from the whole population, hence, a snowball sample method should be chosen because of time constraints and financial reasons (Saunders, 2000). Participants were asked to distribute the survey links with friends and people they know individually. In addition, the author approach students within the University of Twente campus and asked them to help in filling the survey. Also, a pre-master class was attended by the author and the students were asked to participate in the study.

The survey started with a formal introduction letter that explained what the research is about. The participants were told beforehand that their participation is completely anonymous and their personal information will be kept confidential and will be used for research purpose only. Before they can participate in the survey, they were asked to give their consent and if they chose the option “I do not want to participate in this survey”, they were taken to the end of the survey automatically. Furthermore, participants who consent to the survey were asked to give their demographics such as age, gender, education and experience with using Facebook. The manipulation stimuli were randomly assigned to all the participants. The participants were showed only one stimulus out of the eight stimuli.

3.5 Population and Sampling

The experimental research was performed at the University of Twenty in the Netherlands. Based on the target group, young adult (age 18 to 37) who are living in the Netherlands were selected by the researcher. The main sample consists of 331 respondents and after data cleaning procedure, 209 were complete responses for data analysis. The other 122 participants discarded were considered as non-response rate because they did not go further after the demographics questions. Important to mention, during the data analysis, the condition one showed lower response rate. Therefore, additional 7 participants were asked to fill the survey with condition one presented to them. This increases the main data to 209 responses to continue with the data analysis. In table two, the descriptive of age and gender distribution over the eight conditions is presented. While, table

three shows the participant's demographics such as level of education, years of experience using Facebook and number of hours per week they use Facebook.

Table 2
Descriptive of Age and Gender distribution over conditions

Condition	Manipulation	N	Age ^{a)}		Gender	
			Mean	Std. Dev.	Male	Female
1	C/MX/HP	21	23.43	3.78	28.6%	71.4%
2	C/MX/LP	22	22.14	4.25	50%	50%
3	IC/MX/HP	31	24.10	5.13	38.7%	58.1%
4	IC/MX/LP	33	22.61	3.68	63.6%	36.4%
5	IC/PP/HP	39	21.95	3.34	48.7%	51.3%
6	IC/PP/LP	26	22.54	2.72	57.7%	42.3%
7	C/PP/HP	21	23.10	4.29	47.6%	52.4%
8	C/PP/LP	23	22.30	3.38	47.8%	52.2%
Total		216	22.74	3.87	48.6%	50.9%

a) Self-reported age 18 to 37 scales

Table 3
Participants Demographics Descriptive Statistics ^{b)}

Level of education		N	Percentage
Lower than bachelor		24	11.1%
Bachelor		129	59.7%
Master degree		62	28.7%
Higher than Master		1	0.5%
Total		216	100%
Years of FB experience		N	Percentage
1 to 2 years		8	3.7%
More than 2 years		191	88.4%
None		17	7.9%
Total		216	100%
Hours of FB use per Week		N	Percentage
1 to 2 hours		74	34.3%
3 to 4 hours		52	24.1%
More than 4 hours		36	16.7%
None		54	25.0%
Total		216	100%

b) Self-reported demographics scale

3.6 Manipulation Check

In the current research, the manipulation stimuli material was checked before performing the main data analysis. The reason for this was to ensure that the manipulation stimuli worked. An independent sample t-test analysis was performed to measure the manipulation variables. Furthermore, the manipulation check measured information completeness, online reviews valences and product price across the different conditions. The mean of the manipulation check were contrast across conditions. The independent sample t-test conducted shows that for information completeness, there was a significant difference in the scores for incomplete information ($M=4.64$, $SD=1.05$) is higher when compared to complete information ($M=3.95$, $SD=3.01$) conditions; $t(214) = -2.21$, $p < 0.028$. For online reviews valence there was a significant difference in the scores for purely positive reviews ($M=6.26$, $SD=1.16$) is higher in comparison to mix reviews valence ($M=2.71$, $SD=1.11$) conditions; $t(214)=22.99$, $p < 0.001$. Lastly, for product price there was a significant

difference in the scores for not expensive ($M=4.96$, $SD=2.12$) is higher than expensive ($M=4.07$, $SD=2.01$) conditions; $t(214)=-3.17$, $p < 0.002$. The manipulations check shows that the manipulation meets the intended purpose of the study across the different conditions.

3.7 Measurement

The dependent variables were measured on seven-point Likert scale with statements from 3 different instruments. Participants were asked to respond to the statements by chosen one of the Likert scales options from (1) strongly disagree to (7) strongly agree. Complete overview of the adaptation of the instruments that have been used can be found in Appendix 2. The following sections next describe the instruments adopted and implemented in this study.

3.7.1 Perceived risks (process, financial and privacy)

Process risk, financial risk and privacy risk were studied with statements developed by (Kim, Ferrin & Rao, 2008; Leeraphong & Mardjo, 2013; Beldad, Hegner & Hoppen, 2016). The instruments that were adopted measured (1) process risk, financial risk and privacy risk. Each instruments were slightly modify to match the context of purchasing through Facebook seller's account. Some examples of the statements includes (1) "After seeing Neco FB timeline, I feel if I order a product from them I will not receive the product in time"; (2) "After seeing Neco FB timeline, I feel if I order from the seller, I will not receive the products, and (3) "After seeing Neco FB timeline, I am concerned about the privacy of my personal information during a transaction. The complete questionnaire can be found in Appendix 2.

3.7.2 Trusts (benevolence, competence and integrity)

Benevolence trust, competence trust and integrity trust were measured with statements formulated by Beldad, Hegner and Hoppen (2016), supported by Leeraphong and Mardjo (2013). The instruments were adopted, re-modified and implemented to suit the context of buying through Facebook. Some of the examples of the adopted construct statements are; (1) "After seeing Neco FB timeline, I think Neco does business with my interests in mind"; (2) After seeing Neco FB timeline, Neco is competent in delivery the product purchase from them on FB", and (3) "After seeing Neco FB timeline, I think Neco is honest". See Appendix 2 for complete questionnaire.

3.7.3 Purchase Intention

The purchase intention variable were measured with statements formulated by Beldad, Hegner and Hoppen (2016), inspired by Leeraphong and Mardjo (2013). Again, the instruments were adapted and slightly modify to suits the context of purchasing through Facbook. An example of the construct statement is "After seeing this FB timeline, I will consider buying a product from the seller through Facebook platform". Appendix 2 shows the complete questionnaire statements.

