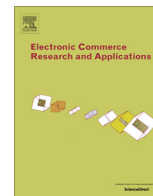




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Evaluation of service quality in facebook-based group-buying

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ABSTRACT

In recent years, community platforms have developed into community shopping, and have gradually become an interesting online shopping consumption model. Facebook is Taiwan's most important community platform. Internet shopping is not its main function though, but still Facebook has managed to find a way into the group-buying business. At this stage, in its logistics, the financial flows and information flows are not perfect. This study integrates a model of e-commerce information with an electronic service quality scale, and uses the Kano quality model to assess the key service quality characteristics of community buying. We found that there are six attractive qualities, the most important of which is product recommendation. The key quality elements for attracting customers are price and recommendation features, and that the group that is most attracted are 41- to 50-year-old female home-makers. The results of this research provide people who participating in group-buying on Facebook with useful information on the process, as well as insights on managerial planning for the business model.

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1. Introduction

Customer-centric marketing, combined with service innovation from information and communications technology (ICT), has driven the transformation of the e-commerce business model. Online shopping behavior has gradually evolved from the model of purchasing products online into a group-buying model, which was followed closely by the development of WeChat to group-buying on Facebook, forming the so-called social e-commerce (Wang and Hsieh, 2017). Mark Zuckerberg earlier mentioned that the next boom in e-commerce would be social commerce (Ishii, 2017). Today, virtual communities have already deeply impacted the buying decision process of the majority of Internet users. No longer limited by the products themselves, the addition of human factors have made social media into an indispensable bridge for businesses to convert their traffic into cash. The turnover at the WeChat Mall on the WeChat platform has reached RMB 15 billion, for example. Facebook, the most used platform in Taiwan, has 160 fans pages with more than 2 million followers.

In this research, *social e-commerce* is defined as communities that use social media as an extension of their own or third-party trading platforms to get members in social media to shop online.

Essentially, the business opportunities derived from the mobilization of friends (including online friends) to make purchases together or the use of social media to share information are all considered to be social e-commerce. We divide social e-commerce into three main categories. The first category consists of e-commerce platforms as social media wherein these platforms combine the features of social media to help users log in using their social media accounts and share the products they like on their own page; this is a type of B2C transaction. The second category consists of social media platforms as e-commerce platforms wherein social media combine the features of e-commerce platforms to use their existing user base and popularity to, aside from selling products related to the social media, encourage users to share the products they like on the website; this is a type of business-to-consumer (B2C) transaction. The third category consists of social media group-buying, with community pages or groups on social media engage in e-commerce; this is a type of customer-to-customer (C2C) transaction. Among these, social media group-buying is the primary focus of this research.

At the core of social media platforms is its social aspect. Most users that engage in social media group-buying do so on social media platforms that are not bona fide e-commerce platforms. They make their purchases through pages. Therefore, given the lack of a logistics and a cash flow management system, capable of including fixed price, wholesale price, selling price, and other such

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information, can help wholesalers and page administrators communicate clearly with each other. This makes it more convenient for page administrators in consolidating purchase orders. Also, using the system to help customers book their orders, make payments, and select their preferred shipping method means that the system can integrate the goods shipment and storage functions of the logistics industry. With this, the cost of person hours spent on customized processes can be reduced. Fig. 1 shows the current status of social media-based group-buying on Facebook in Taiwan.

This research explores the service quality of the web app platform developed from the work of Wang and Hsieh (2017) and the To-Be framework (Fig. 2) proposed by Facebook for group-buying.

By consolidating the e-commerce information systems success model proposed by Delone and McLean (2003) and the SERVQUAL dimensions of Parasuraman et al. (2005), a questionnaire based on the two-dimensional quality model is designed. After users completed the questionnaire after experiencing the platform, the data collected will be analyzed using the Kano two-dimensional quality model to understand which of the service quality factors increase demand and user satisfaction. From this, we propose improvements to the web app.

