The Impacts of Technology and Develop Customers' Experiences on Customer Participation

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Abstract: This study develops a model to theorize however websitecharacteristics improve customers' creation experiences and later have an effect on their intention of future participation in creation. Therefore,we have a tendency to compared two analysis models to verifya perceived quality contenda big role in explaining client behavior on social media sites.We have a tendency to accessorial perceived quality to our hypo the sized analysis model to develop, integrated model that specifies all themethods in the hypothesized model furthermore as three further methods associated with perceived quality.

Key words: Social media, experience, S-O-R framework, task-relevant cues, affection-relevant cues

INTRODUCTION

Now a day's, social media is understood as a crucial consider customer-base companies. Companies' used digital media to urge client satisfaction and create creation experience (Zwass, 2010). Consumers invent artistically and manufacture IT knowledge in social networks. For example, Wikipedia, Facebook, YouTube, blogs and buying sites (Liang and turban, 2011). Social media will create section as a result of it uses IT progresses to extend interactions between customers and companies and it will create media as a rich one (Johannessen and Olsen, 2010), therefore Consumers will participate within the firm's activities, these social media enable customers and companies to make new idea like a Marketer-Generated Content (MGC) and User Generated Content (UGC) so that they will share these ideas in social networks (Goh *et al.*, 2013; Rishika *et al.*, 2013). Doubtless, creation will be developed in those businesses and types that use these options (Zwass, 2010). The foremost business companies try and concentrate on social media to share info between companies and customers to create in marketing principals (Goh *et al.*, 2013) an example, BMW has an account in twitter to publish info concerning promotion and production. It's tried that value of this sharing info ups to the range of customers that share it, however, companies should motivate them to try to it, therefore it has to use some incentive factors to encourage the consumers to work with social media (FuLler *et al.*, 2009). Researchers are done concerning motivating the consumers to judge value

creation in product marketing (Berger and Milkman, 2012, Kohler *et al.*, 2011). During this analysis, the Stimulus-Organism-Response (S-O-R) model is employed to point however characteristics of firm initiated social media sites develop customers' creation. We are able to take into account four vital factors during this research: first, taking part of consumers on new development and, therefore, the product support a part of value creation (FuLler *et al.*, 2009). The aim of consumer purpose to result on creation of their taking part (Hoyer *et al.*, 2010) designed an abstract framework to indicate priority and consequences of creation in several levels of the degree of consumer creation. Nambisan and Baron (2007) represented the antecedents of consumer participation in product support that used the integrative perspective of interaction-based client advantages and effective quality. (Koler *et al.*, 2011) added that the product marketing phase and creation behavior that's extracted from a creation could be an outstanding starting that may make the most customer's innovative data and develop the innovative productivity of companies someday. The S-O-R model has been used to relate social media to customers' participation behavior (Jiang *et al.*, 2010, Parboteeah *et al.*, 2009). We are able to make a case for the two forms of specifications of on-line environmental cue involve task-relevant cues and affection-relevant cues. These specifications will create firm initiated social media website to develop them. Then we tend to expand a model supported creation experiences which include client learning value, social integrative value and hedonistic value for the social media environment (Koler *et al.*, 2011). This model has

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the flexibility to judge internal a part of customers in social media and then we tend to describe the background of the study.

Literature review

The S-O-R framework: This study builds on the S-O-R paradigm in environmental psychological science (Mehrabian and Russell, 1974) that depicts, however, the assorted aspects of the setting as Stimuli (S) have an effect on people's internal Organisms (O) and successively activity Responses (R). Within the context of on-line marketing, stimuli visit the look options of the web setting that customersmove with (Eroglu *et al.*, 2003). The organisms pertain to structures intervening and internal processes between the stimuli and also the final responses emitted, that incorporates perceptions, experiences (Parboteeah *et al.*, 2009). The responses represent consumer behaviors in terms of approach and shunning behaviors (Eroglu *et al.*, 2003). The utilization of the S-O-R modelis because the overarching theory is suitable during this study for 2 reasons. First, the S-O-R model has been applied in previous studies on on-line consumer behavior (Parboteeah *et al.*, 2009). Their findings have supported the pertinenceof this model in explaining customers' internal reactions and activity responses to environmental cues. Second, given the essential roles of website characteristics and customers' experiences in influencing their behaviors in social media, the S-O-R model provides a penurious and structured manner to look at the consequences of website options of social media (stimuli) on customers' evaluations of their creation experiences (internal organisms) and successively their intention to participate in future creation activities (external responses).

Website characteristics of the setting as Stimuli (S): In social media, the interaction between customers and, therefore, the company is mediated by the technological characteristics of the media. Thus, it's intuitive that customers' experiences of interaction/creation in a very firm-hosted social media website would be influenced by the characteristics of the creation setting (i.e., the social media site).

The technological options of social media sites not solely replicate their objective properties independent ofconsumer's however conjointly their subjective properties as perceived by customers. Information Systems (IS) Researchers have declaredthe Task-Relevant (TR) and Affection-Relevant (AR) cues as on-line environmental cues in deciding client behavior Ping 2013).

As long as client interactions in social media vary within the nature of the client task and fondness (Wang and Zhang, 2012), our study focuses on these 2 sorts'of website characteristics, specifically TR cues and AR cues. TR cues and AR cues as website characteristics is understood in 2 ways that. First, they will be seen as structural properties of a social media website. TR cues see all descriptors on the location that facilitate and modify the customer's goal attainment, together with security,simple navigation and knowledge fit-to-task, whereas AR cues are affectional components that may induce a customer's core to have an effect on (Ping, 2013). Second, they will be understood as dynamic qualities as full-fledged by customers. Since our study focuses on customers' perception, expertise and behavior, the TR and AR cues here see the subjective properties of social media sites as full-fledgedby the purchasers. Thus, we tend to examine the standard of such cues as perceived by the purchasers. TR cues are considered utilitarian in nature as the results of the orientation toward the economical and effective execution of client tasks which is able to confirm howevera client reacts to an internet medium (Parboteeah *et al.*, 2009). Given the importance of TR cues within the posited that line environmental cues accommodate 2 general categories (high and low TR cues) and these cues can influence buyers system states that then have an effect on their looking behaviors. In a very similar (Parboteeah *et al.*, 2009) declared that varied environmental cues on a website are classified into 2 teams, specifically, task-relevant cues manifested as info fit-to-task and mood-relevant cues manifested as visual attractiveness. Their study found that the quality task-relevant and mood-relevant cues increase the chance and magnitude of on-line impulse buying for. This study conceptualizes perceived TR cues as perceived info fit-to-task and defines it as a client's perception of the extent to that info conferred on a website is correct and acceptable for directly supporting the fulfillment of the customer task. AR cues are specific options of a website that may be manifest the affectional quality of the location (Zhang, 2013). Within the on-line channel, music (Wu *et al.*, 2008), pictures (Chowdhury *et al.*, 2008) and visual shows (Park *et al.*, 2008) are found to be distinctive affectional cues. These cues are crucial in making an environment to form the client expertise a lot of pleasant (Eroglu *et al.*, 2003). AR cues are studied as environmental cues containing affectional info that may influence emotions and psychological feature process methods. Thus, AR cues on a website induce a customer's psychological feature and emotional reactions