3.7.4 Reliability and Validity of the Construct Instruments

Prior to the data analysis, a reliability test was conducted to examine the instruments used for the study. A Cronbach'Alpha was recorded as displayed in table 4. All the dependent variables trust (benevolence, competence and integrity), perceived risks (process, financial and privacy) and purchase intention were reliable based on the fact that the Cronbach's Alpha is higher than (0.70). According to Tavakol and Dennick (2011), Conbach's Alpha ranging from 0.70 to 0.95 is reliable. Table 4 below shows the reliability test results and factor analysis.

Table 4

Reliability and Factor analysis - (rotated component matrix) over the dependent variables

Statements	Factor							
	1	2	3	4	5	6	7	
Process risk								
Q37_1_after seeing Neco Facebook timeline, I think the seller will not be committed to send the product after payment			0.61					
Q37_2_After seeing Neco Facebook timeline , I feel I will not receive the right product I order			0.70					
Q37_3_After seeing Neco Facebook timeline, I feel if I order a product from them I will not receive the product in time			0.64					
Financial risk								
Q47_1_After seeing Neco Facebook timeline, I feel if I purchase a product through Facebook sites I cannot return the product back to them				0.77				
Q47_2_After seeing Neco Facebook timeline, I feel if I order from the seller, I will not receive the products				0.75				
Q47_3_After seeing Neco Facebook timeline, I feel if I purchase a product through Facebook from them would involve financial risk (i.e. fraud).				0.60				
Privacy Risk								
Q48_1_After seeing Neco Facebook timeline, Neco will share my personal information with other entities without my authorization.						0.84		
Q48_2_After seeing Neco Facebook timeline, I feel unauthorized persons (i.e. hackers) will have access to my personal information.						0.84		
Q48_3_After seeing Neco Facebook timeline, I am concerned about the privacy of my personal information during a transaction						0.79		
Benevolence Trust								
Q49_1_After seeing Neco Facebook timeline, I think Neco does business with my interests in mind.							0.73	
Q49_2_After seeing Neco Facebook timeline, I think Neco is interested in my welfare and not of the seller's.							0.90	
Q49_3_After seeing Neco Facebook timeline, I think Neco is reliable							0.63	
Competence Trust								
Q50_1_After seeing Neco Facebook timeline, Neco is competent in delivery the product purchase from them on Facebook.	0.72							
Q50_2_After seeing Neco Facebook timeline , Neco is well informed	0.71							
Q50_3_In general, after seeing Neco Facebook timeline I believe Neco is qualified and capable	0.76							
Integrity Trust								
Q51_1_After seeing Neco Facebook timeline, I think Neco is honest.		0.66						
Q52_2_After seeing Neco Facebook timeline, I think Neco will be fair in dealing with me		0.74						
Q52_3_In general, After seeing Neco Facebook timeline I think the seller can be trusted		0.71						
Purchase Intention								
Q52_1n_After seeing this Facebook timeline, I will consider buying a product from the seller through Facebook platform					0.87			
Q52_2_After seeing this Facebook timeline, I would like to try a product from the seller on Facebook page					0.84			
Q52_3_After seeing this Facebook timeline, I will surely buy a product from the seller through Facebook					0.86			
	Cronbach's Alpha	0.83	0.91	0.77	0.79	0.92	0.83	0.75
	Explained variance	43.87	8.99	8.74	5.69	5.13	3.79	2.89
	Eigenvalue	9.21	1.88	1.83	1.19	1.08	0.79	0.61

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

4. RESULTS

In this section of the study, the results are presented. It begins with a descriptive statistics of the dependent variables and it comprises of the mean scores and standard deviation which is used to check the variation of measurement outcomes. The results of the MANOVA analysis are stated in this section of the study. In addition, the hypothesis testing and relation is explained.

4.1 Hypothesis Testing

A multivariate analysis of variance (MANOVA) was performed to examine the significant dissimilarities in the means of the dependent construct variables across the different conditions. Moreover, Wilk's Lambda test was performed to examine the significant differences of the mean scores and standard deviations between all conditions and the interaction effects in the study. The outcome of the Wilk's Lambda analysis showed that there are no significant effects at alpha level of ($\alpha = .05$) across conditions. In table 5, the multivariate test variance is presented. In the following sections, the findings of the MANOVA analysis and test between subjects designed will be discussed.

Table 5

Multivariate test for variance (GLM / MANOVA)

Multivariate Tests	Wilks' Lambda	F-value	Sig.
Information Completeness	.960	1.17	0.32
Online reviews valence	.940	1.79	0.09
Product price	.965	1.01	0.42
Information completeness*Review valence (interaction)	.968	0.92	0.49
Information completeness*Product price (interaction)	.976	0.69	0.68
Reviews valence*Product price (interaction)	.979	0.61	0.75
Information Completeness*Review valence*Product price	.950	1.50	0.17

Significant at alpha=.05 level

Note: F= F-value, Sig.= P-value

Test between subjects design effects (MANOVA)

The Wilk's Lambda test of between subjects design in table 6 below shows the significant effects at alpha ($\alpha = .05$) across the different dependent variables.

Table 6

Test of between subjects design effects

	F-value	Sig.
Information completeness		
Process risk ^{a)}	0.17	0.68
Financial risk ^{a)}	0.32	0.58
Privacy risk ^{a)}	0.09	0.77
Benevolence trust ^{a)}	0.55	0.46
Competence trust ^{a)}	2.51	0.11
Integrity trust ^{a)}	0.04	0.85
Purchase intention ^{a)}	1.28	0.26