2. Methodology

The methodology consists of three processes: the first is the development of the web app and to have users experience it; the second is to design a Kano two-dimensional quality questionnaire; and the third is to conduct some related data analysis. The development of the social e-commerce platform occurred in cooperation with Facebook. It consists of the web and an app focusing on logistic services. The framework of logistic services includes channel and inventory integration, supplier and order integration, and customer order integration. Channel integration and inventory integration are achieved through the integration of inventory with the supplier uploading information into the system, and the shipment of goods through home delivery or convenience store pick-up, depending on the preferred shipment method on the order form.

The integration of supplier order forms provides Facebook page administrators with a format for their consolidated orders, making

it more convenient for suppliers to determine product volume and information, and provide page administrators with the ability to inquire on order status (cash flow, logistics). Customer order integration provides a format for customer orders, making it convenient for Facebook page administrators to determine product volume and information, directly forward the order form to the supplier, search for orders, and give page administrators the ability to inquire on order status. Compared to the past, the difference is that, using the partner logistics firm as a platform, the goods of the suppliers are centralized in the cooperating logistical warehouse. Once the social media platform has received the order, a notice will be sent to the logistics firm. The logistics firm will proceed with managing the shipment of the goods, and have it sent for home delivery or convenience store pick-up depending on customer needs (Fig. 2).

Fig. 3 illustrates the operating procedures of the platform including its 12 steps.

They include: registration of Facebook page administrators; the posting of goods by the page administrators, and inviting page members to join the web app through Facebook/Line. They further include: page members clicking the link to download the app and completing their registrations; page members accepting the invitation of the page administrators; page administrators making approvals. In addition, there are members browsing the products posted on the social media group-buying page, placing an order, and inputting the last five digits of their ATM numbers. Thereafter, the page administrator must consolidate the orders received, and figure out their shipping logistics and from what center, and then complete the refresh processes. Finally, the page administrator inquires about the consolidated sales report, and the page member inquires about the shipment status. The social media group-buying system developed can save everyone time with stocking goods and manual inventory counting, making it a better way of managing the platform. Customers will no longer need to get bogged in reading through every single Facebook post. Instead, they will be able to quickly find their desired products through the product category search.

This research utilizes the Kano two-dimensional quality model to evaluate the social media group-buying platform by analyzing the user feedback. The concept behind the two-dimensional quality model comes from *motivator-hygiene theory* (Herzberg et al.,

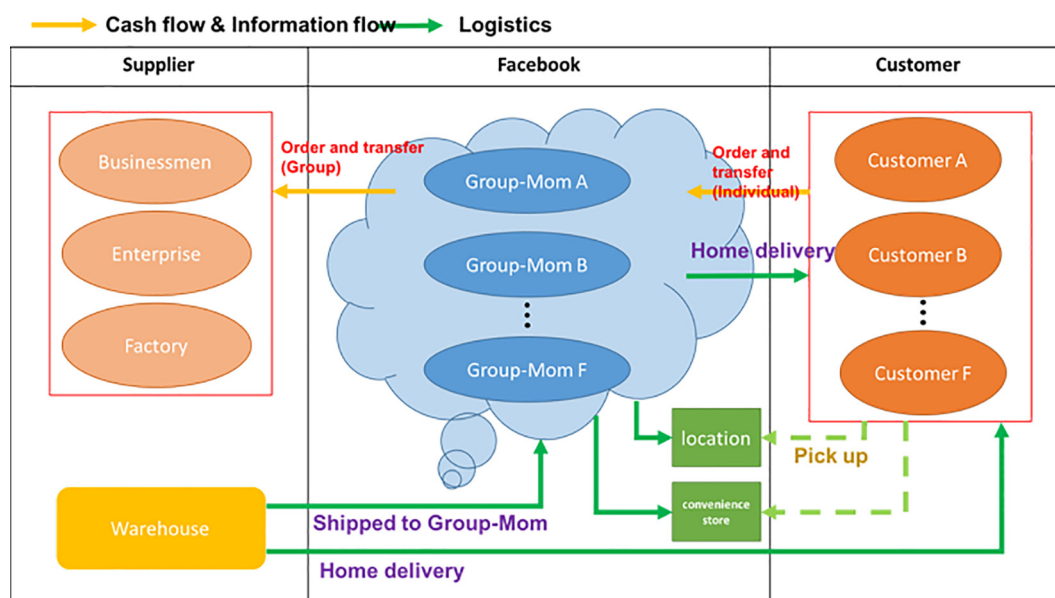


Fig. 1. The As-Is Model for Group-Buying on Facebook in Taiwan.

