

With the Behavior of Buying Goods in Facebook, Is It Time to Move into Social Commerce?

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Abstract

In this study, Facebook use is conceptualized as purposeful activities of Thai people, which they engage in during their daily life, to plan for their careers or vocations, and their course of study. Objectives of the study were to explore the purposes of Facebook use of a group of Thai people age 13 – 34 years and examine the purposes of Facebook use differ by gender. Considering the serial number of rank position (1-16) of the weighted enquiry areas, the results indicate that follow friends movement, share information, find friends from the past, communicate with many people and to relieve boredom purposes are among the top five influential factors for the genders. For this gender difference test for independent groups (male and female) of people age 13 – 34 years, the only two significant different variables were find new friends purpose ($t = 3.667$, $p < .001$) and following friends movement purpose ($t = 1.907$, $p < .05$). as presented in Table 3. As for “find new friends” purpose, males seem to be more enthusiastic new friends searchers (mean = 5.00) when compared with the females (mean = 4.57). As for “following friends movement” purpose, males seem to be more follower (mean = 5.32) when compared with the females (mean = 4.13). The results revealed Thai people age 13 – 34 years, male and female, have a similar purpose of Facebook usage except for exploring new friends and following friends movement. Males seem to be more enthusiastic new friends searchers and to be more follower when compared with the females.

Introduction

Social networking sites, especially Facebook, have become widespread to the extent that a large segment of the population uses them to not only connect with others, but as a primary source of news and information. Facebook is a stage where people interact with each other, create their own content, and share information, ideas, experiences. In addition, friends and followers can add comments, criticisms, and arguments as they see fit. Teenagers get aware themselves with the new trends, global cultures, new research and current affairs which sharpen their skills and enhance their knowledge. Facebook usage has made them socially incorporated and converted them into inclusive citizen. Most of them have created their own blogs where they share their ideas on definite topics. They are in fact the product of internet age which is being brought up with the high speed of internet. Some of them use Facebook just for sending message, chat, discussion and some use it for fun, games and leisure. Statistical information about Facebook in Thailand from www.zocialrank.com (January 9, 2015) showed that Thailand has 26 million subscribers and ranking the third in ASEAN. The majority of Facebook users as people age 13 – 34 years (www.socialbakers.com). The current teenagers have grown up with internet. They have high rate access. The facility of Facebook has opened new channels of contact. Gross & Acquisti (2005) found that teenagers used sites to meet others and explored identity formation. Much of the accessible academic research on Facebook has focused on identity awarding and privacy concerns. When considering the information Facebook users offer about themselves, the fairly open character of the information, and the be deficient in privacy controls enact by the users, Gross & Acquisti (2005) argued that user may be put themselves at danger both offline and online. Understanding Facebook users attracts researchers from multiple perspectives such as Hewitt & Forte (2006), Mazer, Murphy, & Simonds (2007) observed student perception of coach presence and self-disclosure, Golder, Wilkinson, & Huberman (2007) studied about temporal patterns of use. Lampe, Ellison, & Steinfield (2007) studied the relationship between side view structure and friendship expression. Facebook is a proper means to keep contact with friends, nevertheless, huge

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amount of time is wasted at the same time. It might be dangerous when personal information is being shared. For younger users, Facebook is used as conversation and house-communication channel to update the information. As the researcher originate no research on patterns of Facebook use with respect to gender among Thai people, therefore, the researcher decided to conduct a research on this area. The researcher selected group of people aged 13 - 34 years for the studying which attempts to evaluate the patterns of usage with respect to gender. This research is focused on the questions about behavior of Facebook use.

Literature review

To account for the gender differences, several extensive studies have emerged at theoretical (philosophy, ethnology and social psychology) and practical levels, Gender-related differences were found in topics, task perception, and affective experience (Liu & Huang, 2008). Gender-specific differences have been found in information seeking in library use (Gefen & Straub, 1997; Nicholas et al., 2010). Some researchers suggest that, due to the socio-cultural background of gender, women may be more prone to computer anxiety and feelings of lower self-efficacy. Palmer (1993) found that girls performed better on science related topics and boys performed better on technology topics. Enochsson (2005) identified gender disparities in attitudes towards internet technology which impacted the use of this critical information seeking approach.

