

Research Paper

Investigating the Effects of Subjective Norms, Social Identity and Group Norms on User Participation Intention in Online Community and E-purchasing

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Abstract

With the advance of the Internet and applying information and communication technologies in the field of marketing and group interaction, a new door has been opened to commerce. In this new world for marketers to take every opportunity that is given to users, even a few seconds during the day, then put on In the case of online communities and allows the audience to provide access to a large volume of users at a time, very little focus has been Marketers. In this regard, much research has been done. But the important point is that the lack of consideration of social factors and issues of collective identity, this research is quite evident.

Purpose : This study intends to check the influence of subjective values, social identity and group norms on intention to participate in online communities and internet shopping to pay and helped marketers in making decisions about digital and internet environments.

Design: This is a survey – analytical study because determines the relationship between variables and it is a prescriptive and practical study. Sample consists of all students in Ferdousi university.T-test for hypotheses has been used and Friedman test for average ratings and Cronbachs alpha for the validity and reliability of the data.

FINDING: The results are shown with 95% confidence subjective norms impacts on the Internet and online shopping intention and group norms not effect on intention to use the Internet and online shopping. social identity impacts on the Internet and online shopping intention.

Key words: Online community, Subjective norms, Social identity, Group norms, User participation intention.

Introduction

Online community has become a very popular internet application. According to a report issued by China Internet Network Information Center in July 2010 . about half of the internet population has ever used online community. Especially, the proliferation of web 2.0 technologies has triggered the rapid development of online community. For example, Facebook, the largest global online community, holds more than 200 million users around the world. Virtual worlds such as Second Life have also been adopted by users. In China, a few online communities such as Renren, Kaixin and Taobao have achieved great success. Realizing the great potential of online community, venture capital Softbank planned to invest US\$384 million on Oak Pacific Interactive in 2008, whose main businesses include two leading Chinese communities, Renren and Mop. However, compared with these popular c ommunity sites, other online communities face problems such as small. number of users and low participation. Their managers are eager to know the factors affecting user participation, and then adopt effective measures to facilitate user behavior and expand the user base. Extant research has adopted multiple theories, such as technology acceptance model (TAM), trust theory, social cognitive theory, social capital theory and social network theory, to explore online community user participation (Ridings et al., 2002 Hsu and Lu, 2007; Hsu et al., 2007; Koh et al., 2007; Toral et al.,2009). Perceived usefulness, trust and self-efficacy are found to have significant effects on user behavior. However, the group influence of online community on user behavior has seldom been examined. Online community is composed of members

sharing common support. Thus, individual member's behavior may be influenced not only by his/her own motivations such as perceived usefulness, but also by other members and the community. Bagozzi and Lee (2002) noted that "social processes are important determinants of decision making for people". According to social influence theory, individual behavior is affected by three social processes: compliance, identification and internalization. Compliance reflects that an individual acts to comply with the opinions of other people who are important to him/he (zhou,2011). Identification reflects individual identification with a community, such as senses of belongingness and attachment. For example, users may develop feelings of membership, influence and value in a community with the increased usage experience. Internalization reflects that an individual accepts the influence due to the congruence of his/her values with those of group members (Dholakia et al, 2004, citing zhou, 2011). According to social influence theory, individual behavior is affected by three social processes: compliance, identification and internalization (Kelman, 1974). However, the following three elements, identity and internalization often by subjective norms, social identities and norms are introduced and recognized (shen et al,2010).

Because many studies have focused on examining participation in online communities, which of the following elements Subjective norms set is considered to have been paid to the role of social identity, this study is The effects of three social identity and subjective norms and the norms of the group's intention to engage users Online communities and examine online shopping. The main objective of this study was to investigate the influence of subjective values, identity Social and group norms is the intention to participate in online communities and online shopping. Although each individual's

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social identity and Subjective norms that affect one's own and that of other members of society accepts and promotes the formation of norms His group is, what impact on a person's willingness to participate in online communities, including the use of Facebook and other Virtual spaces and consequently one of the most important disadvantage is that online shopping as well.

The need for research

Significant progress has been made over the last decade in explaining and predicting user acceptance of information technology at work. In particular, substantial theoretical and empirical support has accumulated in favor of the Technology Acceptance Model (TAM) (Davis 1989, Davis et al. 1989).

Numerous empirical studies have found that TAM consistently explains a substantial proportion of the variance (typically about 40%) in usage intentions and behavior, and that TAM compares favorably with alternative models such as the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB). (Venkatesh, V. and Davis, 2000).

