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Using Extraversion to Investigate Social Media Purchase Adoption

Philomina Pomaah Ofori*[1,2] Adelaide Oduro-Asante[2]
*[1]School of Management, Jiangsu University, 301 Xuefu Road, Zhenjiang, China
[2]Ghana Communication Technology University, Ghana

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ABSTRACT

The advent of social media platforms has brought various opportunities, and among them is social commerce. The platforms have created a great avenue for users and business owners to interact. This study empirically tests the influence of extraversion, social commerce satisfaction, relational contracts, and word-of-mouth intention on social media users' decisions towards social media purchases. The data for the study was collected using a structured questionnaire, and 210 valid responses were analysed using SmartPLS 3.3. The findings of the study indicated that social commerce satisfaction (SOCSAT) and extraversion (EXTRA) significantly affect how consumers perceive relational contracts (RECO). Furthermore, extraversion and relational contracts were significant predictors of consumer word-of-mouth intention (WOMI). Social commerce satisfaction and word-of-mouth intention positively contribute to predicting consumers' social media purchase adoption (SOPURCA). This study adds to the literature on social commerce and consumer personality traits.

Keywords: Extraversion, word-of-mouth intention, relational contract, social commerce satisfaction, SOPURCA

I. INTRODUCTION

Interactive websites have risen in popularity since the evolution of the internet. Internet use and new technological changes have enhanced the use of social media (SM) platforms [1]. According to Ofori, Antwi, and Owusu-Ansah [2], the internet has brought a new mode of interaction through social networking sites. Various social media sites have brought tremendous changes, coupled with different activities. The nature of social media sites encourages users to create and share materials on online platforms, as well as communicate with various groups [3]. The primary goal of a social media platform is to build and cultivate mutual relationships and collaborations through internet engagement [4]. Most social media sites are intended solely to allow users to interact with one another, like Twitter, LinkedIn, microblogs, WhatsApp, Line, and WeChat [4]. Rapid internet use has created a safe and inclusive environment in which communication and social interaction have been radically redefined [5]. Social media interaction brings diverse dimensions and opportunities for users, and among them is social commerce. Social commerce (S-

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commerce) is associated with social media-based marketing, which gives buyers and many merchants the chance to transact business. Hajli [6] postulated that social commerce improves electronic commerce. Social commerce has gained recognition as it has become a place to get many special offers from marketers [7]. Social media platforms have allowed businesses and consumers to explore new commerce methods and online social interaction [8]. Social media has contributed a lot to digital marketing, such as disseminating information and giving advanced insights about products and services [9].

Various studies have been conducted on social commerce in the past few years to advance the study. Hajli [6] used perceived usefulness, social media concepts, and trust to examine social commerce. The study employed PLS-SEM, and the results showed that social media increases the level of trust for consumers using social commerce. Similarly, Hajli [10] explored the impact of relationship quality, which are (trust, satisfaction, and commitment) and support networks (social and emotional), on s-commerce intention. The results indicated that these factors have a great impact on social commerce intention. Again, Tajvidi et al. [11] combined s-commerce, knowledge sharing, support systems, and relationship quality to investigate business co-creation. In the study, social commerce was used as an independent construct, which brought new dynamics to the study. In another study, Lin et al. [7] investigated purchasing behaviour using social support, consumer rating quality, mobile shopping trust, and e-commerce satisfaction. The findings of their study show that social commerce capabilities effectively establish consumer trust, resulting in favourable e-commerce impacts. Using PLS, the findings revealed that social interaction on digital platforms has various advantages for businesses. Furthermore, Attar, Shanmugam, and Hajli [5] used social networking sites' events, trust, surface credibility, and electronic business satisfaction to assess consumers' aim to purchase, and the findings were in line with previous studies [12], [13]. The findings suggest that virtual business trust measurements should be seen from a broader viewpoint, as online business features can successfully generate customer mobile shopping trust, resulting in positive online business outcomes. Recently [14], to evaluate repurchase and word-of-mouth intent, the study focused on reputation, information, trust, and satisfaction. The findings reveal that trust and satisfaction drive repurchase and word-of-mouth intentions, with reputation and information quality influencing both trust and satisfaction. Interestingly, Hussain, Li, and Li [15] took the study to a different perspective by incorporating psychological contracts as mediators to assess how ratings, reviews, and platform interactivity affect purchase intention. The findings show that psychological contracts and purchase intention are positively related.