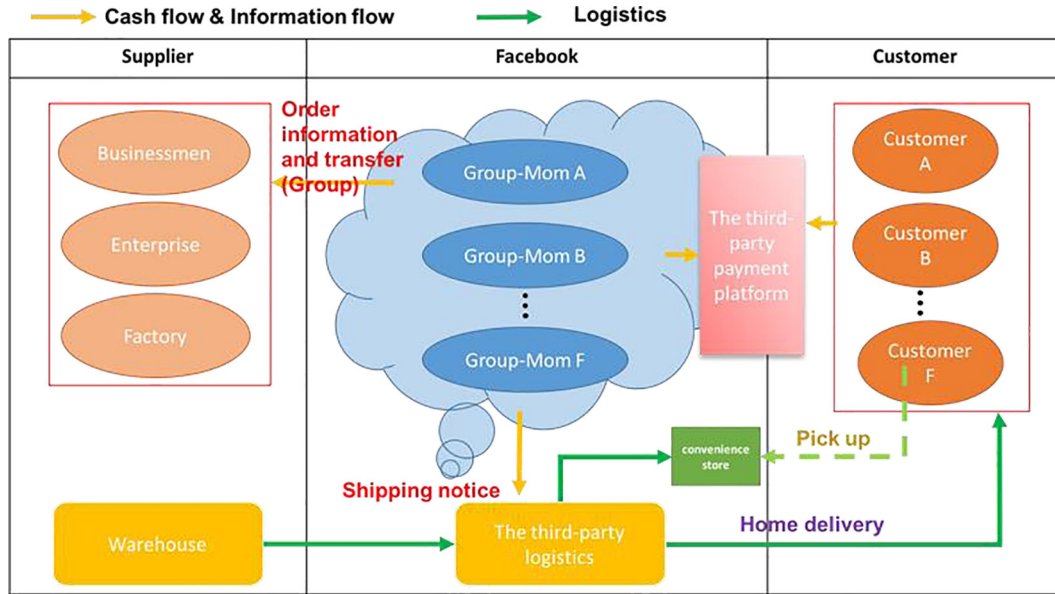


Fig. 2. The To-Be Model for Group-Buying on Facebook in Taiwan.