to the location, that then influence his or her interaction behavior. Visual attractiveness (Loiacono *et al.*, 2007) relates to the visual components like image and video that act to reinforce the general of a website and in positive affectional reactions (Parboteeah *et al.*, 2009). Thus, perceived visual attractiveness is operationalized as a proxy for perceived AR cues in our study and is outlined as a customer's perception of the extent to that visual components conferred on a website induce the customer's positive fondness (Zhang, 2013). TR and AR cues don't seem to be mutually exclusive. Rather, they will be complementary or dependent and unified. AR cues are low-task-relevant cues that may indirectly support the fulfillment of client tasks by creating the client expertise a lot of pleasant. Hence, these two varieties of cues are complementary to every alternative within the orientation toward task completion. On the opposite hand, AR cues usually act because the presentation formats of TR cues to enhance info vividness.

Creation experiences as Organisms (O): Creation as an elementary space of e-commerce analysis (Zwass, 2010), sheds light weight on the worth creation method from a brand new perspective. Bendapudi and Leone (2003) reviewed the relevant literature on this subject and located 2 necessary themes. The primarytheme contains early studies on creation that focus for the most part on the advantages that a firm obtains from client participation in co-production as well as enhancing productivity gains optimizing client segmentation and increasing client satisfaction (Czepiel, 1990). The second theme focuses on distinguishing the motivations of client collaborating in co-production, like technology readiness and provision of adequate coaching (Goodwin, 1988). Armed with new property tools, inter connectivity among customers has been hyperbolic (Johannessen and Olsen, 2010), so heralding the evolution of creation, that is, the shift of sponsored creation to autonomous creation (Zwass, 2010). Prahalad and Ramaswamy (2000) predict the evolution and transformation of consumers from passive in 2004 argue for a freshly client-centric view value in step with that value is outlined and co-created with the client and determined by the customer on the premise of value-in-use. Creation is so outlined because the method within which customers take a vigorous role and create worth within the entire worth chain (Prahalad and Ramaswamy, 2004a). Creation expertise refers to the psychological state of consumers that results from their participation within the worth creation method (Kohler *et al.*, 2011). Only if customers' creation experiences because the supply and basic value

considerably influence their actual continuing participation in value creation (Nambisan and Nambisan 2008), our study focuses on the creation expertise. Previous studies during this stream target developing abstract frameworks of the creation expertisefrom varied views. Prahalad and Ramaswamy (2004b) recognized the emergence of a brand new logic for worth creation wherever worth is embedded in customized client expertise and, therefore, the interaction between customers and, therefore, the firm. In keeping with this theme, Nambisan and Baron (2007) examined clients' actual creation expertise's (interaction-based customer benefits) in on-line product forums and provided empirical support to the assertion that customers' experience in worth creation is a crucial supply of import. In virtual client environments, Nambisan and Baron (2009) developed an abstract model to look at the motivation of consumers collaborating voluntarily in worth creation activities. Their model incorporates an associate integrated set of 4 edges (cognitive profit, social integrative profit, personal integrative profit and hedonistic benefit) that clients derive from their interactions in virtual customer environments. Supported the fundamental framework planned by Kohler *et al.* (2011) conducted action analysis to explore creation experiences in virtual worlds. Their research confirms the numerous roles of 3 expertise parts, particularly pragmatic, sociality and hedonistic expertise. These studies so contribute to the theoretical base of creation expertise frameworks. Given the usability style principle of social media, we have a tendency to argue that the 3 expertise parts, namely, the pragmatic, socialness and hedonistic parts, function the parts of the underlying framework for the creation expertise in social media. The pragmatic dimension refers to the customer's expertise in realizing psychological feature edges that relate to the data acquisition method (Kohler *et al.*, 2011). Within the creation method of brand name values, client learning values, namely, information regarding the complete derived from brand-related learning, capture the character of psychological feature edges. Previous studies on creation have declared that the explanation of import creation is that customers have interaction during a learning method supported their interactions with the corporate (Payne *et al.*, 2008). Thus, this study conceptualizes the pragmatic dimension as client learningb worth. The sociability element refers to the underlying social and relative aspects of interactions between the corporate and its customers (Kohler *et al.*, 2011). Only if contents and social relationships are the underlying characteristics of social media, the sociability
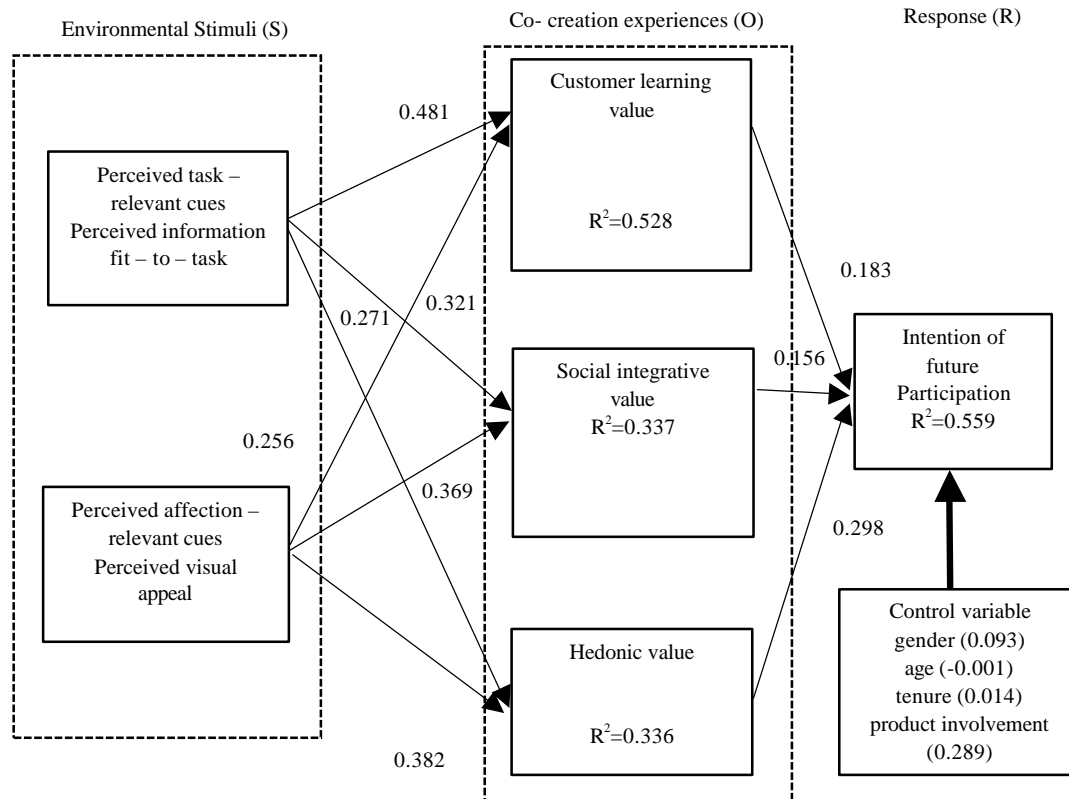
Fig. 1: Research model based on the S-O-R framework