Results of another study expressed that, when searching for information, women participating in the study preferred social collaboration, contextual information, and personal identification. Results of other studies found that women suffered from lower self-confidence in managing technologies associated with searching for information (Kennedy et al., 2003). With girls in another study, the information needs were conceptualized as a social event, as opposed to individualistic approach of boys (Higgins & Hawamdeh, (2001). Non-linear principles of information behavior (Foster, 2004) and women's use of information systems have been of interest to researchers (Enochsson, 2005).

Objectives of the study

1. Explore the purposes of Facebook use.
2. Examine the purposes of Facebook use differ by gender.

Methodology

Research Design

Qualitative and quantitative methods were used for the study. Qualitative method helped to identify possible using Facebook behaviors among users. The results from the survey in qualitative method then were used for the questionnaire design for the next stage.

Research Model

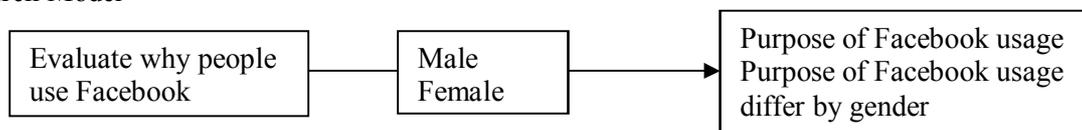


Figure 1 Research framework

Hypotheses

The following hypotheses were framed for the study. The purposes of test scores of Facebook usage varies in terms of gender.

H1 : There is a significant difference by gender for the purpose of Facebook usage.

Of course, it is important to realize that correlation does not indicate cause and effect.

Scale Measurement

The study instrument (a questionnaire) consisted of two sections. The first part involved basic demographic and background data on the respondents. The second part comprised a 16 items intended behavior scale. All items were measured by using a 7-point Likert scale with anchors from

“1=Strongly disagree” to “7=Strongly agree.” Cronbach’s alpha for testing reliability and consistency of the measurements was 0.94 for all items, suggesting that the measurements for the survey were reliable. All indicators conform to the standard. It appears that the questionnaire has fairly standard convergent validity.

Descriptive sample analysis

Respondents of this study are Thai people age 13 – 34 years who have Facebook using experience. The survey was collected from people who working and studying in Bangkok by convenient sampling. A total of 1,000 questionnaires were distributed, 992 were valid. The valid response rate was 99.2%. We collected information about demographic and other descriptive variables (show in Table 1), including such variables as gender, age, frequency of Facebook usage, and network size(friends on Facebook). Table 1 summarized the demographic data and Facebook usage descriptive variables of respondents.

Table 1. Respondents’ demographics and Facebook usage (n= 992)

Variable	% of n
Gender	male (32.8%), female (67.2%)
Age	<19(13.9%), 20-22(36.7%), 23-25(16.4%), 26-28(11.2%),29-31(9%), 32-34(12.8%)
Frequency of Facebook usage	1-2 times a week(7%), 3-5 times a week(13.7%), once a day(9.1%), 2-5 times a day(29.6), 6-10 times a day(14.3%), 11-15 times a day(10.9%), >16 times a day(15.4%)
Network size	1-30 friends(5%), 31-60 friends(7.8%), 61-90 friends (20.6%), 91-120 friends (10.5%), 121-150 friends(5.3%), 151-180 friends(9.9%), >181 friends(40.9%)

Statistical analysis

The data were tested for normal distribution (Levene's Test). Mean, standard deviation and t-test for significance of difference (Independent Samples Test).

Results

In the present research, Facebook use behavior is conceptualized as those active or purposeful activities of Thai people, which they engage in during their daily life, to plan for their careers or vocations, and their course of study. This study focuses on selected domains of Facebook usage of Thai people age 13 – 34 years according to gender. Each respondent was asked to complete the Facebook use behavior list and the general information. Analysis is revealed in Table 2. It shows a summary of measurement scales. All items were measured by using a 7-point Likert scale with anchors from “1=Strongly disagree” to “7=Strongly agree.” All indicators conform to the standard. It appears that the questionnaire has fairly standard convergent validity. It can be observed from Table 2. comparison of purpose of Facebook usage and rank according to the means, considered the mean score of each purpose reflected dissimilarities among the male and female according to the means. Considering the serial number of rank position (1-16) of the weighted enquiry areas, the results indicate that follow friends movement, share information, find friends from the past, communicate with many people and to relieve boredom purposes are among the top five influential factors for the genders. This indicates that these factors are the most influential componest of Facebook use behavior among the participants for both the genders. Along with the most influential factors, the relative influence of other components of Facebook use behavior reveals similarities among the study participants according to gender.