Table 6 continuation

Test of between subjects design effects		<i>F-value</i>	<i>Sig.</i>
Reviews valence			
	Process risk ⁾	4.25	0.04*
	Financial risk ^{a)}	0.49	0.48
	Privacy risk ^{a)}	1.15	0.29
	Benevolence trust ^{a)}	0.78	0.38
	Competence trust ^{a)}	3.68	0.06
	Integrity trust ^{a)}	0.17	0.68
	Purchase intention ^{a)}	1.20	0.27
Product price			
	Process risk ⁾	1.05	0.31
	Financial risk ^{a)}	0.05	0.82
	Privacy risk ^{a)}	0.01	0.98
	Benevolence trust ^{a)}	0.87	0.35
	Competence trust ^{a)}	0.03	0.87
	Integrity trust ^{a)}	0.18	0.67
	Purchase intention ^{a)}	0.53	0.47
Information completeness * Review Valence			
	Process risk ⁾	0.08	0.78
	Financial risk ^{a)}	1.03	0.31
	Privacy risk ^{a)}	5.12	0.02*
	Benevolence trust ^{a)}	0.19	0.67
	Competence trust ^{a)}	0.05	0.82
	Integrity trust ^{a)}	1.46	0.23
	Purchase intention ^{a)}	0.42	0.52
Information completeness * Product price			
	Process risk ⁾	1.19	0.28
	Financial risk ^{a)}	3.23	0.07
	Privacy risk ^{a)}	1.14	0.29
	Benevolence trust ^{a)}	0.38	0.54
	Competence trust ^{a)}	2.46	0.12
	Integrity trust ^{a)}	1.60	0.21
	Purchase intention ^{a)}	2.30	0.13
Review Valence * Product price			
	Process risk ⁾	0.16	0.69
	Financial risk ^{a)}	0.29	0.59
	Privacy risk ^{a)}	0.37	0.54
	Benevolence trust ^{a)}	0.18	0.67
	Competence trust ^{a)}	0.01	0.96
	Integrity trust ^{a)}	0.54	0.46
	Purchase intention ^{a)}	1.29	0.26
Information completeness* Reviews valence * Product price			
	Process risk ⁾	0.47	0.49
	Financial risk ^{a)}	1.19	0.28
	Privacy risk ^{a)}	1.89	0.17
	Benevolence trust ^{a)}	3.81	0.05
	Competence trust ^{a)}	2.82	0.09
	Integrity trust ^{a)}	0.53	0.47
	Purchase intention ^{a)}	7.30	0.01*

a) 7-point likert scale (1=strongly disagree / 7=strongly agree)

Significant at $\alpha=.05$ level

Note: *F*= *F*-value, *df*=degree of freedom, *Sig.*= *P*-value

4.1.1 Main effect of information completeness on dependent variables

The multivariate between subject design tests showed no significant effects of information completeness across the different dependent variables, and there are no differences in the mean scores and standard deviation for complete information condition in comparison to incomplete information condition on the dependent constructs. Table 7 below shows the mean scores and standard deviation distribution of the independent variable of complete information versus incomplete information across the different dependent variables. Thus, hypotheses 1, 2 and 3 are not confirmed. Please see table 6 for significant effects.

Table 7

Dependent Variables	N	Information Completeness			
		Complete Information		Incomplete Information	
		Mean	Std. Dev.	Mean	Std. Dev.
Financial risk	213	4,38	1,38	4,32	1,23
Privacy risk	213	4,25	1,41	4,23	1,21
Process Risk	216	3,85	1,35	3,95	1,25
Benevolence trust	213	3,48	1,13	3,58	1,16
Competence trust	213	3,41	1,22	3,63	1,07
Integrity trust	213	3,85	1,30	3,79	1,22
Purchase intention	212	2,62	1,46	2,78	1,34

Note: N=Sample size, Std. Dev. = Standard deviation, scale construct range from 1(Strongly disagree) to 7 (Strongly agree)

4.1.2 Main effect of online reviews valence on dependent variables

The test between subjects design reveals significant effects for reviews valence on process risk ($F(1, 204) = 4.25, P < .04$, where mix reviews ($M = 4.08, SD = 1.11$) resulted to increase process risk than purely positive reviews ($M = 3.74, SD = 1.42$). Moreover, there were no significant effects or difference in mean scores for mix reviews in comparison to purely positive reviews on other dependent variables. The outcome of these analyses indicated that the hypothesis 4a is partly confirmed, while hypotheses 4b and 4c are not confirmed. Furthermore, since there are no significant effects of reviews valence on trusts (benevolence, competence and integrity), and purchase intentions, hypotheses 5a, 5b, 5c and 6 are not confirmed. Table 8 below shows the mean scores and standard deviation distribution of the independent variables online reviews valence. Please see table 6 for significant effects. Competence trust is close to significant level, but there are no obvious descriptions for this effect within the body of this present research.

Table 8

Dependent variables	N	Online reviews valence			
		Positive reviews valence		Mix reviews valence	
		Mean	Std. Dev.	Mean	Std. Dev.
Financial risk	213	4,29	1,34	4,40	1,24
Privacy risk	213	4,32	1,36	4,16	1,22
Process risk	216	3,74	1,42	4,08	1,11
Benevolence trust	213	3,60	1,23	3,47	1,06
Competence trust	213	3,67	1,26	3,40	0,96
Integrity trust	213	3,86	1,38	3,78	1,11
Purchase intention	212	2,79	1,48	2,63	1,29

Note: N=Sample size, Std. Dev. = Standard deviation, scale construct range from 1(Strongly disagree) to 7 (Strongly agree)

4.1.3 Interaction of information completeness and review valence on the dependent variables

The study showed that there is only two way interactions effect for privacy risk ($F(1, 204) = 5.12, p < 0.02$), where incomplete information plus purely positive reviews ($M = 4.38, SD = 1.35$) resulted to increased privacy risk than complete information plus mix reviews ($M = 3.93, SD = 1.38$). There are no other significant interactions between information completeness and reviews valence on other dependent variables. The results of these analyses indicate that the hypothesis 7a is partly confirmed. While, hypotheses 7b through 7c are not confirmed.