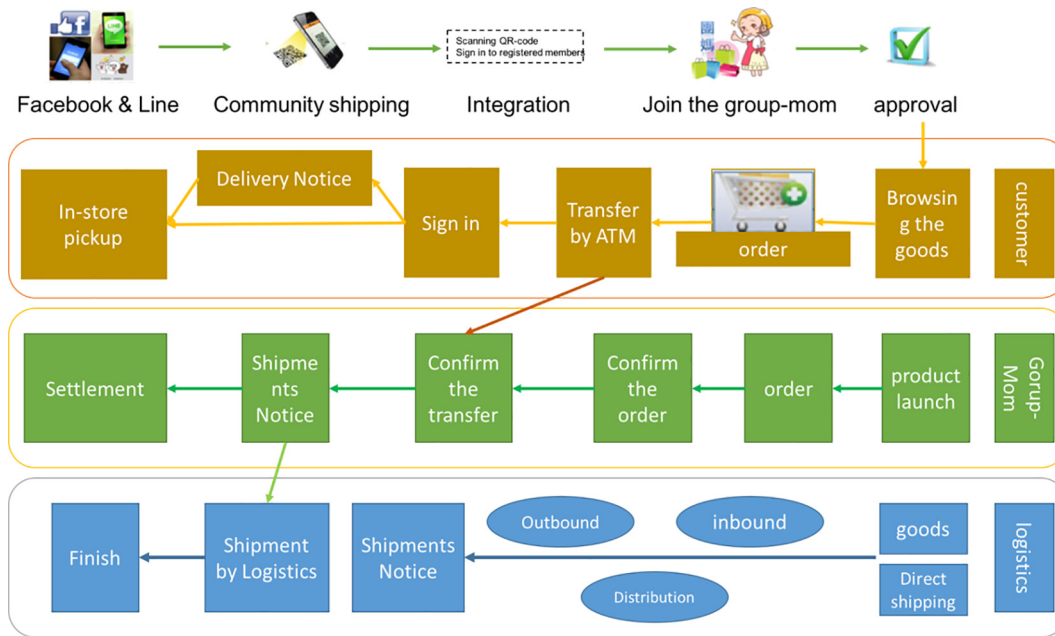


Fig. 3. The 12-step Operating Procedure of the Platform.

1966). Kano et al. (1984) developed the two-dimensional quality model based on this theory. It includes these quality elements: attractive, one-dimensional, must-have, non-differentiating, and reverse quality. Based on the Kano quality elements, we used positive and negative responses to questions to differentiate the types of quality elements based on the types of responses customers gave for each quality element. In terms of analysis, we converted the positive and negative responses into the quality elements through Matzler and Hinterhuber (1998), as shown in Table 1, after the results of the quality elements are sorted into attractive, one-dimensional, must-have, non-differentiating, and reverse quality elements, the cumulative frequency of each quality is compared using $(M + O + A)$ and $(I + R + Q)$. Finally, it is determined based on the following rules to which type the customer needs belongs.

Rule 1 is if $(M + O + A) > (I + R + Q)$, then the customer needs are given by $\text{Max}\{M, O, A\}$ quality element. Rule 2 is if $(M + O + A) < (I + R + Q)$, and then the customer needs are given by the $\text{MAX}\{I, R, Q\}$ quality element.

During the questionnaire design process, the e-commerce information systems (IS) success model (Delone and McLean, 2003) was referenced, and a questionnaire with a total of 28 questions was developed based on system quality, information quality, and service quality. The 6-system quality questionnaire referenced the questions proposed by Wixom and Todd (2005) and Negash et al. (2003) to design system quality questionnaire (Table 2).

Another information quality (13 types) questionnaire references the questions proposed by Wixom and Todd (2005) for its design (Table 3).

Table 1
The Kano Model Evaluation Table.

Functional Answer (FA)	Dysfunctional Answer (DFA)				
	Like	Must-Have	Neutral	Live-With	Dislike
Like	Q	A	A	A	O
Must-Be	R	I	I	I	M
Neutral	R	I	I	I	M
Live-With	R	I	I	I	M
Dislike	R	R	R	R	Q

Notes: A = Attractive, I = Non-differentiating; M = Must-Have; O = One-Dimensional; Q = Questionable; R = Reverse

Table 2
Questionnaire on System Quality.

Positive Response					Responses to System Quality Questions	Negative response				
I	II	III	IV	V		I	II	III	IV	V
					1. Whether the platform is characterized by the fact that it “provides a simple and easy to understand operating interface” (i.e., best-selling items are shown, cart, etc.) makes you feel					
					2. Whether the platform is characterized by the fact that it “can easily search for desired information” (product categories, keyword search, etc.) makes you feel					
					3. Whether the platform is characterized by the fact that it “can adjust the method of operation based on personal needs” (i.e., wish to add the ability to keep products in the cart, platform developers are willing to add these types of features) makes you feel					
					4. Whether the platform is characterized by the fact that it “provides an easy to use online customer service center” (leave comments in the Q&A portion) makes you feel					
					5. Whether the platform is characterized by the fact that “every separate web page is loaded within an acceptable time” (fast loading times for web pages) makes you feel.					
					6. Whether the platform is characterized by the fact that it “uses the latest information technology” (uses the recently popular AR technology) makes you feel.					

Notes: I: Satisfied, II: That is expected, III: It doesn't matter, IV: Acceptable, V: Not satisfied

Table 3
The Information Quality Questionnaire.

