

RESEARCH ON THE COMMERCIAL INFLUENCE OF SOCIAL CURRENCY ON PERCEIVED QUALITY*

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Abstract

The electronic age has transformed consumers into knowledge disseminators. Instagram provides a good platform for consumers, and the interaction between consumers has become a new channel for receiving business information. Sharing and disseminating a large amount of information on online social platforms has made the way to measure brand must change. How consumers comment on brands has become much more important than the active communication of brands in the past. This study uses the framework of Internet generation brand measurement - "Social Currency", which is further divided into social interaction and social benefits. This study incorporates these dimensions into the discussion to understand the degree of correlation. Discuss the influence of the term social currency, which is derived from the interaction of consumers through the online community, on the perceived quality. The perceived quality is divided into two aspects: product quality and service quality and discusses "electronic word-of-mouth" from a business perspective. The influence of "brand trust" on "product quality" and "service quality". The research results show that different levels of interaction in the social currency will affect different levels of relationships. The higher the level of interaction, in addition to gaining benefits, it can further affect the formation of higher-level relationships such as a sense of belonging and identity. In addition, electronic word-of-mouth will positively affect product quality and service quality through brand trust, and it is explained that consumers on online community platforms have a greater impact on perceived service quality than perceived product quality.

Keyword: Social Currency; Perceived Quality; Perceived product Quality

Introduction

The emergence of the Internet has enabled people to successfully cross the distance between each other without being limited to physical contact, making social media the main channel for people to communicate with each other. In the past, on the Internet, the dialogue between consumers was not a common phenomenon. After purchasing the product, the contact with the brand may end. Nowadays, these social communication media are becoming more and more social, gradually changing the building of brand equity. With this model, consumers can still keep in touch with the brand through online social media after they have purchased the product. According to Instagram official website, there are already 25 million business accounts on the platform, and 90% of the world's monthly personal accounts follow business accounts. As of 2020, Instagram has grown from 90 million users in 2013 to 2020 of 1 billion users, The relationship between brands and consumers is no longer unilaterally responsible for maintaining the enterprise, but the interaction between the enterprise and the consumer. Therefore, this study will use Instagram, which has been the most active in recent years, as a tool to explore research on online social platforms to understand the influence of brand trust on perceived quality among today's electronic users and takes the concept of "social currency" as the focus of research discussion and divides it into "Social Interaction" and "Social Benefit", with electronic word of mouth as the basic theory, through trust in brands degree, take

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dogcatstar's tangible products and intangible services as the object of discussion, and explore the relationship between them and the role of product and service quality in evaluating enterprises in the formation of consumers' perceived quality, so as to understand the relationship between consumers. The effect of utility formed in social interaction on perceived quality.

Objectives

The main research purposes of this article are two aspects: one is to explore the correlation between “social interaction” and “social interest” felt by consumers on online community platforms in social currency; the other is exploring the relationship between social currency, electronic word of mouth, brand trust, perceived product quality, and perceived service quality.

Material and Method

1. Literature review

Zinnbauer & Honer (2011) put forward the concept of "Social Currency", which is based on the development of Social Capital Theory, Word-of-mouth, Customer-Generated Content and Brand Community theory. Vivaldi Partners (2012) divides social currency into six dimensions: conversation, information, advocacy, identity, Affiliation and Utility.

Whether it is official brand information or the sharing of product usage experience of other brand users, or the introduction of brand information by news media, etc., only need to type keywords in the search and tens of thousands of relevant information will be provided to consumers. Consumers can also learn more about brand products, absorb the experience of others, or get answers to personal questions.

Social Interaction is the process by which people mutually and equally influence each other's attitudes, feelings and actions (Giddens, 2001). conversation, information and advocacy are the three stages of interaction. conversation is the brand information shared by consumers with others to obtain brand awareness and product-related information; information is when consumers ask others about a brand or product, Knowledge gained from interacting with consumers of other brands is the value of information exchanged between consumers; advocacy means that consumers actively recommend their hobby brands to others. From one-way sharing to interaction, exchange, and finally active recommendation, it clearly shows that consumer interaction is staged and the intensity of interaction is different. The interaction relationship at different levels is like the formation of word of mouth at the beginning. Word of mouth is easier to pass, and the impact is more powerful. Social Benefit is the product of social interaction, which includes Utility, Affiliation and identity (Lobschat et al., 2013). Utility is to obtain useful value through interaction between consumers, reduce anxiety, increase happiness and even physical and mental health; the sense of belonging is the intimacy and trust formed by the interaction between consumers of the same brand; the sense of identity is the consumer The recognition of the community indirectly establishes a close connection with the brand. These three levels of trust, benefiting from shared value and building trust relationships, clearly illustrate the process of brand and consumer relationships from loose to tight.