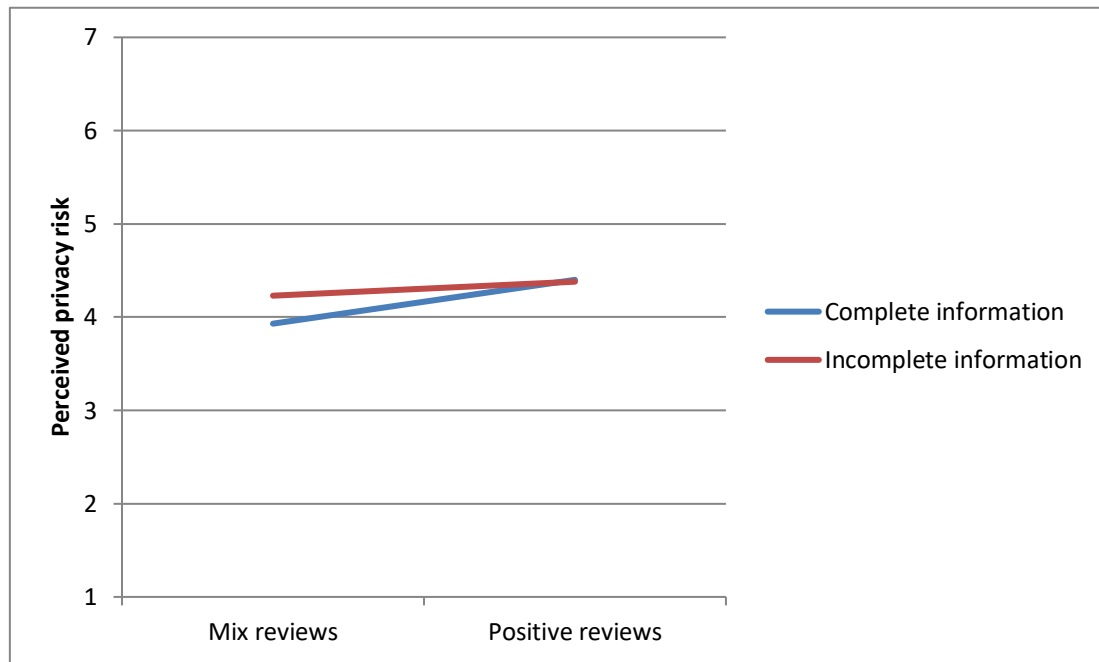


Figure 3: Perceived privacy risk as a function of online reviews valence x information completeness

4.1.4 Interaction of information completeness and product price on the dependent variables

The study showed no two way interaction effects between information completeness and product price across the different dependent variables. Hence, hypotheses 8a to 8c are not confirmed.

4.1.5 Interaction of product price and online reviews valences on the dependent variables

The study showed no two way interaction effects between reviews valence and product price across the different dependent variables (please see table 8 mean scores and standard deviations, and table 6 for interaction effect). Hence, hypotheses 9a to 9c are not confirmed.

4.1.6 Interaction of information completeness, online reviews valences and product price on the dependent variables

The study showed there is only three way interactions effects between information completeness, reviews valence and product price on purchase intention ($F(1, 204) = 7.30, P < 0.01$). The main effect was evident when the online reviews valence was purely positive, and the product price was low regardless whether the information is complete or incomplete. In this scenarios, when the information were incomplete, purchase intention increases more than when the information were complete ($M = 3.59, SD = 1.35$, versus $M = 2.43, SD = 1.59$, See figure 4). Furthermore, as shown in figure 4, there is no much difference when the online reviews valence was mix (positive and negative), and product price were low regardless whether information

was presence or not ($M = 2.60$, $SD = 1.42$, versus $M = 2.54$, $SD = 1.32$). Other than purchase intention, there are no three way significant effects of information completeness, online reviews valence and product price across the different dependent variables. Benevolence trust is at the borderline of significant level, but there is no obvious explanation for this effect within the body of this present research. Figure 4 shows the interaction effect.

Product price = Low

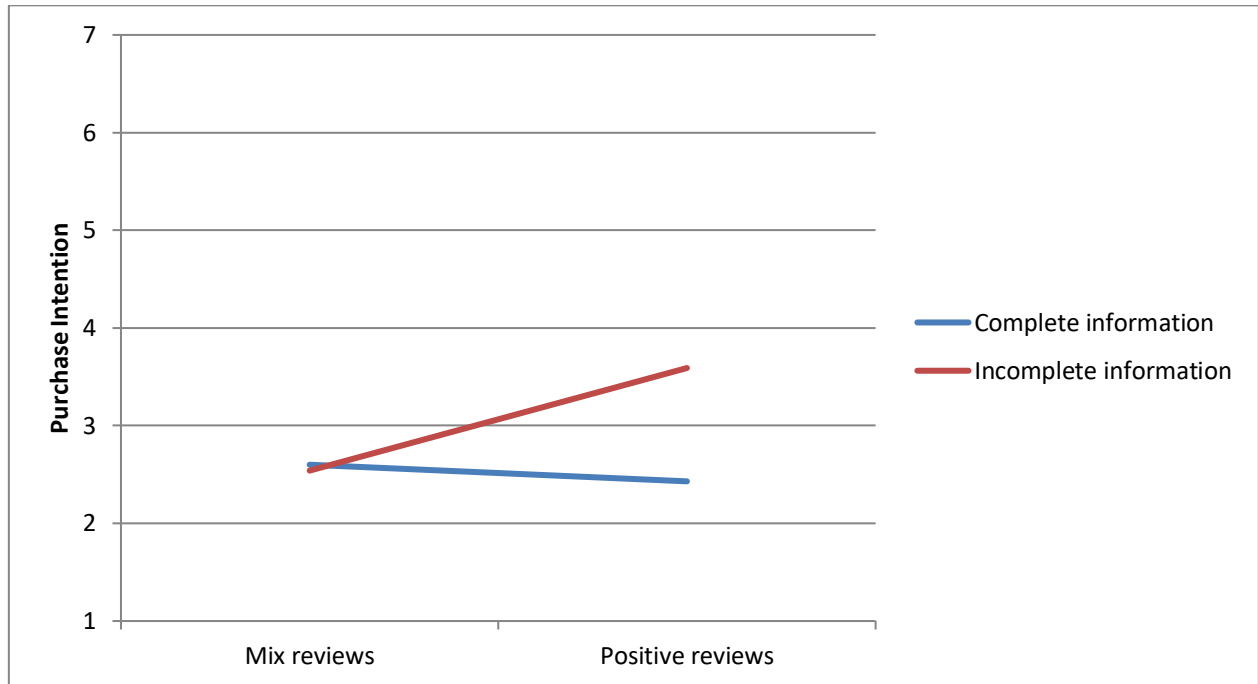


Figure 4: Purchase intention as a function of information completeness x online reviews valence x product price

4.2 Overview of the Hypotheses Testing

Table 9 shows the overviews of the hypotheses and whether they can be confirmed or not confirmed based on the research results