Positive Response					Responses to System Quality Questions	Negative Response				
I	II	III	IV	V		I	II	III	IV	V
					7. Whether the platform is characterized by the fact that it “provides complete information” makes you feel					
					8. Whether the platform is characterized by the fact that it “provides all the information you need” makes you feel					
					9. Whether the platform is characterized by the fact that it “provides correct product information” makes you feel					
					10. Whether the platform is characterized by the fact that it “continuously updates information” makes you feel					
					11. Whether the platform is characterized by the fact that it “rarely provides incorrect information” makes you feel					
					12. Whether the platform is characterized by “well-organized layout of content” makes you feel					
					13. Whether the platform is characterized by “well-planned content” (i.e., different promotions depending on the season, holiday, etc.) makes you feel					
					14. Whether the platform is characterized by the fact that “content is clearly displayed on the website” makes you feel					
					15. Whether the platform is characterized by the fact that it is “able to adjust content based on your needs” (i.e., font size is too small, Chinese translation, etc.) makes you feel					
					16. Whether the platform is characterized by the fact that “system will provide product recommendations as you are browsing” makes you feel					
					17. Whether the platform is characterized by the fact that it is “able to integrate the prices of products across different channels” (i.e., Why is the same product priced differently on Books.com.tw ?) makes you feel					
					18. Whether the platform is characterized by the fact that it is “able to check on the status of order processing” makes you feel					
					19. Whether the platform is characterized by the fact that it is “able to protect personal data” makes you feel					

Notes: I: Satisfied, II: That is expected, III: It doesn't matter, IV: Acceptable, V: Not satisfied

And a service quality (9 types) questionnaire references the questions proposed by Zhang and Prybutok (2005), Delone and McLean (2003), and Jiang et al. (2005) for its contents (Table 4).

3. Analysis and discussion

This questionnaire was distributed through Google Forms and Facebook. It was distributed on April 25, 2017, and collected on May 2, 2017, with a total of 125 questionnaires. Based on predetermined rules to determine on whether the responses were valid, the resulting valid response rate was 90%. For the reliability test, Cronbach α was used to analyze internal consistency. This research

used positive and negative responses to the questionnaire; the α for positive responses was 0.933 while that of negative responses was 0.978 and the overall α is greater than 0.7, indicating that the questionnaire is reliable. Regarding the validity test, the fact that the foundation of the design of the questionnaire rested on the research findings of scholars provided the questionnaire with a certain degree of validity.

Analysis of demographics showed that 55% of the respondents were male and 45% were female; the majority were between the ages of 21 and 30; in terms of occupation, 50% of respondents were working professionals with students the second largest group. In terms of educational attainment, 60% of respondents had a college degree with a master's degree as the second largest group. Most

Table 4
The Service Quality Questionnaire.

Positive response					Responses to System Quality Questions	Negative Response				
I	II	III	IV	V		I	II	III	IV	V
					20. Whether the platform is characterized by the fact that it “immediately responds to requests” makes you feel					
					21. Whether the platform is characterized by the fact that it “can interact with the platform at any time” makes you feel					
					22. Whether the platform is characterized by the fact that it is “able to communicate requests to the platform operators through email or other means” makes you feel					
					23. Whether the platform is characterized by the fact that it is “able to assist with online customer service” makes you feel					
					24. Whether the platform is characterized by the fact that it is “able to assist with telephone customer service” makes you feel					
					25. Whether the platform is characterized by the fact that it is “able to respond to the Q&A function” makes you feel					
					26. Whether the platform is characterized by the fact that it is “willing to serve customers” makes you feel					
					27. Whether the platform is characterized by the fact that it is “able to display personalized information” (i.e., personal shopping history, favorites, and the such) makes you feel					
					28. Whether the platform is characterized by the fact that it “provides information on a variety of events” makes you feel					

respondents had monthly incomes of less than NT 30,000. Regarding social media platform usage, approximately 27.2% of respondents did not made purchases on social media platforms; of the respondents that have made purchases, 24.0% made them through Facebook.

Tables 5–7 respectively show the classification of system quality, information quality, and service quality according to the categories of Kano.