However, dealing with consumer interactions and shaping consumers' perceptions of a brand is important for many reasons, and people are more influential in making decisions about personal experience than persuasive information presented in the general media, Keller (2013) propose that word-of-mouth communication is an important factor influencing consumer buying behavior and is often considered a key to brand building, since when consumers share their experiences and opinions, there is less demand for advertising. The research on the influence of word of mouth on consumer decision-making can be traced back to the 1990s. Scholars found that word-of-mouth communication plays a guiding role in consumers' brand choices, product expectations and user experience, and will affect consumers' comments in the later period. Community platforms provide a virtual place for consumers to conduct electronic word-of-mouth, and provide an important source of product-related information (Kudeshia & Kumar, 2017). Collect the information needed by individuals and make decisions, and likes, shares, forwards and comments can be used as indicators of electronic word of mouth (Ananda et al., 2019).

Chaudhuri & Holbrook (2001) further defined brand trust as: "Consumers will be willing to try brands that have the ability to implement their claimed functions". Through the transmission of this experience image, consumers' satisfaction and trust in brands can be enhanced. The same is true in social platforms, because brands with the same preferences gather together to pursue the same brand value, and the interaction between members leads to mutual trust and dependence.

Parasuraman et al. (1985) pointed out that the combination of the two perceptions of the consumer's expected psychology before the service and the actual feeling after receiving the service has become the standard for judging the quality of service today. , Zeithaml et al. (1988) further defined service quality as the result of the difference between consumers' actual experience before and after the service, and established five dimensions of service quality: Responsiveness, Reliability, Empathy, Assurance, and Tangible, and developed a well-known measure of service quality - SERVQUAL. Kirmani & Zeithaml (1993) believed that the intrinsic and extrinsic attributes of a product will affect each other, and the extent of which has a positive impact on consumers' cognition of product quality, and believes that consumers will judge the overall quality through their own methods. Organized into abstract attributes, the overall performance of product quality, service quality, price, and personal situational factors is a broad concept of satisfaction. The main reason why perceived quality is valued is that consumers' purchasing decisions will be directly affected by perceived quality.

2. Research hypothesis

As consumers search for more information about a particular brand, consumers will receive more information about the brand or related marketing information. Through a large amount of information, consumers get important news, helps them make consumption decisions, and influence their purchases, bringing useful value. However, since the communication and discussion are mainly reflected in the process of consumers collecting information without interacting with others, this study only infers H₁:

H₁: On Instagram, the level of consumer communication and discussion will positively affect consumer utility

Information refers to the process of consumers interacting and exchanging information with each other. Through interaction, in addition to affecting Utility, it also strengthens the establishment of relationships. Knowledge sharing lies between the sharer and the receiver. Both parties share knowledge and experience. Growth has a weaker impact on the formation of a sense of identity. Therefore, this study only deduces H2a & H2b:

H2a: On Instagram, consumers' information will positively affect consumer affiliation

H2b: On Instagram, consumers' information will positively affect consumer utility

Consumers will contact the marketing community and collect relevant electronic word-of-mouth information and consumers' personal experience to build and strengthen the memory of the brand.

Consumers share positive information and recommendations related to a specific brand with others, which not only enhances the level of intimacy between members of the social platform, but also supports the promotion of positive brand-related information to others, which is the highest level of social interaction. Therefore, this study proposes H3a, H3b, H3c:

H3a: On Instagram, consumer advocacy positively affect consumer identity

H3b: On Instagram, consumer advocacy positively affect consumer affiliation

H3c: On Instagram, consumer advocacy positively affect consumer utility

According to the inference of the first-order hypothesis model, in the online community platform, the social interests arising from social interaction help each other in knowledge learning or spirituality, strengthen the relationship between community members and promote the connection of consumers to the brand. However, there are different levels of interaction and relational levels in social interaction and social interest. Therefore, this study proposes hypothesis four here:

H4: Social interactions have a significant impact on social interests

Electronic word-of-mouth mainly includes three aspects, word-of-mouth content, characteristics of information receivers and characteristics of information disseminators. This research believes that from the point of view of word-of-mouth, we can define electronic word-of-mouth as a network user based on their previous experience, using In the form of text, pictures, sound effects, videos, etc., the service and product information released through the Internet can indirectly achieve the effect of publicity and recommendation for enterprises. Therefore, this study puts forward hypothesis five here:

H5: Social benefits have a significant impact on e-WOM.