Table 9	Hypotheses Testing	Results
	H1: (a) Process risk, (b) financial risk and (c) privacy risk of buying through FB seller's account is evaluated lower for complete information condition than for incomplete information condition.	Not confirmed
	H2: (a) Benevolence trust, (b) competence trust and (c) integrity trust of buying through FB seller's account is evaluated more positively for complete information condition than for incomplete information condition.	Not confirmed
	H3: Consumer's intention of buying through FB seller's account is higher for complete information condition than for incomplete information condition.	Not confirmed
	H4: (a) Process risk, (b) financial risk and (c) privacy risk of buying through FB seller's account is evaluated lower when the online reviews are mix (positive and negative) than when the online reviews are purely positive.	Partially confirmed
	H5: (a) benevolence trust, (b) competence trust and (c) integrity trust of buying through FB seller's account is evaluated higher when the online reviews are mix (positive and negative) than when the online reviews are purely positive.	Not confirmed
	H6: Consumer's intention of buying through FB seller's account is higher when the online reviews are mix (positive and negative) than when the online review valences are purely positive	Not confirmed
	H7a. There is an interacting effect of online reviews valence and information completeness on perceived risk (a) process risk, (b) financial risk and (c) privacy risk, where these risks are evaluated lower if consumers are buying a product from a sellers facebook account but they have access to complete information plus mix review valence condition in opposition to incomplete information plus purely positive reviews valence condition.	Partially confirmed
	H7b. There is an interacting effect of online reviews valence and information completeness on trust (a) benevolence, (b) competence and (c) integrity, where these trusts evaluated higher if consumers are buying a product from a sellers facebook account but they have access to complete information plus mix review valence condition in opposition to incomplete information plus purely positive reviews valence condition.	Not confirmed
	H7c: There is an interacting effect of online reviews valence and information completeness on purchase intention, where consumer purchase intention are evaluated higher if consumers are buying a product from a sellers facebook account but they have access to complete information plus mix review valence condition in opposition to incomplete information plus purely positive reviews valence condition.	Not confirmed
	H8a. Product price moderates the relationship between information completeness and perceived risk (process risk, financial risk and privacy risk), where these risks are evaluated lower if consumers are buying a product that is expensive as compare to not expensive product but they have access to complete information of the sellers and its products.	Not confirmed
	H8b. Product price moderates the relationship between information completeness and trust (benevolence, competence and integrity), where these trusts are evaluated higher if consumers are buying a product that is expensive as compare to not expensive product but they have access to complete information of the sellers and its products	Not confirmed
	H8c. Product price moderates the relationship between information completeness and purchase intention, where purchase intention is evaluated higher if consumers are buying a product that is expensive as compare to not expensive product but they have access to complete information of the sellers and its products on facebook.	Not confirmed
	H9a. Product price moderates the relationship between online review valence and perceived risk (process risk, financial risk and privacy risk), where these risks are evaluated lower if consumers are buying a product that is expensive as compare to not expensive product but they have access to mix reviews valence (positive and negative) of the sellers on Facebook.	Not confirmed
	H9b. Product price moderates the relationship between online review valence and trust (benevolence, competence and integrity), where these trusts are evaluated higher if consumers are buying a product that is expensive as compare to not expensive product but they have access to mix reviews valence (positive and negative) of the seller on Facebook.	Not confirmed
	H9c. Product price moderates the relationship between online review valence and purchase intention, where consumer's intention is evaluated higher if consumers are buying a product that is expensive as compare to not expensive product but they have access to mix reviews valence (positive and negative) of the sellers on Facebook.	Not confirmed

5. DISCUSSIONS

In this study, the purpose was to examine the impact of information completeness, online reviews valence and product price on dependent variables such as process risk, financial risk, privacy risk, benevolence trust, competence trust, integrity trust and purchase intention in a Facebook transaction context. The study investigates whether the use of complete information and mix reviews valences would decrease consumer's perceived risks, increase their trusts and purchase intention when buying from a seller's Facebook account in comparison with incomplete information and purely positive reviews on the dependent variables. It is crucial to understand that previous studies in which the hypotheses of this research is based on, had mostly concentrated on the impact of online reviews and not a mix reviews in comparison with a purely positive reviews. Additionally, product price as moderation effect was also investigated to understand whether expensive product or not expensive product would moderate the relationships between the independent variables (information completeness and online reviews valence) on the dependent variables (process risk, financial risk, privacy risk, benevolence trust, competence trust, integrity trust and purchase intention). Based on the results, the following conclusions in the next sections are drawn.

5.1.1 Discussion of information completeness main effects on perceived risks, trust and purchase intention

This study shows no direct main effect of information completeness on the dependent variables. The current study examines whether the findings by Bart, et al. (2005), Sam and Tahir (2009) could be observed when purchasing through a seller's Facebook accounts. Therefore, it was hypothesized that providing consumers access to complete information about the seller's Facebook account would lower risk perceptions, increase trustworthiness and purchase intentions. The result of this study does not provide substantial evidence of information completeness effects on the dependent variables.

The possible reason for this lack of support evidence could be because information completeness on Facebook page does not really make sellers on Facebook more trusted or less trusted. Since any individual could open a Facebook account with any information details which might not be real and Facebook does not provide any verification for such informational details. According to Leeraphong and Mardjo (2013) Facebook does not provide any rules or guidelines for anyone to be a seller on its platform.

Based on this current study, it cannot be determined whether consumer's access to information completeness on a seller's Facebook account has a direct effect on consumer's perceived risks, trust and purchase intention.

5.1.2 Discussion of online reviews valence main effects on perceived risk, trust and purchase intention

The study reveals main effect of online reviews valence on process risk variable. The results suggest that products on a Facebook seller's account with mix reviews are likely to increase consumer's process risk about the seller ability to deliver the right product in the agreed time than purely positive reviews. A possible explanation for this effect could be because when consumers have access to positive and negative reviews from previous consumers about the sellers, they tend to believe that they may also experience such situation if they engage in a transaction with the seller on a Facebook network. This is supported by Chatterjee (2001); Leeraphong and Mardjo (2013) that positive and negative comments by prior consumers influence potential buyer's perceived risk in online transaction. Similarly, Shi and Liao (2017) studies mentioned that when consumers intend to buy an expensive product from an online seller, they are very careful and seek for more information to support their purchasing decisions so as to reduce their perceived risks. Hence, it is not a shock that mix reviews valence had an effect on process risk.