Table 5 shows that, with regard to system quality, most of the questions featured non-differentiating quality elements, indicating that they neither increased nor decreased customer satisfaction. Only the use of the latest technology was considered by users to be a one-dimensional quality element, indicating that providing users with an easy to use interface brings satisfaction. These are similar to what Lai and Hung (2015) mentioned: when users are making purchases, they perceive that the software provided by the social commerce platform is good, the website interface is aligned with other features, and highly reliable service will result in high customer satisfaction. Table 6 shows that, with regards to information quality, users consider information accuracy and quick information updates to be highest quality elements, which indicates that having accurate information displayed is required, but the information layout is not an important quality element for users. This is similar to what Lai and Hung (2015) mentioned: that rich website content can grab the attention and interest of users which can result in improving user loyalty. Product promotions, consolidation of information of various stores, and planned schedules are attractive quality elements which indicate that whether promotion of best-selling products, price comparisons, and information on anniversaries and the like are provided can increase user satisfaction too. This is similar to the analysis of Chen (2015) on the effects of word-of-mouth and social media advertising, and also to what Lai and Hung (2015) mentioned: that the more events and

customer interactions there are, the more customers can be enticed to take part in social commerce.

Table 7 shows that many quality elements are non-differentiating. This may imply that customers are not concerned with whether system and service quality elements are provided, reflecting that although they are demanding when it comes to service quality, they consider whether online service quality is provided and system technology is not essential. Further analysis was conducted using the Pearson correlation coefficient to test whether different customers with different demographics displayed differences.

3.1. Gender

Regarding the gender of customers, 27 quality elements displayed *p*-values greater than 0.05. This indicates that there were differences in how different genders reacted to the quality elements. Among these elements, quick information updates, and providing product recommendations and personalized information are highly correlated. Among the 28 quality elements, men considered 20 quality elements to be one-dimensional, indicating that the more services are provided by the social media platform, the more satisfied they are. Women considered 11 quality elements to be one-dimensional and 10 to be non-differentiating, indicating that having more services provided by the social media platform will not necessarily result in their satisfaction. Regarding information quality, men considered 6 elements to be attractive and must-have quality elements, highlighting that planning how information is displayed and the consolidation of outside information are key to attracting male users. Although women also considered these to be attractive quality elements, they considered more elements to be non-differentiating when it comes to service quality and system

Table 5
The Kano Questionnaire Result for System Quality.

Question	A	O	M	I	R	Q	Category
1. Whether the platform is characterized by the fact that it “provides a simple and easy to understand operating interface” (i.e., best-selling items are shown, cart, etc.)	21.5%	9.7%	29.0%	38.7%	1.1%	0.0%	I
2. Whether the platform is characterized by the fact that it “can easily search for desired information” (i.e., product categories, keyword search, etc.)	18.3%	41.9%	5.4%	33.3%	1.1%	0.0%	O
3. Whether the platform is characterized by the fact that it “can adjust the method of operation based on personal needs” (i.e., wish to add the ability to keep the products in the cart, platform developers are willing to add these types of features)	37.6%	8.6%	12.9%	40.9%	0.0%	0.0%	I
4. Whether the platform is characterized by the fact that it “provides an easy to use online customer service center” (i.e., leave comments in the Q&A portion)	14.0%	12.9%	26.9%	41.9%	2.2%	2.2%	I
5. Whether the platform is characterized by the fact that “every separate web page is loaded within an acceptable time” (i.e., fast loading times for web pages)	23.7%	20.4%	19.4%	31.2%	2.2%	3.2%	I
6. Whether the platform is characterized by the fact that it “uses the latest information technology” (i.e., uses the recently popular AR technology)	34.4%	5.4%	2.2%	50.5%	3.2%	4.3%	I

Table 6
The Kano Questionnaire Result for Information Quality.