element reflects the client expertise derived from social relationship building and strengthening among collaborating entities, (i.e., customers and therefore, the company). Thus, the sociability element in our study is in keeping with social integrative edges thatembracethe improvement of social identity, social network and a way of belongingness. Therefore, the sociability element is conceptualized as social integrative worth. Finally, customers' interactions within the social media might be a supply of extremely attention-grabbing and enjoyable furthermore as mentally stimulating experiences as results of the playful nature of social media. Schau *et al.* (2009) discovered worth creationpractices among complete communities and posit that participants derive social and hedonistic values from the practices. Therefore, we have a tendency to conceive the hedonistic dimension as hedonistic worth.

Analysis model and hypotheses: Based on the on top of discussions, we have a tendency to present our analysis model in Fig. 1.

Effects of TR cues: In our study, info fit-to-task represents the standard of TR cues and refers to the

accuracy of the brand-related data fort facilitating the economical and effective execution of client tasks (Parboteeah *et al.*, 2009). It's natural to believe that higher-quality TR cues on a website can induce higher client evaluations and better client experiences. Parboteeah *et al.* (2009) found that TR cues manifested as info fit-to-task considerably influence customers' perceived quality of a website. On a firm's social media website, the upper the extent of data fit-to-task within the interactions with a website, the larger would be the opportunities to acquire helpful info and to find outconcerning a way to accomplish client tasks with efficiency and effectively. In otherwords, perceived info fit-to-task is verifying a customer's expertisein getting learning values.

Information work-to-task represents the fit between website info and client task, namely, the degree to that a website is congruent with the task's characteristics (Parboteeah *et al.*, 2009). On a firm-hosted social media website, it reflects the standard of TR cues together with brand-related psychological feature info which can facilitate moresocial interactions among customers. Analysis on Twitter found that complete strangers might

be part of an inventory strictly as a result of them just like the ncontents that are being tweeted (Virk, 2011). With a lot of social interactions, customers can build their social relationships and develop a social identification with peer customers. Previous studies on brand show that product-related contents link community members along and are vital for members to derive the associated social integrative advantages (Muniz and O'Guinn, 2001; Nambisan and Baron 2009). Therefore, we have a tendency to argue that the upper the perceived info fit-to-task, the larger potential to derive social integrative advantages.

Perceived info fit-to-task is additionally doubtless to extend the hedonistic value derived from social interactions on a firm's social media website that are coupled to pleasure, arousal and flow expertise (Wang *et al.*, 2007). First, the S-O-R model suggests that environmental cues can influence people's emotional state like pleasure, arousal and dominance (Mehrabian and Russell, 1974). Parboteeah *et al.*, (2009) adapted the S-O-R model for e-commerce and located that as environmental cues, TR cues have a positive impact consumers' perceived enjoyment. Extending this reasoning, we have a tendency to propose that info fit-to-task as a kind of environmental cues can increase pleasure. Second, varied TR info might induce important enjoyments in customers by satisfying their brand-related curiosity (Muniz and O'Guinn, 2001). The upper the perceived info fit-to-task, are the larger the extent of the advance on the task-fulfilling competency, hence the larger the mental stimulation that the purchasers might expertise (Nambisan and Baron, 2009). Thus, researchers have a tendency to might conclude that perceived info fit-to-task results in the hedonistic value. Third, customers' social interactions expedited by higher quality TR info can be a supply of hedonistic experiences (Animesh *et al.*, 2011, Schau *et al.*, 2009). Social interactions among customers facilitate them solve product-related issues, influence others or generate ideas, leading them to understand a way of self-worth (Tsai and Pai, 2012). Once customers feel that engagement on the positioning reflects their personal values, they're going to realize the creation activities to be a lot of enjoyable and involving (Pagani and Mirabello, 2011). Thus, customers' perceived info fit-to-task would induce a hedonistic expertise. This argument has been supported by empirical studies on value creation that show that the number of product-related content enhances the expertiseof hedonistic value (Nambisan and Baron, 2009). Hence, we have a tendency to hypothesize:

- H$_1$: Perceived TR cues information fit-to-task is certainly connected to the customer learning value, social integrative value and hedonistic value dimension of a customer's experience

Effects of AR cues: The have an effect on appraisal theory posits that AR cues trigger individuals to react emotionally within the style of learned effective evaluations (Zhang, 2013). In alternative words in, interaction with a medium, AR cues would drive the corresponding emotional and psychological feature perceptions and evaluations. Thus, it's additionally doubtless that the standard of AR cues can influence customers' perceived learning value, social integrative valueand hedonistic value. Perceived visual attractiveness represents a customer's perception of the look esthetics of a firm's social media website (Liu *et al.*, 2013). During this study, we have a tendency to argue that perceived visual attractiveness absolutely correlates with a customer's perceived learning value. First, since the visual style of a website is its dominant characteristic, it influences the customer's perceptions and experiences (Liu and Goodhue, 2012). For instance, visual characteristics of a website are found to consider ably influence immediate impressions ofthe positioning. Second, from scientific discipline perspective, visual attractiveness permitsa bigger extent of client attention because the results of its salience in spontaneous responses. Therefore, a social media website with high perceived visual attractiveness might evoke a lot of elaborate engrams that facilitates learning and installs and enforces a way of learning values.