In addition, it seems that the target participants were capable to deduct about reviews valence and anticipate that mix reviews valence would have substantial influence on process risk perception. This finding is contrary to previous study by Kusumasondjaja and Marchegiani (2012) that purely positive review will cause dissonance and suspicion of consumer in regards to the trustworthiness of the online sellers and result to consumer seeking for negative reviews to provide them with complete information about the seller or

products. This was not the case, the results shows that when consumers have access to mix reviews their perceived process risk increases and when they are given access to purely positive reviews their process risk decreases.

5.1.3 Discussion of online reviews valence and information completeness interaction effect

This current study found a two way interaction effects of information completeness and reviews valence on privacy risk, where incomplete information plus purely positive reviews resulted to a higher privacy risk in comparison with complete information plus mix reviews valence. It was hypothesized that complete information with mix reviews will lead to lower privacy risk than incomplete information with purely positive reviews valence and the hypothesis turned out to be true. A possible explanation is given by Doh and Hwang (2009) and Eisend (2006). These authors mentioned that when an online seller allow consumers access to both positive and negative reviews for their product and services it increases consumer trust level and decreases their perceived risks compared to when they are only showed positive reviews. According to Kusumasondjaja and Marchegiani (2012) allowing consumers' access to only positive reviews increase their perceived risk and lower their trust level. This means that consumers will not trust the seller and believe that the seller is not honest about their online business.

Additionally, three ways interaction effect was found for information completeness, reviews valence and product price on purchase intention variable. The result shows that when a consumer is deciding to purchase a product from a seller through Facebook network and they are given access to incomplete information and a purely positive review for low price product, their level of intention to actually buy from the seller decreases. The possible explanation could be that even for a low price product, if the consumer perceived some dangers on the seller's Facebook account would automatically make them to abandon the timeline and look elsewhere. For instance, when there are no complete contact detail of the seller on Facebook and when the review seems to be suspicious (Bart, et al., 2005; Sam & Tahir, 2009).

According to Ling, Chai and Piew (2010), consumers assess their online purchase experience based on information completeness. Similarly, Kim, et al. (2004) mentioned that customers frequently search and compared information such as price information, seller contact information and product information before engaging in a final purchase or transaction. Hence, this may have been one of the reasons why consumers are careful and take precautions when intending to purchase a product from an online seller, even with not expensive products.

5.1.4 Discussion of product price as a moderation

The moderating relationships of product price on information completeness and online reviews valence across the different dependent variables was not pronounced in this study. The current study examined whether the findings by Erickson and Johansson (1985) and Ridgway (1993) could be extended to price moderation of online reviews and information completeness on consumer's perceived risk, trust and purchase intention when deciding to buy a product from a seller through Facebook network. Those studies implement price manipulation on consumers purchase intentions in an online transaction. The findings of this study suggest that the moderating relationship of price is not significant when this manipulation is used on shoe in Facebook network. Nevertheless, not finding significant moderating relationship based on the price setting could have been caused by the way the price was manipulated or due to the fact that a shoe was used and participants could anticipate how much such shoe should cost. This can be taken as a limitation of the study and it is discussed in the limitation section.

5.2 Theoretical and Practical Implication of the Study

The current study reveals the way in which online reviews valence can be perceived distinctively in terms of mix reviews and purely positive reviews on consumer process risk perception. The study shows in which way perceived process risks increases based on mixed reviews. The finding means that this study could be used to create more awareness for online sellers about how process risk is perceived by consumers when they have access to mix reviews. If the result of this study is to be used by Facebook sellers, this will mean that they have to increase their process service to consumers. By working on their process service to consumers will leads to decrease of negative comments on their Facebook timeline which will also decrease the process risk potential consumers perceived. This will lead to higher purchase intention as well.

Furthermore, this study shows that when consumers are given access to incomplete information and purely positive reviews, privacy perceived risk increases and when they are given access to complete information and mix reviews privacy risk decreases. The result of this study indicates that if online sellers are to decrease consumer privacy risk perception and increase product sales on Facebook network, it is important that online sellers avoid deleting negative consumer's reviews on their Facebook timeline, because if consumers are only exposed to positive reviews and incomplete information may increase their perceived privacy risks and suspicious of a fraudulent act. Therefore, it is advised that sellers who uses Facebook network as a transaction channel with consumer should provide complete information on their Facebook timeline such as email, phone contact, address details and clearly give description of their business on the network.

Moreover, the current study offers online sellers specific implication for consumer purchase intentions as well. The result of this study shows that information completeness, reviews valence and product price has an effect on purchase intention. Specifically, the result shows that when consumers are given access to incomplete information and a purely positive review for low price product, their level of intention to actually buy from the seller decreases. But a mix reviews and complete information for low price product increases consumer purchase intention to buy from the seller through Facebook network. Hence, in order to thrive on Facebook platform, sellers should be honest as possible and provide consumers access to complete information and prior reviews from past consumers. Additionally, practitioners should focused more on the interaction of information completeness, review valence and price moderation effects on online shopper purchase intention.

5.3 Limitations and Future Research

In this study, there are some limitations encountered and it is important to mention them in this section. Firstly, no direct moderating influence of price on information completeness and online reviews valence on the dependent variables was found. The price stated on the Facebook timeline could be limitation why no effect was found. This is because most of the participants who saw the high price (£90) for the shoe also mentioned that the shoe is affordable. Thus, the manipulation of the price may not have effectively captured the intention of the author. Therefore, future research should conduct a more proper pre-study before setting a target product price. A pretest of 8 participants may not have been sufficient enough to capture or generalized the whole population opinion of what is high price or low price. Hence, the price that was given may not have been pronounced enough.

Importantly, this current study revealed that benevolence trust is at the borderline of significant level, but there were no obvious explanation for this effect within the body of this present research. Future research could investigate the possible explanation why this trust is at the marginal level of significance.

Lastly, the shoe as a product type could be a limit to the result of this study since most of the participant are young adult and are familiar with shoe prices. Peradventure, another type of product was used may have resulted to a different outcomes and relationship effects on the dependent variables. Thus, future research

should use another type of product to test consumer perceived risk, trust and purchase intention when buying from a seller's Facebook accounts.