Although scholarly interest in s-commerce studies is growing, the existing research has concentrated on online shopping engagement [12], [16]. User involvement has generally been regarded as a critical component in the creation of virtual worlds and networking [17], [18]. According to Groeger, Moroko and Hollebeek [19], it has become necessary to examine the precursors that characterize non-transactional customer interaction. From the assessment, we postulate that there is a chance for researchers to enhance the ongoing studies. Reviewed studies indicated that few studies on social media purchases have employed personality traits. Hence, investigating social media purchase adoption (SOPURCA) with extraversion, social commerce satisfaction, relational contract and word-of-mouth in developing countries has become imperative to add to the literature.

II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

A. Social Commerce

Social media platforms have allowed users to effectively interact on social networks to express their thoughts concerning goods and services [20]. Social commerce is the development of electronic commerce with the support of social media [6]. Studies on social commerce have attracted a significant amount of attention and have evolved over the years. With the growth of social media sites, social commerce has become an innovation in e-commerce [12]. According to Yin et al. [21], social commerce involves two elements, which are social networking and commerce activities. Social commerce is a new approach that has surfaced in recent times using the internet [22], [23] that allows users to create and spread information with groups that utilise social media platforms [24]. Previous studies have shown that social media incorporates commercial sales to promote commerce and advertisements for customers to enhance social events among buyers [22], [25]. Social commerce is an online platform that incorporates a social networking component that allows customers to exchange, receive evaluations, and obtain information about a vendor's products or services [6], [22]. S-commerce is defined as the worldwide-web retail shopping center that allows for enhanced consumer participation and involvement via social networking sites [26], [27]. According to Liang and Turban and Sharma and Crossler [22], [23], s-commerce is considered a subset of traditional e-commerce that includes social media features. S-commerce sites are considered possible variables in purchasing decisions to the degree that they promote customer behaviors such as knowledge transfer, social engagement, and consumer content creation [29]. Reports on social commerce demonstrate a promising trend that introduces new revenue streams based on internet communities' incorporating Web 2.0 technology into e-commerce to create customer-centric business models [12]. Han and Kim [30] investigated how culture impacts social media purchases. From the findings, culture has a significant influence on consumers' impressions of social media commerce and consumers' desire to use it. Other studies have been done on social media commerce, which include: consumer engagement behaviour [24]; trust and social benefits [31]; driving forces of social networking sites [32]; and decision-making process [33]. Furthermore, current studies have advanced the study of social commerce [14], [24], [34], [35]. Since studies on social commerce are progressing, this study proposes social media purchase adoption with an emphasis on extraversion. In this study, we defined social media purchase adoption (SOPURCA) as a digital transaction involving a customer and a vendor on social media platforms that is influenced by the customer's intrinsic and extrinsic drive. The study employed extraversion because individuals' personality traits influence their daily decisions, which include their actions toward online purchases.

B. Extraversion

Extraversion is a personality trait that encompasses a wide range of characteristics, including friendliness, activeness, and the proclivity to experience pleasant emotions like joy and pleasure [36]–[38]. It has been recognized that extroverts have the potential to affect another individual's behaviour intentions [39]. Extroverts are more likely to utilise a social networking site because it is a platform centered on social contact, which aligns with their desire for socialization [40]. Extroverts are much more likely to come into contact with people who utilise certain goods and services, as they are friendly people with a large social network [41]. Individuals that are extroverted love to engage in and enjoy social interactions. As a result, extroverts may actively seek out others for exchange and eventually become friends with them. A recent study indicated extraversion is linked to increased social participation, as cited in Buecker et al. [42]. The cause of this effect is that

extroverts are more creative and enthusiastic, and they interpret things differently [43]. Furthermore, extraversion was found to be positively connected to the pleasurable value of goods [44]. In another study, it was established that extroverts will be more satisfied with social media platforms [40]. Thus, the following hypotheses were proposed:

H_1: Extraversion has a positive effect on a consumer's relational contract.

H_2: Extraversion has a significant positive influence on a consumer's word-of-mouth intention.