Affective components on a firm's social media website arouse customers' sense of emotional support that facilitates understanding and leads to an improved relationship with the positioning (Schau *et al.*, 2009). In alternative words, AR cues manifested as visual attractiveness elicit emotional expertise of emotional issues like caring, understanding and sympathy (Liang *et al.*, 2011). Therefore, visual attractiveness of a website fulfills customers' used and acts as a big change value for purchasers who become to depend upon it (Schau *et al.*, 2009). This can instill and strengthen their feelings of belongingness and social identification with this website (Ren *et al.*, 2012). Given the importance of visual attractiveness in influencing thoughts and behaviors (Liu *et al.*, 2013), it should additionally motivate a lot of social interactions among customers. These social interactions bring customers alongand facilitate them to create stronger social bonds, that is creating, enhancing and sustaining ties among them (Kreijns *et al.*, 2007; Ren *et al.*, 2012). Researchers assert that have an effect on provides value to a customer'sexpertise (Wang *et al.*, 2007). The exposure to affect loaded visual components of a social medium can mechanically activate the emotional angle toward the medium together with perceived enjoyment and pleasure that are absolutely correlative with the hedonistic value (Zhang, 2013). Previousstudies have found that numerous

options representing AR cues like visual attractiveness influence perceived enjoyment. Therefore, it's cheap to argue that perceived visual attractiveness of a firm-hosted social media website drives the hedonistic value facet of a customer's expertise. Hence, researchers have a tendency to hypothesize:

- H_2: Perceived AR cues are positively related to the customer learning value, social integrative value and hedonistic value dimension of a customer's experience

Interaction effects of TR and AR cues: There is interaction impact between perceived TR cues and perceived AR cues on a customer's creation expertise. First, theyhave an effect on as scientific theory suggests that have an effect on will function info that influences, however, individual's method psychological feature contents (Taute *et al.*, 2011). Since visual attractiveness that relates to the exhibition of visual component sacts to induce customers' positive affectionateness,we have a tendency to argue that it 'll facilitate customers to method brand-related psychological feature info in a very a lot of elaborate and comfy manner,the refore making an improved expertise.For instance, if a websiteis visually enticingand pleasing,higher expertiseis going to beevoked once a travelerinter acts with brand-related psychological feature info (Liu *et al.*, 2013). On the opposite hand, if thevisual attractiveness oft he positioning is low, customers mightfairly quickly reject the psychological feature info on the positioning as not value addressing(Liu and Goodhue, 2012). Second, high visual attractiveness can also elicit positive emotional reactions like satisfaction, trust and perceived quality tothe positioning which canlead customers to bea lot of alert to info diagnosticity, particularly info fit-to-task (Liu and Goodhue, 2012; Wells *et al.*, 2011). For instance, on a firm's social media website with high visual attractiveness, customers might grant a larger importance to brand-related info.This canadditional strengthen the impact of data fit-to-task on the interaction expertise with the firm. The literature on science additionally suggests that even comparatively gentle shifts in the emotional reaction will exert on each noesis and behavior powerful effects,like perceptions ofthe character of data, creativity and decision-making methods. Further, IS analysis has declared that exaggerated visual attractiveness not solely will have an effect one valuations of objective prosperities (e.g., us ability)however is also a positive atmospheric profit in a very virtual context where vera client interacts with a website. Campbell *et al.* (2013) found that visual attractiveness absolutely affects perceived relationship rewards, namely, perceptions of overall attainable

advantages from interactions with a Web-based organization inan internet Business-to-Consumer (B2C) relationship. Therefore, we have a tendency toposit that the impact of perceived info fit-to-task on a client's creation expertise would be stronger once a customer perceives a high degree of visual appeal:

- H_3: There is a contact effect between the perceived TR cues as perceived information fit-to-task and perceived AR cues as perceived visual request on the learning value, on the social integrative value and dimension of a customer's experience, that is, the positive effect of perceived information fit-to-task on learning value and on social integrative value experience will be stronger when a customer perceives a higher visual request

Effects of creation experiences: Previous studies on creation have shown that learning, social integrative and hedonistic value motivate clients to participate in product support activities in virtual customer environments (Nambisan and Baron, 2007, 2009). Thus, extending these findings to social media,we have a tendency topropose those customers' creation experience slating to pragmatic (customer learning value), sociability (social integrative value) and hedonistic expertise (hedonic value) can influence their future participation in whole value creation on the firm-initiated social media website:

- H_4: The client learning dimension of a customer's expertise is absolutely associated with his or her intention to participate in whole value creation on the firm-initiated social media website
- H_5: The social integrative value dimension of a customer's expertise is absolutelyrelated to his or her intention to participate in whole value creation on the firm initiated social media site
- H_6: The hedonistic value dimension of a customer's expertise is absolutely associated with his or her intention to participate in whole value creation on the firm-initiated social media website

Control variables: To test the analysis model, we have a tendency to additionallyenclose many Control variables well-known within the literature to have an effect on future participation intention.we have a tendency to expected that young people and women would be more doubtless to participate in whole value creation activities as a result of they'll feel lighter with social sharing (FuLler *et al.*, 2009). Therefore, the current study controls for such effects by together with gender and agewithin the model. Previous literature onvalue creation has

indicated thatclientvariationsin tenureand products involvement have an effect on creation behavior (Nambisan and Baron, 2009). Tenureis that the membership period of a clientin a very virtual community (Nambisan and Baron, 2009). It's outlined here because the range of years that a client has spent on a firm-initiated social media website. This study controls for customers' tenure since customers who have participated within the firm-initiated social media website for a protracted time might feel obligated to take care of their participation. Product involvement refers to the importance of a definite product category for the client (Nambisan and Baron, 2009). It's been found to be a very important construct in learning customers'on-line behavior.Within the current context, it reflects customers' intrinsic motivation to participate within the interactions with a firm-initiated social media website. High product involvement suggests that customers assign more importance to the product of the firm which can drive them to interact in interactions with the firm-initiated social media website. Thus, extremely product-involved customers can have a stronger need to participate in whole value creation. Thus, product involvement is additionally enclosed within the model.

MATERIALS AND METHODS

Instrument: In this research, the validity of the items used to measure the constructs were adapted from literature and changed to suit the study context. Perceived info fit-to-task was measured using 3 items adapted from Loiacono *et al*. (2007). Perceived visual attractiveness was measured using items adapted from Watson *et al*. (1988). Activity tems for client learning value, social integrative value and hedonistic value were adapted from Nambisan and Baron (2009). Activity items for product involvement were adapted from FuLler *et al*. (2009) The intention of future participation was measured by adapting items utilized by Wang *et al*. (2007). Finally, activity items for perceived quality were adapted from Davis (1989).

Because the original items were in Persian, we have a tendency to conduct a back translation to make suretranslation validity. First, aresearch worker whose linguistic communication has Persian translated the supply items from Persian into English. Next, another research worker severally translated these items back toEnglish. We have a tendency tothen invite a panel of specialists within thee-commerce field to look atthe face validity of the survey instrument. Supported their feedback, minor modifications were created to enhance the comprehensiveness and user-friendliness of the activity items. A pre-test of the survey instrument was conducted to conceptually validate the instrument. All

items were measured on a 7-point Likert scale that ranged from one(not agree) to seven(absolutely agree).