Therefore, different models for determining admission information presented in organizations and in its wake, Organizations faced with the fundamental question of acceptance among the different models offered, is an ideal model and desirable for the adoption of information technology there is, or should be taken of any model of your choice. However, the eight models taking part in the online user is presented in Table 1 can be mentioned:

Table 1, models and theories of individual acceptance of information technology (Venkatesh and Davis, 2000)

definitions	Build nuclear	theory	
Negative or positive feelings with shaping individual behavior (the jack and Ajzen, 1975).	Attitude toward behavior	In the field of social psychology ,theory logical answer one of the most powerful and the most important theories predict human behavior	Logical response theory
Individual acceptance of ideas for individual people who are important in shaping individual behavior to influence (the jack and Ajzen, 1975)	Subjective norms		
all else being equal, the less effortful a system is to use, the more using it can increase job performance	Perceived Ease of Use.	above, we theorize four cognitive instrumental determinants of perceived usefulness: job relevance, output quality, result demonstrability, and perceived ease of use.	The theory of technology acceptance
TAM2 retains <i>perceived ease of use</i> from TAM as a direct determinant of perceived usefulness (Davis et al. 1989)	Government oversight is perceived		
Abstract and conceptual beliefs that leads people to make decisions	Subjective norms		
Perceptions that causes a person to do this because the value resulting from that activity, something different from the activity. For example, a good feeling that comes from improved performance and better pay (Davis, 1992).	External motivation	Agarwal and Prasad (1997) found a significant correlation between usage intentions and result demonstrability. The relationship between result demonstrability and perceived usefulness is also consistent with the job characteristics model, which emphasizes knowledge of the actual results of work activities as a key psychological state underlying work motivation (Hackman and Oldham 1976, Loher et al. 1985)..	Motivational model
Perceptions that lead to work, but not because of external motivating factors external amplifier, but also due to factors within the person creates value (Davis, 1992)	Intrinsic motivation		
discovery of the conditions and processes that permit precise predictions of behavior has remained a challenge for behavioral scientists.	Attitude toward behavior	That attitude can sometimes predict behavior has been documented and reported in recent reviews of the attitude-behavior relation literature. (Ajzen & Fishbein, 1977; Calder & Ross,)	Theory of Planned Behavior
the performance or nonperformance of a specific behavior is determined by the intention to perform that behavior	Subjective norms		

<p>Only if an attitude or relevant subjective norms have a significant weight in the regression equation predicting behavioral intentions will beliefs regarding a behavior be related to or predict intentions. Behavioral intention is considered to be the immediate determinant of overt volitional behavior .</p>	<p>Perceived behavioral control</p>		
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According to some definitions as presented in Table 1 and sent entries, view and felt that the acceptance User participation on aspects of subjective norms, and none of its emphasis on social aspects and norms for behavior and characteristics of other members of the group, stressed not The main subject of this research is that according to the social identity of the cognitive, affective and evaluative as well as group norms and norms Mental effects of these three important variables on attitudes toward participation in an online community and then the actual behavior involved Review. This study aims to effect social identity (cognitive, affective and evaluative) and group norms and subjective intent on user participation in cyber space and the Internet and his willingness to examine online shopping.

Extant research has adopted multiple theories, such as technology acceptance model (TAM), trust theory, social cognitive theory, social capital theory and social network theory, to explore online community user participation (Ridings et al., 2002; Hsu and Lu, 2007; Hsu et al., 2007; Koh et al., 2007; Toral et al., 2009). Perceived usefulness, trust and self-efficacy are found to have significant effects on user behavior. However, the group influence of online community on user behavior has seldom been examined. Commitment theory notes that commitment, which includes continuance, , which includes continuance, affective and normative commitment, affects user behavior (Bateman et al, 2010). Trust theory proposes that trust beliefs including ability, integrity and benevolence affect users' behavioral intention (Gefen et al., 2003).

Social capital theory notes that structural, cognitive and relationship social capital predicts user behavior (Nahapiet and Ghoshal, 1998). Social network theory proposes that online community can be described as a social network composed of nodes and edges, representing individuals and relationships, respectively (Toral et al., 2010).

Network cohesion, structure and centrality are found to affect community success (Toral et al, 2009). These previous studies have found that factors such as perceived usefulness, commitment, trust, self-efficacy and outcome expectation significantly affect online community user participation and knowledge contribution . However, they have mainly focused on the motivations affecting user participation, and seldom examined the effect of social processes on user behavior. Extant

information systems research has mainly focused on the effect of compliance on user behavior. For example, Venkatesh et al. (2003) developed a unified theory of acceptance and usage of technology (UTAUT), among which social influence derived from subjective norm is an important determinant of user intention. Subjective norm is also found to affect users' intention to make online purchase.

However, in our country The number of Internet users in 2005 exceeded six million people passed And by development of internet users Market saturation, increased competition, changes in the tastes and needs of customer, Iranian companies with numerous challenges faced in commercial and industrial activities.