C. Relational Contracts

In a transactional activity between two parties, both parties have a responsibility towards each other. According to MacNeil [45], where a long-term contract is expected between vendor and client, explicit pledges are made, as cited in Rousseau [46]. A psychological contract is an assumption a person holds about the terms of a transaction to which they are a party [47]. Relational contracts are clear agreements that incorporate both marketable and non-marketable exchanges to develop and maintain a partnership between two parties [48]. In a social commerce platform, this relationship is established knowingly or not, and as a result, a relational contract needs to be fulfilled. According to Hussain, Li, and Li [15], one of the most important relational obligations in an e-commerce platform is customer value, while the consumer's long-term relational obligations include buying intentions. With the above review, we hypothesize that:

H_3: Relational contract has a significant effect on consumers' word-of-mouth intention toward social media purchase adoption.

D. Social Commerce Satisfaction

In the digital commerce environment, customer satisfaction plays an important role. Mehmood and Shafiq [49]defined satisfaction as traits that can meet a customer's needs or regularly wish. Also, according to Keni and Satria [50], satisfaction is an expression of attitude and the consequence of comparing expectations with reality. Studies have shown that when a consumer is satisfied, firm performance improves and it has a positive impact on organizations [51]. Customer satisfaction is an indicator of consumer fulfilment, and it is always considered the most crucial feature that helps firms progress [49]. Customer satisfaction is viewed as a possible predictor of long-term customer engagement [24], and this leads to a consumer's purchase behaviour, which is confirmed in a recent study by Lin, Wang, and Hajli [7]. The complicated nature of the link between e-satisfaction and other criteria reflects the reality that social commerce satisfaction may be influenced by a variety of circumstances [5]. Lin, Wang, and Hajli [7] posited that electronic commerce satisfaction is a predictor of purchasing behaviour. Based on the literature, we hypothesised that:

H_4: Social commerce satisfaction has a positive and significant effect on consumers' relational contracts.

H_5: Social commerce satisfaction has a significant effect on social media purchase adoption.

E. Word-of-Mouth Intention (WOMI)

The internet has increased consumer impact via word-of-mouth (WOM) interaction as technology has advanced [52]. WOM is a potent element that impacts customer behaviour and is characterized as consumers' exchange of information about items and services [53]. WOM is a powerful marketing technique because it can shape and impact consumer behaviour toward a product or service [54]. Electronic word-of-mouth (eWOM) discussions have become more accessible thanks to social media platforms [55]. Studies on commerce have shown that consumers' evaluations posted online, as well as the exchange of information or opinions, have proven to be incredibly strong communication tools [54]. Social media platforms are considered online word-of-mouth and have an impact on consumer behaviour [56].

Meilatinova [14] posits that customers may encourage others to shop at the same s-commerce site by spreading favourable word-of-mouth information. Interestingly, when consumers are referred to a product they want to buy so that they can compare it to other products, their desire to buy from a particular platform will be influenced by other consumers' word-of-mouth information [52]. Based on the above review, we hypothesize the following:

H_6: Word-of-mouth intention has a significant influence on social media purchase adoption.

III. RESEARCH METHODOLOGY

A. Research Model

Figure 1. presents the model, which consists of exogenous constructs, namely, extraversion and social commerce satisfaction, while relational contract, word-of-mouth intention, and social media purchase adoption are endogenous constructs. This model employed extraversion and social commerce satisfaction on relational contract constructs to investigate social commerce purchase adoption.

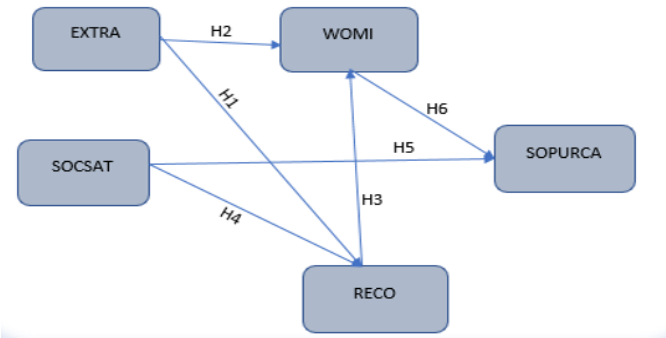

Figure 1. Conceptual framework

B. Sampling and Data Collection Process

Convenient sampling was used to gather the data for this study. The data was collected from undergraduate students at Ghana Communication Technology University. A study has shown that people between the ages of 18 and 29 make up the majority of social media users [55]. Hence, the respondents were considered suitable for this research. Respondents were informed about the study and were given a questionnaire upon their decision to participate in the survey. The questionnaire contained information about the study, and the participants volunteered to take part in the study willingly. A total of 256 responses were received within four weeks. Of the total responses received, 210 were used for the analysis after cleaning the data. Table 1. shows the respondents' information. From the data received, 126 (60%) were males, and 84 (40%) were females. Most of the respondents were between the ages of 18-25 (88.6), followed by 25–30 (9.5%). Because the respondents were students, the majority (82.4%) were unemployed.