5.4 Conclusion

The main objective of this study was to examine the relationship effects of information completeness, reviews valence and product price on risk perceptions, trust and purchase intention. Therefore, it can be concluded that mix reviews valence (positive and negative) causes some form of process risk perception when consumers are deciding to purchase a product from a seller Facebook account. Important noticed, consumers often review comments on a Facebook post before deciding to engage or purchase from the seller on Facebook environment. Online vendor or sellers should take into account the significant role reviews can have on consumer's process risk perception.

No relationship effect of information completeness was found for trusts, perceived risks and purchase intention. Additionally, no evidence of price as moderating effect was found on information completeness across the different variables. Nevertheless, there is an interaction effect between information completeness and reviews valence on privacy risk. In addition, there is a three way interaction effect of information completeness, reviews valence and product price on purchase intention variable.

In a nutshell, this study findings shows there is need not to downplay the effect of reviews valence on online shoppers purchasing behavior, especially on Facebook context.

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APPENDICES

Appendix 1: Manipulated Stimuli

1. Complete information, mix reviews valence and high price



Homepage Create    



Neco
@Neco

Home

Shop

Offers

About

Photos

Posts

Reviews

Groups



Community

Videos


Events


Create page




Messages

 **Neco**
11 augustus om 16:02 · 

Price:
€90, 00




 13


 Like  Comment  Share


See all

Info


See all


 +31685370424


 info@neco.com


 Weberstraat 44, 3815VA Amersfoort


Recommendations and reviews


 Recommended by 6 people


 Hello this is a page of good shoes product. I am really convinced of their good behavior. I think they deserve a high score on trust pilot. Service was good, delivery was just in time. - John
August 14

 Fabulous customer service, fast and quick delivery which can be monitored step by step of the journey, great return policy and fast to refund if necessary! Excellent. - Grace
August 14


 Sad experience service, I try to place an order on Facebook and it did not go through for some reason, so I contacted them by phone and request for the order, it was okay, I was happy and they were happy. The payment was performed only for me to get a cancellation notification in my email stating that the payment details were wrong. And I check my account and I find out that the money was paid. That was absolutely false. Bad service. I will not purchase from them again - Adora
August 14





 Excellent service, always quick delivery. All companies seem to get negative on here. You can be sure to receive your product from Neco. - Desmond
August 14


 It was amazing service. I love Neco ...5 stars service. It was amazing service. I love Neco good quality shoes and they can be trusted to deliver the right product to you. - Matthijs
August 14

 Okay experience. Nice shoes, bad delivery time. - Joan
August 14

2. Complete information, mix reviews and low price



[Homepage](#) [Create](#)    



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August 14

32

3. Incomplete information, mix reviews and high price



[Homepage](#) [Create](#)    



Neco

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August 14





 Okay experience. Nice shoes, bad delivery time. - Joan


August 14

4. Incomplete information, mix reviews and low price



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August 14






34


5. Complete information, positive reviews and high price





HomepageCreate





Neco

@Neco

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Photos

Posts

Reviews

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Community

Videos


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 13


 Like


 Comment

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See all


Recommendations and reviews

 Recommended by 6 people




I always choose Neco over any other brand when it comes to shoes! Quality is good, service is perfect and delivery was just in time. I would recommend to others to purchase from them. - Rob

August 14




I love this company! The varieties of selection shoes are remarkably great! I would purchase from them again - Sarah

August 14




Good brand and shoes. Service great, timely delivery and they keep to their stated promise. I trust them and buy from them often and my friends who have bought from them rate the company trustworthy- Janaya

August 14




Neco offers good quality shoe Facebook and their price is affordable. I bought two pairs of shoes and it was delivered just in time and the payment went smoothly. I would recommend them to friends and others. - Pascal

August 14



Amazing service. I was really satisfied with how Neco sell and deliver their shoes to buyer. I bought a shoe from them and when the shoe arrived I noticed I wanted black instead of white sneakers. I messaged them and they replied to my message and asked me to return the shoe and they will send me a white shoe but I have to pay for the shipping cost. That was fine with me. Good service! - Sam

August 14





Neco offers quality products good service, this is my 8th time to purchase from Neco and would definitely recommend it for anyone - Mary


August 14

Info

See all


 +31685370424





 info@neco.com


 Weberstraat 44, 3815VA Amersfoort

35

6. Complete information, positive reviews and low price



[Homepage](#) [Create](#)    



Neco

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Home

Shop

Offers

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 **Neco**


11 augustus om 16:02 · 


Price:


€30, 00



 13

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 +31685370424


 info@neco.com


 Weberstraat 44, 3815VA Amersfoort


Recommendations and reviews


 Recommended by 6 people


 I always choose Neco over any other brand when it comes to shoes! Quality is good, service is perfect and delivery was just in time. I would recommend to others to purchase from them. - Rob
August 14

 I love this company! The varieties of selection shoes are remarkably great! I would purchase from them again - Sarah
August 14

 Good brand and shoes. Service great, timely delivery and they keep to their stated promise. I trust them and buy from them often and my friends who have bought from them rate the company trustworthy- Janaya
August 14


 Neco offers good quality shoe Facebook and their price is affordable. I bought two pairs of shoes and it was deliver just in time and the payment went smoothly. I would recommend them to friends and others. - Pascal
August 14





 Amazing service. I was really satisfied with how Neco sell and deliever their shoes to buyer. I bought a shoe from them and when the shoe arrive I notice I wanted black instead of white sneakers. I message them and they reply to my message and ask me to return the shoe and they will send me a white shoes but I have to pay for the shipping cost. That was fine with me. Good service! - Sam
August 14


 Neco offers quality products good service, this is my 8times to purchase from Neco and would definitively recommend it for anyone -Mary
August 14

36

7. Incomplete information, positive reviews and high price



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August 14








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August 14

37

8. Incomplete information, positive reviews and low price



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August 14

Appendix 2: Research questions and statements

☐ Q1



Dear Respondent,

Welcome to this survey!

Thank you for taking out time to participate in this survey. My name is Peter Omhandoro and I am currently writing my master thesis for Digital Marketing Communication at the University of Twente, Enschede. This research is part of my graduation project and it aims at gaining insights into your online purchase behaviour. Try to respond to all statements as honestly as possible. The study will take about 5 minutes. Your participation is completely anonymous and your personal information will be kept confidential and will be used for research purposes only.


