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**How social media usage affects consumer trust? Evidence from Chinese community supported
agriculture**

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How social media usage affects consumer trust? Evidence from Chinese community supported agriculture



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Introduction

- Due to the digital revolution, producers are increasingly relying on social media for marketing communication.
- The effectiveness of social media usage has become a central issue among researchers and practitioners.
- Consumer trust is in fact one of the key determinants of performance in organizations.
- Even though marketing researchers have begun to investigate the effectiveness of social media on consumer attitudes and behaviors, there is dearth in research that examine how social media usage affects consumer trust in agricultural product marketplaces.

Objective

- To understand how the social media usage of producers affect consumer trust.

Hypothesis & Research model

- **H1:** Consumer trust (TR) has a positive effect on repurchase intention (RI) in CSA.
- **H2:** Social media usage (SU) has a positive effect on trust (TR).
- **H3:** The relationship between social media usage (SU) and consumer trust (TR) is positively mediated by perceived information quality (IQ).
- **H4:** The relationship between social media usage (SU) and consumer trust (TR) is positively mediated by social presence (SP).

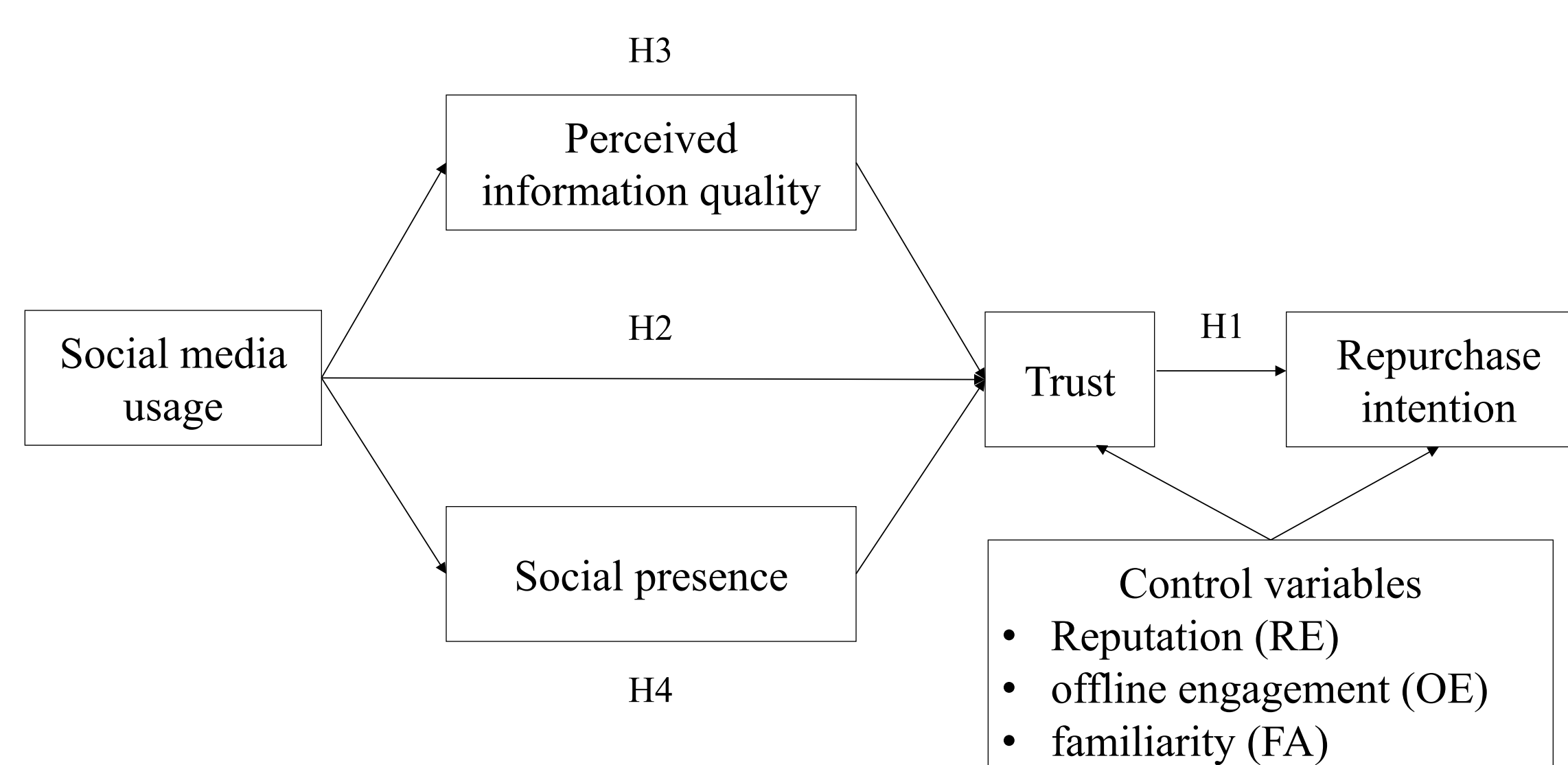


FIGURE1. The research model

Methods

Measurements:

Scales were developed based on Ou et al. (2014), Zhang, Zhao, Cheung, and Lee (2014), and Gefen and Straub (2004).

Sample and data:

337 questionnaires from Chinese CSA consumers.

Data analysis: PLS-SEM (SmartPLS v3.2.8).

Results

Validity and reliability testing:

internal consistency reliability, convergent validity, and discriminant validity.

TABLE1. Table with loadings, weight, Cronbach's α , CR and AVE

Items	Mean	S.D.	Outer loadings	Cronbach's α	CR	AVE
SU1	3.880	0.910	0.837	0.814	0.891	0.732
SU2	4.110	0.744	0.863			
SU3	3.670	0.907	0.867			
IQ1	4.010	0.750	0.882	0.849	0.908	0.767
IQ2	4.180	0.729	0.897			
IQ3	3.940	0.767	0.848			
SP1	3.610	0.967	0.885	0.922	0.946	0.813
SP2	3.510	0.985	0.887			
SP3	3.950	0.829	0.917			
SP4	3.960	0.856	0.917	0.952	0.969	0.913
TR1	4.440	0.565	0.956			
TR2	4.470	0.556	0.962			
TR3	4.480	0.567	0.949	0.872	0.943	0.848
RI1	4.420	0.593	0.951			
RI2	4.400	0.609	0.956			
RI3	3.930	0.939	0.852	0.812	0.886	0.721
RE1	3.800	0.737	0.849			
RE2	4.230	0.624	0.876			
RE3	3.940	0.761	0.823	/	1.000	1.000
OE	1.600	0.738	1.000			
FA	1.320	0.621	1.000			

TABLE2. Fornell-Larcker criterion analysis and HTMT ratios

	SU	IQ	SP	TR	RI	RE	OE	FA
SU	0.856							
IQ	0.320	0.876						
SP	0.590	0.364	0.902					
TR	0.387	0.485	0.415	0.956				
RI	0.496	0.412	0.545	0.593	0.921			
RE	0.411	0.439	0.453	0.548	0.511	0.849		
OE	0.266	0.076	0.241	0.100	0.171	0.172	1.000	
FA	0.151	0.050	0.123	0.102	0.147	0.159	0.283	1.000
	(0.169)	(0.053)	(0.127)	(0.104)	(0.154)	(0.182)	(0.283)	

Note. HTMT ratios are in the parentheses. The diagonal element, which shows the square root of AVE on each construct, is in bold font.