Data collection: Subjects for the study were Digikala customers in Iran who were members of the firm's Digikala site (http://www.Digikala.com/). Digikala site was chosen for the study for three reasons:

- Receiving the most attention as a free and comparatively flexible medium for info sharing, together with distributive company news, technology discussions, product info and deal info with customers
- Digikala site has become a useful tool for engage and converse with customers
- Digikala site may be a terribly active and thriving website in participating customers in promoting activities and achieving promoting functions on the Digikala site platform

Before participating in promoting activities on a firm's Digikala website, people got to register for iton-line; therefore the list of participantsis obtainable on the positioning. The info assortment was conducted in summer 2013. First, we have a tendency to known customers who participated in Digikala website. Digikala of Iran matched its client base in 2014 with the lists of participants. For this purpose, full names were used. When ever there have been multiple matches, the relevant people were far from the study, therefore solely distinctive names with actual matches were maintained. To make sure client confidentiality, the matching method was conducted by single Iran,and that we were given the infoset containing solely the customers' email addresses. A complete of a thousand customers was known. Then, every client was sent, ane-mail requesting his or her participation within the study with a survey link. To encourage participation, we have a tendency touse a reciprocity argument within thesurvey. Participants were told that their participation would facilitate in raising the positioning quality and that they would recuperate client expertise as a result. A complete of 375 responses were received (an overall response rate of 47%) over an eight-week amount. Finally, 330 responses were used forsubsequent analyzes once 45 incomplete and invalid responses were born. Table 1 summarizes the demographic info of the ultimate sample. The participants were comparatively balanced in gender distribution and therefore, the majority (71.8%) of respondents was between 20 and 26 year ancient. Further, 52.9% of the respondents had college boy or pedagogy, 60.8% were utilized and 71.9% used Digikala web site a minimum of 1 h day^{-1}.

Table 1: Demographics of the survey respondents (N = 330)

Demographics	Frequency	Percentage
Gender		
Male	260	59.8
Female	175	40.2
Age		
≤20	62	14.3
21-29	314	72.2
30-39	54	12.5
≥40	5	1.0
Education		
High school or below	47	10.8
Two-year college	147	33.8
Four-year college	218	50.0
Graduate school or above	23	5.4
Occupation		
Student	88	20.2
Working	281	64.6
Unemployed	4	0.9
Others	62	14.3
Use frequency (hours per day)		
<1	120	27.6
1-2	159	36.6
2-3	97	22.3
3-4	24	5.5
>4	35	8.0

RESULTS

Knowledge and anayzes and results

Reliability and validity: We performed each principal parts correlational analysis and Confirmatory Factor Analysis (CFA) to assess the reliability and validity. The Kaiser-Meyer-Olkin (KMO) statistic was 0.917 indicating that the info was amenable for correlational analysis. The issue loadings were above 0.7 whereas the cross-loadings were <0.4, suggesting sensible convergent and discriminant validity. Construct reliability and validity were additionallyexamined by CFA. Regarding Table 2, the Cronbach's α and Composite Reliability (CR) value of every construct ranged from 0.892 to 0.962, each of that was on top of the instructed threshold of 0.7 and exhibited a satisfactory level of reliability. For construct validity, convergent validity and discriminant validity were examined. Convergent validity was confirmed by examining each the Average Variance Extracted (AVE) and indicator loadings. As shown in Table 2, all AVE values were above the suggested level of 0.5 (Fornell and Larcker, 1981).The quality loadings of all items were on top of the required threshold of 0.7 and significant at 0.001. This showed a decent convergent validity. The discriminant validity was evaluated using 2 approaches. First, discriminant validity was assessed by the square root of AVE for every construct with the correlations between that construct and alternative constructs (Fornell and Larcker 1981). Table 4, three shows that the square roots of the AVEs (diagonal elements) were larger than the inter-construct correlations pictured within the

off-diagonal entries, suggesting the adequate discriminant validity. Second, for every try of constructs, we have a tendency to compare the χ^2 value for the baseline model (without confining their correlation) with the affected model (constraining their correlation as one). The χ^2 difference take a look atwas performedfor everytryof constructs. Then, all χ^2 difference tests were found to be important (p<0.001), suggesting that the unconstrained model is superior to the affected model in everycase. That is,everytryof constructs couldn'tbe united together construct. Thus, discriminant validity was adequate. So, we have a tendency to test them using Harman's single factor take a look at. We have a tendency to extracted seven factors and therefore,the variance explained by the for most important issue was solely 37.55%. The results showed that no single issued ominated the entire variance, indicating a lack of common technique bias. Second, we have a tendency to additional assessed the strategy issue in line with the steps instructed by Liang *et al.* (2011). The results in contestable that the principal variables loadings were all significant at the p<0.001 level whereas none of the common technique issue loadings was significant. These results addition alindicated that common technique bias was unlikely to bea priority during this study.Additionally,we have a tendency to conduct a multiple regression take a look atto look at the correlations between the dependent variables. A Variance Inflation issue (VIF) value son top often indicate multiple regression drawbacks. As shown in Table 4, VIF values for the variables during this study were all below 10 indicating the absence of multiple regressions.

Competitormodel testing: The Technology Acceptance Model (TAM) suggests that perceived quality may be acrucial determinant of activity intention in technology adoption, like on-line searching (Benlian *et al.*, 2012), social commerce and e-service (Loiacono *et al.*, 2007). Perceived quality represents the instrumental belief and captures a customer's overall activity belief of the utilitarian value obtained from interactions with firm-initiated social media sites (Benlian *et al.*, 2012). Therefore, we have a tendency to compared two analysis models to verifya perceived quality contend a big role in explaining client behavior on social media sites. We have a tendency to accessorial perceived quality to the hypothesized analysis model to develop, integrated model that specifies all the method sin the hypothesized model further more as three further methods associated with perceived quality. First, we have a tendency to used AMOS 19.0 to research the hypothesized model and therefore, the integrated model. The results are conferred

Table 2: Result of confirmatory factor analysis

Construct	Indicator	Standard loading	Cronbach's α	CR	AVE
Perceived information fit-to-task	INFT1	0.898	0.889	0.922	0.825
	INFT2	0.919			
Perceived visual appeal	VAP1	0.888	0.921	0.942	0.810
	VAP2	0.916			
	VAP3	0.913			
Customer learning value	CLV1	0.921	0.903	0.931	0.779
	CLV2	0.892			
	CLV3	0.899			
Social integrative value	SIV1	0.915	0.908	0.938	0.847
	SIV2	0.940			
Hedonic value	HEV1	0.928	0.921	0.940	0.813
	HEV2	0.901			
	HEV3	0.892			
Product involvement	PIN1	0.951	0.944	0.960	0.901
	PIN2	0.953			
	PIN3	0.938			
Intention of future participation	IFP1	0.946	0.935	0.957	0.887
	IFP2	0.938			
	IFP3	0.929			

Table 3: Result of model analysis

Model	Mean	SD	INFT	YAP	CLY	SIY	HEY	PIN	IFP
INFT	4.745	1.369	0.908						
VAP	5.069	1.287	0.556	0.901					
CLV	5.405	1.321	0.608	0.546	0.880				
SIV	4.946	1.243	0.450	0.501	0.501	0.912			
HEV	5.415	1.112	0.402	0.502	0.543	0.568	0.899		
PIN	4.617	1.259	0.401	0.443	0.460	0.401	0.580	0.945	
IFP	5.434	1.101	0.443	0.455	0.551	0.501	0.651	0.592	0.934