Question	A	O	M	I	R	Q	Category
7. Whether the platform is characterized by the fact that it “provides complete information”	12.9%	29.0%	19.4%	32.3%	4.3%	2.2%	I
8. Whether the platform is characterized by the fact that it “provides all the information you need”	24.7%	36.6%	9.7%	36.6%	1.1%	1.1%	OI
9. Whether the platform is characterized by the fact that it “provides correct product information”	14.0%	23.7%	30.1%	26.9%	3.2%	2.2%	M
10. Whether the platform is characterized by the fact that it “continuously updates information”	32.3%	0.0%	32.3%	32.3%	1.1%	2.2%	AMI
11. Whether the platform is characterized by the fact that it “rarely provides incorrect information”	18.3%	20.4%	25.8%	30.1%	2.2%	3.2%	I
12. Whether the platform is characterized by “well-organized layout of content”	31.2%	19.4%	10.8%	35.5%	0.0%	3.2%	I
13. Whether the platform is characterized by “well-planned content” (different promotions depending on the season, holiday, etc.)	44.1%	14.0%	6.5%	31.2%	2.2%	2.2%	A
14. Whether the platform is characterized by the fact that “content is clearly displayed on the website”	31.2%	21.5%	15.1%	26.9%	2.2%	3.2%	A
15. Whether the platform is characterized by the fact that it is “able to adjust content based on your needs” (font size is too small, Chinese translation, etc.)	41.9%	12.9%	40.9%	0.0%	3.2%	1.1%	A
16. Whether the platform is characterized by the fact that “system will provide product r recommendations as you are browsing”	45.2%	0.0%	9.7%	41.9%	0.0%	3.2%	A
17. Whether the platform is characterized by the fact that it is “able to integrate the prices of products across different channels” (i.e., Why is the same product priced differently on Books.com.tw?)	57.0%	8.6%	3.2%	28.0%	3.2%	0.0%	A
18. Whether the platform is characterized by the fact that it is “able to check on the status of order processing”	21.5%	32.3%	18.3%	26.9%	0.0%	1.1%	O
19. Whether the platform is characterized by the fact that it is “able to protect personal data”	16.1%	38.7%	25.8%	18.3%	0.0%	1.1%	O

Table 7
The Kano Questionnaire Results for Service Quality.

Question	A	O	M	I	R	Q	Category
20. Whether the platform is characterized by the fact that it “immediately responds to requests”	32.3%	19.4%	7.5%	36.6%	1.1%	3.2%	I
21. Whether the platform is characterized by the fact that it “can interact with the platform at any time”	36.6%	10.8%	2.2%	45.2%	2.2%	3.2%	I
22. Whether the platform is characterized by the fact that it is “able to communicate requests to the platform operators through email or other means”	23.7%	14.0%	7.5%	53.8%	0.0%	1.1%	I
23. Whether the platform is characterized by the fact that it is “able to assist with online customer service”	28.0%	19.4%	11.8%	37.6%	1.1%	2.2%	I
24. Whether the platform is characterized by the fact that it is “able to assist with telephone customer service”	21.5%	28.0%	11.8%	34.4%	0.0%	4.3%	I
25. Whether the platform is characterized by the fact that it is “able to respond to the Q&A function”	21.5%	24.7%	15.1%	34.4%	2.2%	2.2%	I
26. Whether the platform is characterized by the fact that it is “willing to serve customers”	24.7%	33.3%	11.8%	26.9%	2.2%	1.1%	O
27. Whether the platform is characterized by the fact that it is “able to display personalized information” (personal shopping history, favorites, and such)	23.7%	23.7%	7.5%	40.9%	1.1%	3.2%	I
28. Whether the platform is characterized by the fact that it “provides information on a variety of events”	24.7%	12.9%	3.2%	51.6%	4.4%	3.2%	I

quality compared to men. This shows that women do not have as high of demands in other areas compared to men.

3.2. Age

Regarding the age of customers, 20 quality elements displayed p -values greater than 0.05. This indicates that there were differences in how people of different ages react to quality elements; among these elements, the technology used by the system was highly correlated. Most of the quality elements here are one-dimensional. Among these, no matter whether it is a system, information, or service quality element, customers between 41 and 50 years of age considered these service quality elements to be attractive. This might have been connected to the fact that this demographic is mainly composed of female home-makers. By looking at the various age groups, we discovered that many information quality elements are considered to be attractive, indicating that information quality is key to attracting customers.

3.3. Educational attainment

Regarding the educational attainment of customers, 14 quality elements displayed p -values greater than 0.05. This indicates that educational attainment had a weak correlation with quality elements, but when it comes to providing the ability to inquire on order status, email based customer service, and online customer service, the p -value is close to 1, which indicated strong correlations. Some of the service quality elements are considered to be one-dimensional, indicating that customers perceived good service as a must-have.