Therefore, it is necessary to check the research gaps to be addressed In fact, the lack of empirical studies and reviews in the field to promote user participation in online communities, Led to the formation of the present study is necessary. This study emphasized To check all three sets of identity, attitude and intention of group norms and user behavior in online communities and online shopping space and information technology deal. In fact, previous studies conducted around participation in the online space. Only examines factors such as the degree of perceived usefulness and ease of understanding have been evaluated And social factors that often is overlooked There are While the study referred to in the literature Researchers have found that many people are social factors such as social identity and group norms on intention to participate in online communities is effective. On the other hand it should not be ignored or dismissed One of the most important figures in contemporary marketing internet marketing Due to the low cost and the removal of physical barriers and time, has been the focus of researchers and marketers. After considering the techniques to increase participation in online communities can be a precursor to more people participate in online shopping and advertising spaces of the Internet.

Conceptual model

This model that has 3 independent variables include subjective norms, social identity and group norms. Participation intention is final variable.

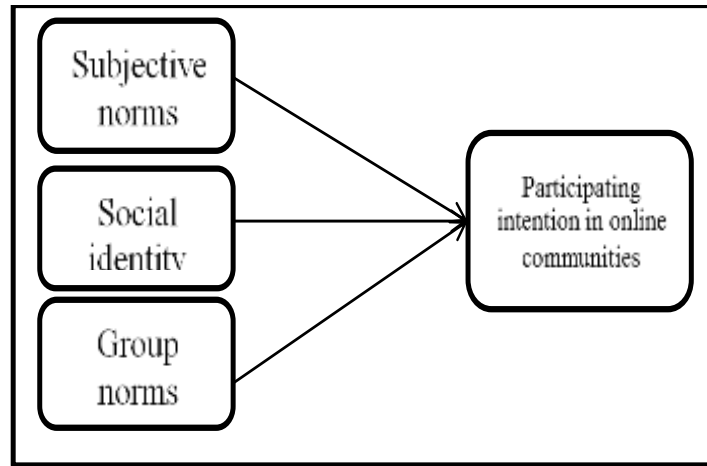


Figure 1.conceptual model

Hypotheses

- 1- Subjective norms has significant impact on participating intention in online communities.
- 2- Social identity has significant impact on participating intention in online communities.
- 3- Group norms has significant impact on participating intention in online communities.

Methodology

This is a survey – analytical study because determines the relationship between variables and it is a prescriptive and

practical study. Sample consists of all students in FERDOWSI university .

Validity and reliability

Face and content validity were examined in two stages, as well as confirmatory factorial validity was examined. Golfeshani (2003) defined reliability as the extent to which the results are consistent over time. According to Field (2006), Cranach's alpha measure the validity that is one of the most popular tools in behavioral research and the accepted value is at least 0.7. this coefficient is shown in table 1. This value for questioner was more than 0.74 which display the validity.

Table 2-cronbach a values

Variables	Number of questions	Cranach α
Subjective norms	2	0.74
social identity	3	0.80
Group norms	2	0.79
Total	7	0.74

Demographic view

Table 3.Demographic view

Characteristics	Responds	Frequency	Frequency percent	Cumulative frequency percent
Sexuality	women	147	75%	75
	man	49	25%	100
Education level	Resource	5	6.2	6.2
	Bachelor	96	49	55.2
	Masters	92	9.46	64.66
	PHD	3	1.5	100
Age	18 to 22	79	40.3	42.3%
	22 to 26	95	48.5	88.3%
	26 to 30	18	9.2	95.7%
	Higher than 30	4	2	100%
Frequency of using services in one month	Less than 3 times	41	20.9	20.9%
	3-6 times	42	21.4	42.3%
	6-9 times	9	4.6	47%
	9 times and more	104	35.1	100%

Hypotheses test

T test has been used for hypotheses H0 and H1.

First hypothesis: subjective norms impact on the intention to use of the internet and online shopping.

H0: The mean of the variable of interest = 3

H1: The mean of the variable of interest ≠ 3

Table 4.Descriptive statistics of affective identity

Standard error	Standard deviation	Average \bar{x} (Number	Index	Variable
0.09	1.24	3.88	196		Subjective norms

Table 5.one-sample t-test.

Test Value = 3						
Confidence interval (95%)		Result of hypothesis	P_Values	Df	t	variable
Higher level	Lower level					
0.7007	0.87500	confirmed	0.001	195	9.895	Subjective norms

The results are shown in above table. As it is seen, significance level is 0.001 that is lower than 0.05. Also, as shown in Table 4, given that the p-value is smaller than the 5% (significance level), then H0 is rejected. And given that the average value calculated for affective identity (3.88) is lower than 3, thus, subjective norms is smaller than 3 and therefore the null hypothesis is rejected. Finally, null hypothesis is rejected

with 95% confidence and the contrary is confirmed. Thus, subjective norms impacts on the Internet and online shopping intention.