Table 2. Comparison of Purpose of Facebook usage and rank according to the means

Purposes	Male		Female	
	mean	rank	mean	rank
Following friends movement	5.32	1 st	5.13	3 rd
Share information and resource with friends	5.25	2 nd	5.12	4.5 th
Find friends from my past	5.22	3 rd	5.18	1 st
Communicate with many people	5.21	4 th	5.14	2 nd
To relieve boredom	5.19	5 th	5.00	5 th
Use FB for compatable with many people who I knew	5.13	6 th	4.98	7 th
Updated the events of my previous school and former classmates	5.11	7 th	5.12	4.5 th
Find new friends	5.00	8 th	4.57	11.5 th
Following photos, videos, events etc.	4.94	9 th	4.99	6 th
Communicate with colleague for working	4.84	10 th	4.76	8 th
Drive for information search	4.80	11 th	4.69	9 th
Use for planning	4.75	12 th	4.63	10 th
To procrastinate	4.74	13 th	4.57	11.5 th
Press the like icon	4.44	14 th	4.55	12 th
Shopping support	4.07	15 th	4.04	13 th
Attend activity of company/goods.	4.03	16 th	3.88	14 th

For this gender difference test for independent groups (male and female), the most commonly used test is the t-test and the corresponding significance value where the null hypothesis of no difference between the male and the female group is rejected at the .05 level of significance. Therefore, the only two significant different variables should be find new friends ($t = 3.667$, $p < .001$) and following friends movement ($t = 1.907$, $p < .05$) as presented in Table 3. As for “find new friends” purpose, males seem to be more enthusiastic new friends searchers (mean = 5.00) when compared with the females (mean = 4.57). As for “following friends movement” purpose, males seem to be more follower (mean = 5.32) when compared with the females (mean = 4.13)

Table 3. Independent Samples Test

Variables	t-test for Equality of Means			
	t	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Drive for information search	1.197	.23	.11	.090
Use for planning	1.211	.22	.12	.101
To relieve boredom	1.854	.06	.19	.100
To procrastinate	1.508	.13	.17	.111
Share information and resource with friends	1.543	.12	.13	.085
Use FB for compatable with many people who I knew, that use FB	1.548	.12	.15	.096
Find friends from my past	.382	.70	.04	.101
Find new friends	3.667	.000**	.43	.118
Following friends movement	1.907	.048*	.19	.099
Communicate with many people	.773	.44	.07	.094
To be updated on the events of my previous school and former classmates	-.045	.96	.00	.101
Communicate with colleague for working	.800	.42	.08	.100
Following photos, videos, events etc.	-.515	.60	-.05	.105
Press the like icon	-.874	.38	-.11	.123
Shopping support	.183	.85	.02	.132
Attend activity of company/goods	1.194	.23	.16	.133

*Significant at $p < .05$ ** Significant at $p < 0.001$

Conclusion

This research found that Thai people age 13 – 34 years, male and female, have a similar purpose of Facebook usage such as drive for information search, use for planning, to relieve boredom, to procrastinate, share information and resource with friends, use FB for compatible with many people who I knew, find friends from the past, communicate with many people, to be updated on the events of previous school and former classmates, communicate with colleague for working, following photos, videos, events etc., press the like icon, shopping support, and attend activity of company/goods. There is a little variances among the male and female in the domains of drive for information search; share information; find friends from the past; find new friends; follow friends movement. Male and female differed significantly in both find new friends and following friends movement. Males seem to be more enthusiastic new friends searchers and to be more follower when compared with the females.

Acknowledgment

This research is a part of project; The Facebook Commercial Potential Assessment. This project was supported by the Management Science Faculty, Khon Kaen University.

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