Wathen & Burkell (2002) showed in their research that credibility is particularly important for the final evaluation of electronic word-of-mouth recommendations. The receivers of online comments mainly depend on the professional knowledge and credibility of the publishers. Based on the above survey and research, it is found that electronic word-of-mouth has a very strong influence on consumers, and consumers show a considerable degree of trust and trust in

brands on social platforms. Impression regards brand trust as a formative indicator and discusses the impact of e-WOM on brand trust. Therefore, this study proposes hypothesis six:

H6: E-WOM has a significant impact on brand trust

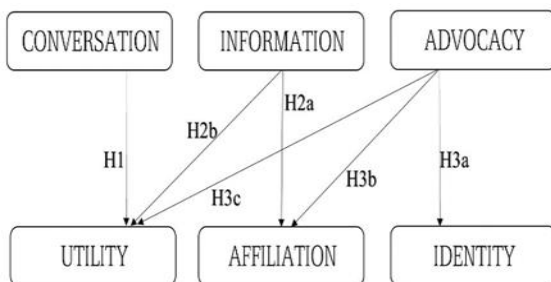
Compared with the enterprise-oriented community, the social interests of the consumer-oriented community have a stronger impact on the perceived quality. The interaction of consumers in the community platform has a considerable degree of trust and impression on the brand. Trust is the most critical factor affecting consumers' perception of quality, which further strengthens the connection between community members to the brand and realizes the value of social currency concepts to create more sources of profit for the company. Therefore, this study proposes hypothesis seven:

H7a: Brand trust has a significant impact on perceived product quality

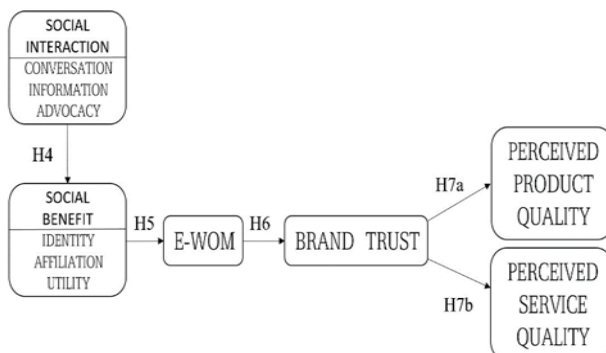
H7b: Brand trust has a significant impact on perceived service quality

3. Research Framework:

The first model



The second model



	ID1	ID2	AF1	AF2	U1	U2
C1	0.37**	0.47**	0.45**	0.23**	0.51**	0.59**
C2	0.50**	0.54**	0.52**	0.43**	0.49**	0.46**
IF1	0.47**	0.51**	0.48**	0.39**	0.50**	0.52**
IF2	0.55**	0.54**	0.50**	0.40**	0.49**	0.48**
AD1	0.53**	0.55**	0.51**	0.48**	0.51**	0.44**
AD2	0.58**	0.58**	0.52**	0.46**	0.56**	0.47**

P.S.**: p<.01

Reliability & Validity Analysis

Dimension	Cronbach's α	Eigenvalues	%	Accumulation %
conversation	0.73	3.14	62.93	62.92
advocacy	0.79	0.64	12.8	75.73
identity	0.78	3.01	60.19	60.19
utility	0.79	0.83	16.66	76.85

Regression Analysis

Dimension	conversation	R2	information	R2	advocacy	R2
ID1	-	-	-	-	0.48**	0.23
ID2	-	-	-	-	0.46**	0.21
AF1	-	-	0.32**	0.10	0.41**	0.17
AF2	-	-	0.24**	0.59	0.46**	0.20
U1	0.39**	0.15	0.30**	0.91	0.42**	0.17
U2	0.50**	0.25	0.30**	0.91	0.29**	0.09

P.S:**: $p < .01$

In the first-order model, that is, H1, H2 & H3, the dimension is subjected to factor analysis. His purpose is to simplify the variables and reduce the dimension forming factor scores, and then perform single regression and multiple regression analysis.

Pearson correlation analysis was performed on the social interaction and social interests of social currency, and the results showed that the correlation coefficients between social interaction and social interests were both significant, indicating that the scale had good criterion-related validity. Direct pivot factor analysis, selecting dimensions with eigenvalues greater than 1, and deleting items with factor loadings less than 0.5 and aspect confusion, the four factor dimensions are "conversation", "advocacy", "identity", and "utility", the cumulative explained variance is 76.85%. After reliability analysis, the Cronbach's α values of the four dimensions are all greater than 0.7, indicating that the scale has good validity and reliability. Regression analysis was carried out on the three dimensions of factor scores as independent variables, and social interests as dependent variables. The results found that the corresponding variables of the independent variables have a positive impact, and in the degree of influence, advocacy has the greatest impact, information knowledge comes second, and communication Discussion has minimal impact. The above analysis results show that the subsamples are statistically significant for all six hypotheses ($p < .000$). Therefore, all six hypotheses are supported.