Table 1. Demographic Information

Demographic Categories	Range	Frequency	Percentage (%)
Gender	Male	126	60
	Female	84	40
Age	18-25	186	88.6
	26-30	20	9.5
	Above 30	4	1.9
Employment Status	Employed	37	17.6
	Unemployed	173	82.4

C. Data Analysis Procedure

Participants' demographic information was analysed using the statistical package for social science (SPSS). For statistical analysis, SmartPLS 3.3 software was utilised. The study used PLS-SEM to evaluate the measurement and structural models for defined outcomes [57].

D. Measurement and Data Analysis Tools

Extraversion, relational contract, social commerce satisfaction, word-of-mouth intention, and social media purchase adoption were the constructs used in the study. The items in the model were evaluated on a 5-point Likert scale, with 1 indicating strongly disagree and 5 representing strongly agree. Items adapted from [40] were used to assess extraversion. Items from [15] were used to measure relational contract, social commerce satisfaction [7], word-of-mouth intention [58], and items for social media purchase adoption were adapted and deduced from [7].

IV. RESULTS ANALYSIS

A. The Measurement Model

Internal consistency reliability, convergent validity, and discriminant validity were used to evaluate the measurement model. Cronbach's alpha and composite reliability were used to test internal consistency reliability, and the results were > 0.80. Internal consistency reliability was assessed as recommended [59]. The average variance extracted (AVE) and outer loadings were used to assess convergent validity. From the outcome, the outer loadings range from 0.584 to 0.908. The AVE values were higher than the recommended threshold of 0.50. The composite reliability (CR), average variance extracted (AVE), and Cronbach alpha [60] were all confirmed as criteria for evaluating the measurement model in this investigation. The discriminant validity of the test was determined using the suggestion of [61]. As demonstrated in table 3, the square roots of AVE are higher than the off-diagonal correlation values. This suggests that discriminant validity is sufficient. The Heterotrait-Monotrait ration (HTMT) test was performed, and the results were less than 0.9, as recommended by (Henseler, Ringle, and Sarstedt [62]

Table 2. Measurement Model Results

Construct	Notations	Convergent validity		Internal reliability	Consistency
		Outer Loadings	AVE	Cronbach's Alpha	Composite Reliability
Extraversion	EXTRA1	0.584	0.596	0.877	0.879
	EXTRA2	0.908			
	EXTRA3	0.802			
	EXTRA4	0.756			
	EXTRA5	0.774			
Relational Contract	RECO1	0.717	0.518	0.814	0.811
	RECO2	0.678			
	RECO3	0.717			
	RECO4	0.764			
Social Commerce Satisfaction	SOCSAT1	0.689	0.523	0.812	0.814
	SOCSAT2	0.701			
	SOCSAT3	0.797			
	SOCSAT4	0.699			
	SOPURCA3	0.603			

Social media Purchase Adoption	SOPURCA4	0.716	0.529	0.811	0.816
	SOPURCA5	0.837			
	SOPURCA6	0.734			
	WOMI1	0.768			
Word of Mouth Intention	WOMI2	0.754	0.517	0.841	0.842
	WOMI3	0.787			
	WOMI4	0.711			

Legend: Extra = Extraversion, RECO = Relational Contract, SOCSAT = Social Commerce Satisfaction, WOMI = Word-of- Mouth Intention, SOPURCA = Social Media Purchase Adoption

Table 3. Discriminant validity

Fornell and Larcker Criterion						Heterotrait-Monotrait (HTMT)			
Constructs	EXTRA	RECO	SOCSAT	SOPURCA	WOMI	EXTRA	RECO	SOCSAT	SOPURCA
EXTRA	0.772					-			
RECO	0.475	0.720				0.470	-		
SOCSAT	0.297	0.623	0.723			0.302	0.622	-	
SOPURCA	0.266	0.463	0.547	0.727		0.265	0.459	0.556	-
WOMI	0.644	0.730	0.513	0.518	0.755	0.641	0.727	0.514	0.516