Table 4: Results of multi-collinearity analysis

Model	Unstandardized coefficient		Standardized coefficient			Multicollinearity statistics	
	B	SE	β	t-value	Significance	Tolerance	VIF
l (cont.)	0.823	0.235			3.441	0.001	
INFT	0.029	0.036	0.034	0.823	0.404	0.517	1.920
VAP	0.001	0.037	0.001	0.031	0.972	0.520	1.910
CLV	0.148	0.040	0.165	3.581	0.000	0.472	2.095
SIV	0.109	0.036	0.119	2.773	0.005	0.563	1.758
HEV	0.328	0.047	0.313	6.652	0.000	0.460	2.157
PIN	0.218	0.033	0.250	6.053	0.000	0.601	1.646

Table 5: The competing model comparison

Division	Fit index	Recommended value	The hypothesized model	The integrated model
X^2	χ^2	--	768.347	1023.503
	df	--	265	337.0000
	p	--	0.000	0.000000
	ΔX^2	--	--	-246.387
Fit indices	GFI	<0.7	0.877	0.854000
	NFI	<0.8	0.916	0.913000
	NNFI	<0.8	0.931	0.926000
	CFI	<0.8	0.942	0.938000
	RMSEA	<0.07	0.061	0.065000

in Fig. 2 and 3 that showed that the trail constant values between 2 models were consistent a part from those associated with the recently enclosed perceived quality. Customers' creation experiences, namely, client learning value, social integrative value and hedonistic value had stronger effects on the intention of future participation compared to perceived quality. Therefore, variances (R^2) for the intention of future participation were 53.8% within the hypothesized model and 52.6% within the integrated model, severally, this incontestable the comparative descriptive powers of the 2 models. To check the 2 models statistically, we have a tendency to test the χ^2 value and work indices. Since, the 2 models have a nested relationship, they will be compared directly employing a χ^2 distinct ion take a look at (Bentler and Bonnet, 1980). As shown in Table 5, the work values of
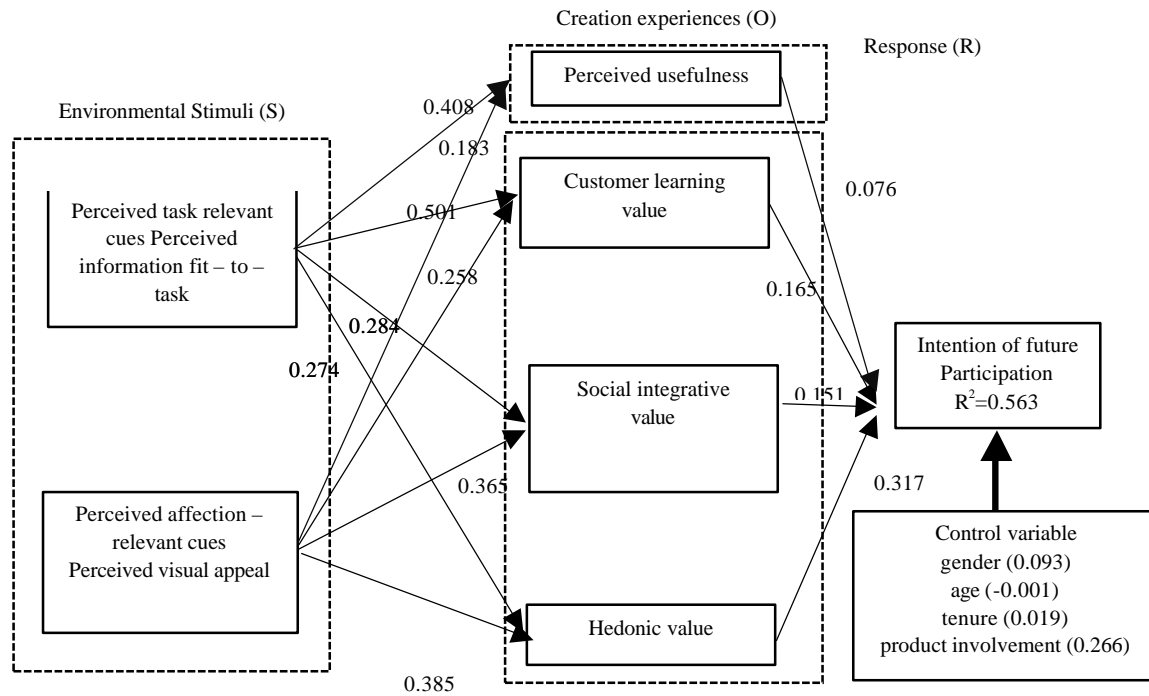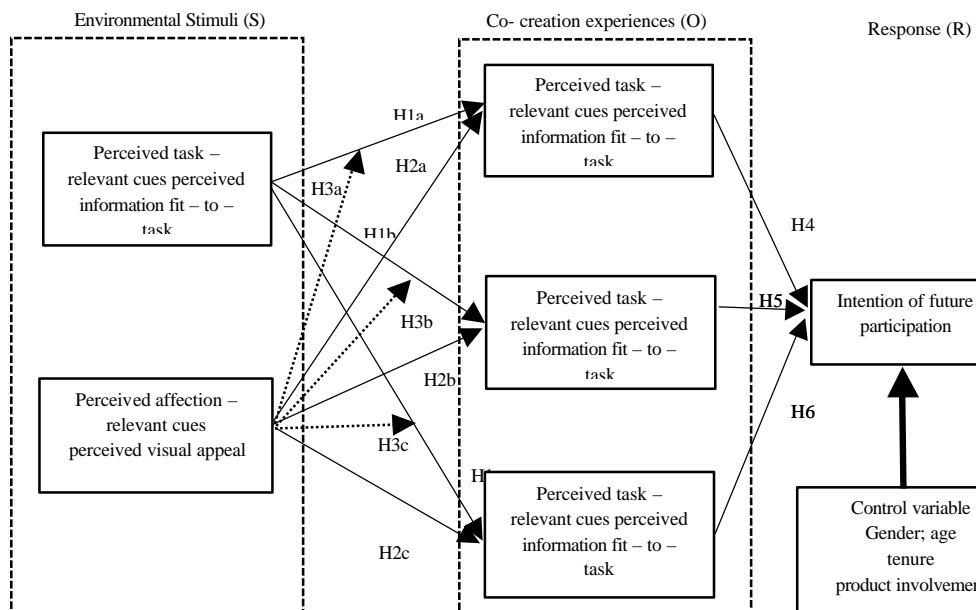
Fig. 2: The results of research model