1.2 Hypothesis inference and data analysis-Second-Order Model

Regression analysis of various dimensions:

Dimension	Affiliation	Identity	Utility	R ²
E-WOM1	0.06**	0.24**	0.33**	0.49
E-WOM2	0.12**	0.17**	0.34**	0.51
E-WOM3	0.89**	0.24**	0.31**	0.56
E-WOM4	0.15**	0.28**	0.36**	0.50
E-WOM5	0.10**	0.93**	0.10**	0.20
E-WOM6	0.19**	0.49**	0.79**	0.19
P.S:**: p<.01				

Dimension	E-WOM	R ²	Dimension	Brand Trust	R ²
BT1	0.71**	0.50	P1	0.69**	0.48
BT2	0.65**	0.43	P 2	0.75**	0.56
BT3	0.69**	0.48	P 3	0.71**	0.50
BT4	0.76**	0.57	P 4	0.60**	0.36
BT5	0.78**	0.60	P 5	0.65**	0.42
P.S:**: p<.01			P.S:**: p<.01		

Dimension	Brand Trust	R ²
T1	0.69**	0.48
T2	0.45**	0.20
T3	0.64**	0.41
T4	0.66**	0.43
RL1	0.67**	0.45
RL2	0.70**	0.49
RL3	0.70**	0.49
RL4	0.65**	0.42
RL5	0.68**	0.46
RS1	0.67**	0.44
RS2	0.64**	0.41
RS3	0.65**	0.42
RS4	0.63**	0.40
AS1	0.63**	0.39
AS2	0.66**	0.44
AS3	0.62**	0.39
AS4	0.65**	0.42
E1	0.63**	0.39
E2	0.57**	0.33
E3	0.65**	0.42
E4	0.62**	0.39
E5	0.63**	0.39
P.S:**: p<.01		

In the mode summary report, the mode explanatory power " R^2 " represents the predicted percentage. The larger the absolute value of the β distribution, the greater the influence of the independent variable on the strain coefficient, and then corresponding to the following significant value, the significance of which is lower than 0.05 indicates that the β distribution is statistically significant.

Reliability and Validity Analysis of Perceived Quality

Dimension	Cronbach's α	Eigenvalues	%	Accumulation%
Perceived product Quality	0.89	3.48	69.61	69.61
Perceived Service Quality				
Dimension	Cronbach's α	Eigenvalues	%	Accumulation%
Assurance	0.95	11.39	71.2	71.2
Empathy	0.93	0.80	4.97	76.17
Responsiveness	0.95	0.63	3.90	80.08
Tangible	0.81	0.56	3.48	83.56

In the second-order model, which is the part of H4-H7, H4 is the second-order variable of social interaction and social interest. conversation, information, and advocacy constitute social interaction; social interest is composed of identity, affiliation and utility. product

After simplifying the second-order model to the first-order model, the regression test is carried out on electronic word-of-mouth. According to the results, it is known that social interests will affect electronic word-of-mouth. Then, a regression analysis is performed on the brand trust from the electronic word-of-mouth. It is found that the average explanatory power of the model is about 0.5. significant influence. Finally, regression analysis was performed on product quality and service quality based on brand trust, and it was found that the Beta value of each dimension was greater than 0.6, and the higher the regression coefficient β value, the greater the influence on the variable.

In the reliability and validity analysis of perceived quality, it can be seen that the α value of perceived service quality is higher than that of perceived product quality, which explains that perceived quality is the process of consumers asking, ordering and receiving on the Internet. After-sales service after the product, its depth and breadth are far beyond the perceived product quality.

2. Assumption verification

	Research Hypothesis	Results
H1	On Instagram, the level of consumer communication and discussion will positively affect consumer utility	Established
H2a	On Instagram, consumers' information will positively affect consumer affiliation	Established
H2b	On Instagram, consumers' information will positively affect consumer utility	Established
H3a	On Instagram, consumer advocacy positively affect consumer identity	Established
H3b	On Instagram, consumer advocacy positively affect consumer affiliation	Established
H3c	On Instagram, consumer advocacy positively affect consumer utility	Established
H4	Social interactions have a significant impact on social interests	Established
H5	Social benefits have a significant impact on e-WOM	Established
H6	E-WOM has a significant impact on brand trust	Established
H7a	Brand trust has a significant impact on perceived product quality	Established
H7b	Brand trust has a significant impact on perceived service quality	Established

Conclusion

1. Significance

This research actually verifies the argument put forward by Lobschat (2013), which shows that social interests are generated by social interaction. According to the current trend of using electronic community platforms, the concepts of electronic word of mouth and brand trust are added to explore and analyze the perceived quality. Offers a new way of thinking.

2. Research limitations:

First, offline operation factories such as traditional industries, upstream raw material manufacturers, and mid-stream raw material manufacturers. Second, higher age distribution, lower mobile phone usage, non-Instagram users or non-pet customers.

3. Recommendations for future research:

As the times become increasingly electronic, consumers' brand trust in brands has become a very important issue. There is still room for improvement in the measurement of the six concepts of social currency. The research object can find exclusive the way in which the online community interacts.

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