Results

TABLE3. Table with loadings and cross loadings

	SU	IQ	SP	TR	RE	RE	OE	FA
SU1	0.837	0.173	0.478	0.252	0.328	0.323	0.260	0.149
SU2	0.863	0.313	0.514	0.392	0.502	0.384	0.181	0.086
SU3	0.867	0.317	0.519	0.334	0.424	0.343	0.251	0.158
IQ1	0.306	0.882	0.320	0.440	0.397	0.368	0.026	0.039
IQ2	0.302	0.897	0.350	0.445	0.371	0.369	0.108	0.066
IQ3	0.226	0.848	0.281	0.386	0.309	0.425	0.066	0.024
SP1	0.490	0.224	0.885	0.341	0.441	0.321	0.205	0.093
SP2	0.484	0.245	0.887	0.318	0.427	0.343	0.204	0.099
SP3	0.563	0.407	0.917	0.405	0.517	0.480	0.218	0.120
SP4	0.579	0.408	0.917	0.420	0.564	0.467	0.240	0.128
TR1	0.358	0.454	0.421	0.956	0.569	0.516	0.091	0.100
TR2	0.379	0.475	0.396	0.962	0.557	0.560	0.101	0.088
TR3	0.372	0.463	0.373	0.949	0.576	0.495	0.095	0.104
RI1	0.501	0.419	0.514	0.572	0.951	0.501	0.158	0.159
RI2	0.479	0.377	0.523	0.565	0.956	0.489	0.137	0.139
RI3	0.384	0.341	0.467	0.500	0.852	0.417	0.182	0.106
RE1	0.324	0.307	0.305	0.373	0.342	0.849	0.136	0.137
RE2	0.397	0.419	0.470	0.589	0.533	0.876	0.139	0.111
RE3	0.306	0.372	0.338	0.376	0.379	0.823	0.169	0.173
OE	0.266	0.076	0.241	0.100	0.171	0.172	1.000	0.283
FA	0.151	0.050	0.123	0.102	0.147	0.159	0.283	1.000

Hypothesis testing:

- (1) Model fit (SRMR)
SRMR = 0.06 (<0.08).
- (2) Collinearity assessment among the constructs (VIF)
The VIF values for each construct < 10.
- (3) Coefficient of determination (R^2)
The values of R^2 for the endogenous constructs > 0.10.
- (4) Predictive relevance (Q^2)
All Q^2 values > 0.
- (5) Structural model path coefficients
A re-sampling bootstrap method with 5000;
The analysis supports all of the hypotheses.

TABLE4. Structure model results

Hypothesis	Path coefficient	effect size f^2	S.D.	T Statistics	95% Confidence interval
TR->RI	0.446***	0.236	0.060	7.398	(0.323, 0.562)
SU->TR	0.105*	0.011	0.059	1.785	(-0.014, 0.218)
SU->IQ	0.320***	0.114	0.054	5.984	(0.212, 0.425)
IQ->TR	0.263***	0.088	0.052	5.036	(0.160, 0.366)
SU->SP	0.590***	0.534	0.036	16.584	(0.520, 0.657)
SP->TR	0.109*	0.011	0.062	1.769	(-0.011, 0.231)
RE->TR	0.344***	0.135	0.049	7.024	(0.246, 0.438)
RE->RI	0.247***	0.070	0.057	4.324	(0.136, 0.361)
OE->TR	-0.038	0.002	0.047	0.806	(-0.128, 0.059)
OE->RI	0.072	0.008	0.047	1.531	(-0.022, 0.166)
FA->TR	0.015	0.000	0.041	0.369	(-0.066, 0.094)
FA->RI	0.042	0.003	0.044	0.954	(-0.046, 0.131)

Note. The ***, ** and * indicate p-values less than 0.01, 0.05 and 0.10 respectively. The values of f^2 0.02, 0.15, and 0.35 for weak, moderate, and strong effects.

Discussion & Conclusions

Key findings:

- (1) The producers' social media usage positively influences consumer trust,
- (2) And consumer trust can be built with the effective use of social media that support consumer-farmer communications by facilitating perceived information quality and social presence.
- (3) In turn, trust predict consumer repurchase intentions from CSA producers.

Implications for theory:

- (1) Explaining the effects and antecedents of trust,
- (2) And highlighting the roles of social media in Community Supported Agriculture.

Implications for practice:

CSA famers should pay more attention to build consumer trust by using social media. For instance, producers can use their social media platforms for marketing by publishing rich information content, effectively using instant messaging systems, and effectively using feedback and comments system.

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