Second hypothesis: group norms effect on intention to use the Internet and online shopping.

H0: The mean of the variable of interest = 3

H1: The mean of the variable of interest ≠ 3

Table 6.Descriptive statistics of cognitive identity

Standard error	Standard deviation	Average \bar{x} (Number	Index	Variable
0.06	0.84	3.10	196		group norms

Table 7.one-sample t-test

Test Value = 3						
Confidence interval (95%)		Result of hypothesis	P_Values	Df	t	variable
Higher level	Lower level					
-0.0189	0.099	unconfirmed	0.001	195	1.167	group norms

Third hypothesis: social identity influence on intention to use the Internet and online shopping.

H0: The mean of the variable of interest = 3

H1: The mean of the variable of interest ≠ 3

Table 8.Descriptive statistics of evaluative identity

Standard error	Standard deviation	Average \bar{x} (Number	Index	Variable
0.03	0.47	2.6578	196		social identity

Table 9.one-sample t-test

Test Value = 3						
Confidence interval (95%)		Result of hypothesis	P_Values	Df	t	variable
Higher level	Lower level					
-0.40	-0.27	confirmed	0.001	195	-10.020	social identity

The results are shown in above table. As it is seen, significance level is 0.001 that is lower than 0.05. Also, as shown in Table 8, given that the p-value is smaller than the 5% (significance level), then H0 is rejected. And given that the average value calculated for social identity (2.6578) is lower than 3, thus, affective identity is smaller than 3 and therefore the null hypothesis is rejected. Finally, null hypothesis is rejected

with 95% confidence and the contrary is confirmed. Thus, social identity impacts on the Internet and online shopping intention.

FRIEDMAN RANKING TEST

The Friedman test is a non-parametric statistical test developed by Milton Friedman. Similar to the parametric repeated measures ANOVA, it is used to detect differences in treatments across multiple test attempts.

Which factor (subjective norm, the norm group, social identity) are going to use the Internet and online shopping is more effective?

Table10- Mean ratings

Ranks average	factors
2.91	Subjective norms
2.07	Group norms
2.10	Social identity

Table11- Friedman test for ranking variables-

p-value	df	X ²	number
0.001	5	560.07	196

Results table above shows the Because $p < 0.01$ As a result of the impact intend to use the Internet and online shopping there is a significant difference The most important factor, subjective norm, and the norm of the group for a final time.

Conclusion

The first hypothesis of this study is to investigate the effect of subjective norm on intention to use the Internet and online shopping has also been confirmed by the confidence of 0.05. The person accepting the ideas and opinions of people who are important to the person The desire to participate in the online community and online shopping is effective. Studies scholars like HSU and Lu (2007), HSU et al. (2008), Koh et al (2007), Toral et al(2009) are compatible. As Bagozzi and Lee (2002), as have the social factors, determinant They are important for decision-making. So this study Bagozzi and Lee (2002) also consistent with the results of this research.

This hypothesis refers to the general notion that people from other beliefs, subjective norms that derive been led to participate in the online space is and online shopping. The thought patterns of the source of the thought patterns of others, the effect is very important in a person's decision to participate or not to participate in the online space. In this study, the population of students that are Ferdowsi University of Mashhad, And more descriptive data on participants in the research on young people with a bachelor's degree and experience have 9 times more than online services, The influence of subjective norms on participation in online communities is confirmed. In fact, young people are more willing to emulate the thinking of others and the impact on their willingness to participate has been effective.

The second hypothesis of this study is to investigate the effect of group norm on intention to participate in online communities and online shopping has been confirmed by the confidence of 0.05. This means that the norms of the group that represents the user's values and goals with other members of a group, the willingness to participate in online communities and online shopping implications. The reason for this can sample space and the reluctance of young people to the goals and values that are shared with other team members. Also that Hars and Ho (2002), as have the value of intelligence in a group makes people Share your information in their online community space and this makes people interact and participate Some have more. The group, which means that the norms of accepted beliefs Group Is an intention to participate in online communities affect higher.

The third hypothesis of this study is to examine the impact of social norms on plan participation has been confirmed in the error level of 0.05. This means that the social identity that expresses the collective identity of the people is Intend to participate in online communities and online shopping implications. HSU and Lu (2007), HSU et al. (2008), Koh et al (2007) have suggested that a common social identity of the intended user participation in Internet shopping online space and positive impact. The findings of this study, this hypothesis is consistent result.

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