If you have any questions, please feel free to send me an email to this address
p.o.omhandoro@student.utwente.nl.

Thank you for your participation.

Peter Omhandoro

☐ Yes I Consent



☐ No I do not Consent



Condition: No I do not Consent Is Selected. Skip To: End of Survey.

Options ▾



☐ Q2



In which province do you live in?

Drenthe ▾



☐ Q3



What is your age?

15 ▾

☐ Q4



Level of Education


☐ Lower than bachelor


☐ Bachelor

☐ Master

☐ Higher than master


☐ Q5 Gender


 ☐ Male

 ☐ Female

☐ Preferred not to say

☐ Q6 How many hours per week do you use Facebook?


 ☐ 1 to 2 hours


 ☐ 3 to 4 hours

☐ More than 4

☐ None


☐ Q7 What is your years of Facebook experience?


 ☐ 1 to 2 years

 ☐ More than 2 years


☐ None

☐ Q8 Have you bought a product from a social media platform before?


 ☐ Yes


 ☐ No

☐ Q9 If yes, please indicate which social media platform?



☐ Q10 Please can you indicate which recent product you have purchased through Facebook platform?




▼ Block 2  Randomized

Block Options ▼


☐ Q11 Imagine your old sneakers shoe is almost worn out and you want to purchase a new pair of sneaker shoe. While you were checking your Facebook timeline you come across Neco shoe brand on Facebook with nice sneakers model ZX 720 but you have not bought from Neco before, so you take a good look at their Facebook profile timeline.


In the page that follows you will see Neco Facebook profile timeline. Please study the Facebook timeline carefully.

☐ Q31 Please answer the following questions based on the Facebook timeline you have just seen:



☐ Q30 Please can you recall the name of the seller?

 ☐ Nike


 ☐ Adidas


☐ Neco

☐ None of the above

☐ I do not remember

☐ Q32 On the Facebook timeline, the seller provides a

 ☐ Complete contact details

 ☐ Non-complete contact details

□ Q33 After seeing the Facebook timeline of Neco, what kind of reviews from past buyers did you see?

- ☐ Only negative reviews
- ☐ Only positive reviews
- ☐ Both positive and negative reviews

□ Q34 How much is the price of the shoe you just saw?

- ☐ € 90, 00
- ☐ € 30, 00
- ☐ No Price

□ Q45 Relative to the product you saw, the price of that product is

- ☐ Expensive
- ☐ Affordable

▼ Process Risk

Block Options ▼

□ Q37 Please answer the following questions to describe your thoughts on the **process risk** you feel is involve base on the Facebook timeline you have just seen.



	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
After seeing Neco Facebook timeline, I think the seller will not be committed to send the product after payment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After seeing Neco Facebook timeline, I feel I will not receive the right product I order	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After seeing Neco Facebook timeline, I feel if I order a product from them I will not receive the product in time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

▼ Financial Risk

Block Options ▼

□ Q47 Please answer the following questions to describe your thoughts on the **financial risk** you feel is involve base on the Facebook timeline you have just seen.



	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
After seeing Neco Facebook timeline, I feel if I purchase a product through Facebook sites I cannot return the product back to them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After seeing Neco Facebook timeline, I feel if I order from the seller, I will not receive the products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After seeing Neco Facebook timeline, I feel if I purchase a product through Facebook from them would involve financial risk (i.e. fraud).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Privacy Risk
Block Options

☐
Q48

Please answer the following questions to describe your thoughts on the **privacy risk** you feel is involve base on the Facebook timeline you have just seen.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
After seeing Neco Facebook timeline, Neco will share my personal information with other entities without my authorization.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After seeing Neco Facebook timeline, I feel unauthorized persons (i.e. hackers) will have access to my personal information.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After seeing Neco Facebook timeline, I am concerned about the privacy of my personal information during a transaction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Trust on Benevolence
Block Options

☐
Q49

Please answer the following questions to describe your **level of trust** on the seller's benevolence base on the Facebook timeline you have just seen.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
After seeing Neco Facebook timeline, I think Neco does business with my interests in mind.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After seeing Neco Facebook timeline, I think Neco is interested in my welfare and not of the seller's.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After seeing Neco Facebook timeline, I think Neco is reliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Trust on Competence
Block Options

☐
Q50

Please answer the following questions to describe your **level of trust** on the seller's competence base on the Facebook timeline you have just seen.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
After seeing Neco Facebook timeline, Neco is competent and effective in delivery the product purchase from them on Facebook.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After seeing Neco Facebook timeline , Neco is well informed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In general, after seeing Neco Facebook timeline I believe Neco is qualified and capable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q51 Please answer the following questions to describe your **level of trust** on the seller's Integrity base on the Facebook timeline you have just seen.



	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
After seeing Neco Facebook timeline, I think Neco will be fair in dealing with me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After seeing Neco Facebook timeline, I think Neco is honest.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In general, After seeing Neco Facebook timeline I think the seller can be trusted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q52 Please answer the following questions to describe your willingness to purchase from the seller base on the Facebook timeline you have just seen.



	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
After seeing this Facebook timeline, I will consider buying a product from the seller through Facebook platform	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After seeing this Facebook timeline, I would like to try a product from the seller on Facebook page	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After seeing this Facebook timeline, I will surely buy a product from the seller through Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End message

Thank you for filling this survey. Your response has been recorded.

Appendix A:

Table 4: Pretest question for price setting

Master thesis_Shoe Price Setting


QUESTIONSRESPONSES8

Master thesis pre-research Question

Please help me to fill this quick survey for my master thesis research. This is a pre-research survey to find out how much money you are willing to pay for a good quality sneakers shoe.

How much are you willing to pay for this shoe? please tick one of the option

Multiple choice



https://docs.google.com/forms/d/1IZ63bMf1iKNGh-fsMvFp_C--SAYhKlKz3eW8P19Njg/edit1/2

22/10/2019Master thesis_Shoe Price Setting - Google Forms

€120

€100

€80

€60

40

€25

Link: https://docs.google.com/forms/d/1IZ63bMf1iKNGh-fsMvFp_C--SAYhKlKz3eW8P19Njg/edit

Results from Price Pretest.

QUESTIONS

RESPONSES8

8 responses

+

⋮

SUMMARY

INDIVIDUAL

Accepting responses

How much are you willing to pay for this shoe? please tick one of the option below.

8 responses