3.4. Occupation

Regarding the occupations of the customers, 27 quality elements displayed p -values greater than 0.05. This indicates that there were differences in how people in different occupations reacted to the quality elements; among them, the technology used by the system was highly correlated. Working professionals, military personnel, and students considered them to be one-dimensional, housewives and husbands considered them to be attractive, and teachers considered them to be must-have quality elements. The related literature and from what we discovered from the age strata, the primary customers are female home-makers and this type of platform most easily attracted them.

3.5. Customer experience using e-commerce platforms

Regarding experience in using the e-commerce platform, 23 quality elements displayed p -values greater than 0.05. The analysis showed that regardless of whether the respondent had engaged in e-commerce, most consider edit to be a one-dimensional quality element, except those who had not used the system. They considered it to be an attractive quality element. We understand this to mean that, to attract this type of customers, there needs to be more services that emphasize system quality.

3.6. Customer experience using social commerce platforms

Regarding experience in using the social commerce platform, 26 quality elements displayed p -values greater than 0.05. For those who used it previously, information quality elements had the most

respondents who considered them to be attractive. This suggested information quality is key to attracting customers to the social media platform.

To summarize the analysis above, we discovered that attractive quality elements mostly identified by female home-makers between the ages of 41 and 50. Thus, investments are appropriate to meet the needs of these customers. If there is a desire to attract customers who have no experience with shopping on social media platforms, product recommendations and consolidated information are important; also, the accuracy of external information is essential to these customers.

4. Conclusion

In recent years, the growth in consumer consumption and social media has driven the development of Taiwanese social commerce. This has been largely attributable to the increasing prevalence of social media and Internet usage. During this development, social commerce has brought about both opportunities and problems. We explored current issues faced by Taiwanese social commerce for new service models, including the development of web and app versions of a social media group-buying platform. Compared to prior methods of system evaluation, we used the Kano two-dimensional quality model to design a questionnaire to analyze user experience.

The system developed can be used for logistics through its integration with the firm, by providing an order management system and logistics operators. This offers social media group-buying operators more efficient flows of information and goods, so they can focus on innovating with the goods they sell. Service process management is the main reason why social media group-buying operators have price differences, composed of shipping fees and logistics processing fees. By upgrading the logistics and warehouse operators into business process flow operators, there will be a shift away from e-commerce being dominated by non-logistics firms. However, when solely social commerce is considered, the logistics firms will hold the real power since they can assist with inventory and product development, and provide product recommendations. The social commerce administrators also can assist. With social commerce platforms as the core operation, information fees and third-party shipment fees are likely to become the main sources of operating performance.

Through the integration of the platform, there are reductions in the workload of community administrators and the distance between consumers and manufacturers, making communications clearer and also providing the lowest prices. In order to generate benefits to services through the integration of the platform, this research has discovered six attractive quality elements that can attract users, namely: quick information updates, information descriptions, flexibility in how things are displayed in the system,

providing product recommendations, consolidation of information of large stores, and planned schedules and integrity. Of these, consolidations of information of large stores and planned schedules and integrity have the most weight when it comes to being attractive at 50%. This indicates that for customers, the ability to compare prices, get recommendations, and the such are critical to attracting them. Therefore, the platform and sellers can focus on providing services in these areas. Must-have quality elements are centered on the information quality of providing accurate information and quick information updates. Given this, information provided by sellers that are well supported by evidence or are not modified without reason will increase the trust that customers have towards sellers.

The contribution of this research is in discovering that the key quality elements for attracting customers are price and recommendation features, and that the group that can be most attracted are 41 to 50-year-old female home-makers. As such, a wider variety of goods that will be purchased by female home-makers can be provided. Examples are kitchenware, daily necessities, baby products, and the like. The key quality element to retaining customers is the accuracy of information followed by the method of providing customer service. This is why Facebook community administrators should always pay attention to goods information, so that when customers have questions, quick responses may be provided.

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