Legend: Extra = Extraversion, RECO = Relational Contract, SOCSAT = Social Commerce Satisfaction, WOMI = Word-of- Mouth Intention, SOPURCA = Social Media Purchase Adoption

B. The Structural Model

The study's model has two exogenous (EXTRA and SOCSAT) and three endogenous constructs (WOMI, RECO, and SOPURCA). The study assessed the hypotheses by using a resample of 1000 for the bootstrapping process as recommended [59].

In terms of the factors influencing relational contract (RECO), all hypotheses were found to be positive and significant. The relationship between extraversion and relational contract (β=0.318, t >4.491, p < 0.000) is supported. The relationship between SOCSAT and RECO was significant (β=0.529, t >6.387, p < 0.000) and supports the proposed hypothesis.

Effect on word-of-mouth intention (WOMI): Concerning the factors directly influencing WOMI towards SOPURCA, all hypotheses were supported. Extraversion and word-of-mouth intention had a significant relationship (= 0.38, t > 5.499, p 0.000). The association between relational contract and word-of-mouth intention was statistically significant (= 0.548, t > 7.551, p 0.0001).

Positive relationships were found between social commerce satisfaction (SOCSAT) and SOPURCA (= 0.382, t > 3.416, p 0.001), while between word-of-mouth intention and social media purchase adoption (= 0.322, t > 3.306, p 0.001), the hypothesis was supported. Regarding the R^2, [63] indicated that values of 0.19, 0.33, and 0.67 are reported as weak, moderate, and substantial, respectively. The values for the R^2 are: RECO = 0.481, SOPURCA = 0.376, and WOMI = 0.647. The results indicate that the study has a moderate and substantial level of explanatory power. In terms of the f^2, the values ranged from 0.012 to 0.659 (see Table 4). According to Chin [63], values of .02,.15, and .33 suggest weak, medium, and large effects, respectively.

The f^2 values for extraversion on relational contract and word-of-mouth intention are medium and large, respectively. The effects of social commerce satisfaction on relational contracts and social media purchases are large and medium, respectively. Also, the values for relational contract and word-of-mouth intention on social media purchases were large and weak. Q^2 values were assessed to check the predictive relevance of the dependent variables. According to Henseler, Ringle, and Sinkovics [64], when the Q^2 value is greater than zero, a model has predictive relevance. The model for this investigation shows predictive value, (see Table 4). The study assessed multicollinearity using variance inflation factors (VIF). The assessment showed that values were less than 3.3 (see Table 4), indicating there is no evidence of multicollinearity [65].

Table 4. Structural Model, Predictive Relevance, and Accuracy

Hypothesis	Hypothesized Relationship	Path Coefficient	T-value	p values	Remarks	VIF	f^2
H1	Extraversion-> Relational Contract	0.318	4.491	0.000	Supported	1.097	0.178
H2	Extraversion -> Word-of-Mouth Intention	0.383	5.499	0.000	Supported	1.292	0.322
H3	Relational Contract -> Word-of-Mouth Intention	0.548	7.551	0.000	Supported	1.292	0.659
H4	Social Commerce Satisfaction->Relational Contract	0.529	6.387	0.000	Supported	1.097	0.491
H5	Social commerce Satisfaction -> Social Media Purchase Adoption	0.382	3.416	0.001	Supported	1.357	0.172
H6	Word-of-Mouth Intention -> Social Media Purchase Adoption	0.322	3.306	0.001	Supported	1.357	0.012
Predictive Relevance and Accuracy R^2 and Q^2							
Constructs	R Square	R Square Adjusted		Q^2			
RECO	0.481	0.476		0.209			
SOPURCA	0.376	0.370		0.169			
WOMI	0.647	0.643		0.319			

Legend: Extra = Extraversion, RECO = Relational Contract, SOCSAT = Social Commerce Satisfaction, SOPURCA = Social Media Purchase Adoption, WOMI = Word-of-Mouth Intention