Fig. 3: The results of the integrated model

Table 6: Results of moderating effect analysis

	Dependent variable: customer learning value			
Variable	Model A1	Model A2	Model A3	Model A4
Control variables				
Gender	0.043	0.002	-0.025	-0.038
Age	0.106	0.122	0.101	0.091
Tenure	0.009	-0.040	-0.068	-0.058
Product involvement	0.439	0.238	0.179	0.179
Independent variable				
Perceived Information				
Fit-to-Task (INFT)		0.503	0.401	0.672
Moderating variable				
Perceived Visual appeal (YAP)			0.247	0.488
Interaction term				
INFT * VAP				-0.458**
R^2	0.229	0.448	0.478	0.489*
R^2	0.229	0.209	0.035	0.010*
F	32.478**	171.135**	31.712**	8.447**
Dependent variable:				
Social Integrative value				
Control variables	Model B1	Model B	Model B3	Model B4
Gender	-0.078	-0.0102*	-0.142**	-0.153***
Age	0.052	0.063	0.036	0.025
Tenure	0.108*	0.073	0.042	0.052
Independent variable	0.388***	0.247***	0.182***	0.181***
Perceived information				
fitto- task		0.357***	0.231***	0.581***
(INFT)				
Moderating variable				
Perceived visual appeal (VAP)		0.279**	0.588**	
Interaction term				
INFT*VAP				-0.592**
R^2	0.187	0.292	0.342	0.355*
R^2	0.189	0.101	0.044	0.014*
F	25.423***	63.702***	31.445***	10.813**
Dependent variable:				
Hedonic value	Model C1	Model C2	Model C3	Model C4
Control variables				
Gender	-0.008	-0.031	-0.052**	-0.051
Age	0.134**	0.144	0.123**	0.122
Tenure	0.091*	0.063	0.041	0.041
Independent variable	0.531***	0.431***	0.382***	0.383***
Perceived Information Fitto-Task	0.352***	0.176***	0.189***	
(INFT)				
Moderating variable				
Perceived Visual Appeal (VAP)		0.284**	0.588**	
Interaction term				
INFT*VAP				-0.592**
R^2	0.187	0.289	0.339	0.358*
R^2	0.188	0.102	0.042	0.012*
F	25.442***	63.701***	31.445***	10.818**

*,**,***$p<0.05$; 0.01, 0.001

the values of the hypothesized model were higher than those within the integrated model, showing that the integrated model had a comparatively poorer work than the hypothesized model. The saidmodel comparisons indicated that the hypothesized model is superior to the integrated model. Thus, we have a tendency to fail to embrace perceived quality in our analysis model.

Hypothesis testing: Figure 2 indicated that 9 hypothesized relationships were supported. In terms of website characteristics, perceived info fit-to-task and perceived visual attractiveness considerably influenced client learning value, social integrative value and hedonistic value, therefore supporting total H_1 and H_2. As for customers' creation experiences, client learning value, social integrative value and hedonistic value all had positive influences on future participation intention, so supporting H_{4-6}. Additionally, 2 Control factors positive effects on the intention of future participation. Next, we have a tendency to examined perceived visual appeal's moderating effects using the rules provided. Table 6 shows visual attractiveness had negative moderating effects on the methods from perceived info fit-to-task to client learning value and social integrative value. And

therefore, the moderating impact of perceived visual attractiveness on the link between perceived info fit-to-task and the hedonistic value was in significant. Thus, H_3 were not supported.

DISCUSSION

The results indicate, characteristicsof firm-initiated social media sites considerably influence customers' creation experiences and their intention to participate in whole value creation within the future. First, relating to website characteristics, perceived TR cues and AR cuesare found to own important impacts on customers' perceptions of learning value, social integrative value and hedonistic value. Moreover, perceived TR cues have a stronger impact on client learning value ($\alpha = 0.481$) than perceived AR cues ($\alpha = 0.321$) and perceived AR cues have stronger effects on social integrative value ($\alpha = 0.369$) and hedonistic value ($\alpha = 0.382$) than perceived TR cues ($\alpha = 0.271$, 0.256, respectively). Our findings extend previous studies (Parboteeah *et al.*, 2009; Wang *et al.*, 2007) that recommend that TR cues have a larger impacton perceived utilitarian value, (i.e., perceived usefulness) and AR cues together with mood-relevant cues and social cues are a lot of necessary for exciting hedonistic value. TR cuesare productivity-oriented that aimto produce instrumental value to customers and therefore, are higher in motivating the pragmatic expertise. Indistinction, AR cuesaim to arouse positive emotional experiences in customers and are utilized for pleasure and relaxation (Wu and Lu, 2013). Therefore, perceived AR cuesare a lot ofsalient in predicting the sociability and hedonistic expertise. Second, relating to the consequencesof creation experiences on intention of future participation, our results indicate that client learning value, social integrative value and hedonistic value will predict intention of future participation and hedonistic value ($\alpha = 0.298$) plays alargerrole indeterminative participation intention thanclient learning value ($\alpha = 0.183$) and social integrative value ($\alpha = 0.156$). This meansthat firm-initiated social media sites that might induce hedonistic value in their customers may producea valuable competitive advantage. The findings are in line with the previous studies that hedonistic value is that the most distinguished driver for using hedonistic systems (Van der Heijden, 2004). Digikala website primarily is a passage of data sharing for purchasers to move with Digikala in Iran and their peer customers. It's not ordinarily used for work-related tasks and is should behavinga considerable hedonistic orientation (Wu and Lu, 2013). What is more, studies on social media have documented the sizeable value customers place onhedonistic experiences. Thus, customers participate in

Digikala primarily to realizea positive mental state of enjoyment, namely a hedonistic expertise. Finally, the results show that understand TR cues have weaker effects on client learning value and social integrative value once customers perceive higher-quality AR cues.A short outline of our findings and comparison with the previous literature are conferred in Table 7. Although, most of our hypotheses are supported, 3 of the planned relationships don't seem to be supported. As perceived AR cues have a negative moderating effect onthe link between perceived TR cues and client learning value and therefore, the relationship between perceived TR cues and social integrative value.

An attainable reason is that the impact of TR cues on client learning value and social integrative value depends onthe method through that customers elaborate on these cues, particularly level of cues elaboration. Previous studies showed that AR cues should have a stronger influence on customers who have low motivation to interact in careful psychological feature process and restricted access to process resources (Payne *et al.*, 2008). The interviews with Digikala customers show that customers typically unconsciously visit the website and participate in site activities throughout fragments of your time that suggest that customers have restricted the time and psychological feature resource to method website cues. Thus, customer sare less doubtless to cognitively elaborate on TR cues beneath robust AR cues as results of resource constraints. In alternative words, robust AR cues induce customers to perform an occasional level of TR cues elaboration. In line with the dual process theory, AR cues arouse straightforward heuristic scientific discipline instead of systematic psychological feature scientific discipline beneath low elaboration and therefore TR cues become comparatively smaller (Darke *et al.*, 2006). Therefore, the positive effects of understanding TR cues on pragmatic and nature experiences are going to be weaker once customers perceive higher-quality AR cues but contrary to the hypothesis, the moderating impact of perceived AR cues onthe link between perceived TR cues and hedonistic value is found to be in significant. One plausible clarification is that varied TR cues might induce important enjoyment in customers and be a supply of hedonistic expertise and therefore their impact on hedonistic expertise remains stable beneath robust AR cues.