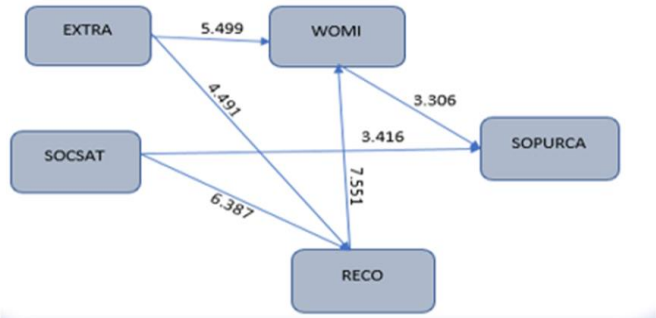

Figure 2. Values of Structural Model

V. DISCUSSION

The empirical evidence of the SOPURCA model sheds light on the innovative aspect of extraversion and its effect on social media purchase adoption. The findings of H1 indicate that extraversion affects how consumers perceive relational contracts on social media purchases. This direction shows a positive influence, as revealed by the path coefficient values (β=0.318, t >4.491, p < 0.000), which demonstrate that an extrovert person will have a positive understanding of how a vendor treats him/her. The results show that an individual's personality traits have a greater impact on how they perceive transactional relationships. In addition, and as proposed, extraversion was found to positively influence word-of-mouth intention. The results on the relationship between extraversion and word-of-mouth intention suggest that individuals' personality traits influence how they recommend a platform to others and accept recommendations from friends. It is obvious that extroverts are more likely to share information about a social media purchase with other consumers. This confirms that extroverted individuals are concerned with advantages and good emotions such as passion, enthusiasm, and activeness [66]. The findings support the assertion that extroverts are constantly looking for more from service providers [67]. A more revealing outcome of this study is that social commerce satisfaction affects relational contract. This indicates that satisfied consumers will appreciate their online experience with vendors. The effect of consumers' experience will have a positive influence on their recommendation, which will lead to purchase adoption.

The results also show that relational contract significantly impacts word-of-mouth intention among consumers. This finding reveals that how vendors treat customers compels them to share vital information about the platforms, which leads to subsequent purchases. The findings of this study corroborate similar work on relational contracts and purchase intention [15]. The findings of the fifth hypothesis test (H5) show that social commerce satisfaction has a great effect on social media purchase adoption. The direction of the influence, as indicated in the path coefficient values (= 0.382, t > 3.416, p 0.001), demonstrates that the higher the level of consumer satisfaction on a commerce platform, the greater the decision to adopt social media for purchases. The conclusions of this study are in line with previous studies [10], [5], [7]. The research results also revealed that consumers' word-of-mouth intentions influence social media purchase adoption. The results corroborate the findings of [52], [54], [68]. A consumer's word-of-mouth intention will affect their decision to purchase from social media platforms. The outcome indicates that consumers' recommendations increase their confidence in the platform, and this will subsequently affect their transactions on social media platforms.

A. Theoretical and practical implications

This work adds to the literature in both a novelistic and important way. Social media purchase adoption is in its emerging state in Ghana, where customers have shown interest in electronic commerce. The constructs of extraversion, social commerce satisfaction, relational contract, and word-of-mouth intention are tested and validated in this study, adding to the prior literature on social commerce. This model used extraversion with a relational contract, social commerce satisfaction, and word-of-mouth intention to advance social media

purchase adoption. In addition, word-of-mouth, social commerce satisfaction, and relational contracts have been tested and will lay a good foundation for future studies on social media purchase adoption. The study may have practical implications for social media vendors. Thus, with the outcome of the study, vendors can pay critical attention to customers' personality traits on social commerce platforms. Again, vendors may study individuals' reactions and approaches on social commerce platforms to modify how they interact with customers. This study indicates that extraversion is a critical element in social commerce platforms.

B. Limitation and Future Research

This study has some limitations. The sample size of this study was restricted, which is a constraint. The study's respondents were all from Ghana, so the findings were limited to that culture. More data from respondents from different geographical areas could be used in the future to enhance the generalization of the study's findings.

VI. CONCLUSION

There has been an upsurge in the number of studies on social commerce in recent years. The purpose of this study was to examine the impact of extraversion, a personality trait, on social media purchase adoption. The results show that extraversion has an impact on social media users' willingness to adopt social media purchases. The study suggests that an individual's personality traits are critical on social media platforms, particularly when it comes to social commerce. In developing countries, this study provides empirical evidence.

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