Theoretical implications: Few studies have through empirical observation examined client creation behavior in product promoting. Only if creation typically happens throughout the innovation method, the existing analysis on creation has targeted primarily on the new

Table 7: Summary of the research finding and comparison with the previous Literature

Research hypothesis	Support	Previous literature	Empirical relationships in previous literature
H1,i Customer learning	Yes	Parboteeah *et al.* (2009)	TR cues→perceived usefulness and value perceived enjoyment
H1,ii: Social integrative	Yes	Nambisan and Baron (2009)	Product content→learning value, social value integrative value and hedonic value
H1,iii: Hedonic	No		
H2,i: Customer learning	Yes	Darke *et al.* (2006)	AR cues→consumer choice value
H2,ii: Social integrative	Yes	Ludwing	Positive effective content→online retail value site's conversion rates
H2,iii: Hedonic value	Yes	Lindgaard	Visual characters of web pages→immediate impression of visual appeal
*H3, i: Customer learning	No	Nambisan and Baron (2007)	Product involvement*Customer's value value effective evaluation→customer attitude toward the host form
*H3, ii: Social integrative value	No		
*H3, iii: Hedonic value	No		
H4: Customer learning	Yes	Nambisan and Baron (2007)	Learning value, social integrative value, value→intention of future and hedonic value →customer participation participation in product support
H5: Social integrative	Yes	Nambisan and Baron (2009)	Learning value, social integrative value, value→intention of future and hedonic value →participation
H6: Hedonic value→intention of future participation	Yes		Customer participation in value creation (product support)

development section of import creation (Kohler *et al.*, 2011). This study contributes to the creation literature by explaining creation behavior within the product promoting method from a creation expertise value perspective. Second, no study to our data has established the link between the characteristics of a firm's social media website and client participation from a client perspective (Rishika *et al.*, 2013). The study identifies 2 technological parts of a firm-hosted social media website (TR cues and AR cues) as stimuli from aclient perspective and links these 2 technological options to the longer term participation intention supported the S-O-R model. The findings indicate that each TR cues and AR cues are indirect predictors of future participation intention. Third, this study contributes to the literature on social commerce by distinguishing the key dimensions of creation experiences.Only if most TAM-based analysis suggests that perceived quality plays a key role in client behavior,we have a tendency toper form analysisto checkthe utility ofclientcreation experiences withof perceived quality. Client learning value, social integrative value and hedonic value are shownto own stronger impacts on client participation than perceived quality. Thus, researchers have a tendency to ensure a scientific multi-dimensional framework of client creation experiences that considers pragmatic, sociability and hedonistic parts. The new data obtained during this study augments the previous literature by providing, improved understanding of why once an choose to participate in creation within theera of social media. Fourth, this study uncovers the interaction effects between TR cues and AR cues in touching client experiences. The study reveals negative moderating effects of AR cues on the relationships between TR cues creation experiences. Especially, the study highlights that AR cues play a necessary role in shaping the client expertise.Due to the ever-evolving nature of social commerce from content-centric to relationship-centric AR cues became imperative to the

prediction of client expertise and behavior, that not solely directly from the client expertise however additionally strengthen the impacts of TR cues on client experiences.

Practical implications: This study examines the consequences of TR and AR cues in shaping a customer's expertise. From the look perspective, characteristic and understanding the roles of website characteristics permit designers to concentrate on areas which will be the foremost effective in inducement desired client experiences. The findings recommend that pragmatic expertise should be maximized by providing high-quality TR cues;at the same time, the sociability and hedonistic experiences should be boosted through the provision of high-quality AR cues. Second, this study reveals the importance of each high-quality TR and AR cues in website style. Visual attractiveness of a website is improved by a correctuse of fonts, color, background patterns and images, furthermore as by embedding high-quality audios, animations, info-graphics and videos within the website. Ideally, virtual product expertise should change customers to expertise product nearly, therefore, sound their emotiona lresponses of enthusiasm and power. So as to boost the standard of TR cues,like info fit-to-task, websites have to be compelled to concentrate on increasing the work between site info and client tasks instead of the breadth and depth of product-related content generally. During this sense, practitioners might reason clients by matching customer base and mapping click-streams to totally different categories of visiting tasks and supply differing kinds of consumers with customized info supported their primary visiting goals.

Additionally, website designers should additionally build such contents a lot of accessible to customers. For instance, once a client encompasses a specific product in mind, sites should gives imple to use and economical

search operate. On the other hand, once a client visits the positioning for databuilding, it's higher to present brand-related data to facilitate the customer's learning method. Third, the study demonstrates that client learning value may be a key element of creation experiences that motivate client participation. It's imperative for managers to know however TR and AR cues should be made to support client learning and enhance creation experiences. Firm-hosted social media sites will support client learning manifested as memory (a straightforward style of learning concerning client attention) by providing enticing visual presentation like pictures and videos. Another level of client learning, particularly internalization is realized by constructing helpful whole contents and appealing emotional contents that take the customer's task and emotional want under consideration. This can facilitate customers' interpretation and assimilation of a firm's whole data and understanding of the brand's value proposition, therefore raising their learning value.

CONCLUSION

The results are conferred in Fig. 2 and 3 that showed that the trail constant values between two models were consistent apart from those associated with the recently enclosed perceived quality. Customers' creation experiences, namely, client learning value, social integrative value and hedonistic value had stronger effects on the intention of future participation compared to perceived quality.

LIMITATIONS

The limitations of this study are that generalizations of the findings to alternative product contexts should be performed with care. What is more, the context of interaction is probably going to play a very important role in creation experiences. Future analysis should examine numerous product varieties and social media varieties in order that the results obtained will be valid across totally different product categories or sorts of social media. Second, there exist high correlations among the analysis constructs asproved in Table 3.This might result to the analysis context, wherever every dimension of the virtual client expertise influences the others. Future analysis will replicate our study to check if the high correlations stay. Third, given the scope of the study, thereare alternative variables that were not enclosed within the model. Future study will extend our model to incorporate totally different client psychological variables as causes or moderators, together with customers' go a land want, accomplishment motivation and products involvement. Finally, our study solely thought about abroad set of website characteristics because of the dependent variables. There's requirement

to spot and verify, at a finer granular level, variables manifested as TR cues and AR cues in social media. Future analysis may also replicate this study using experiments to regulate website characteristics.

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