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Mediating Role of Social Media on Online Shopping Behavior: Smart-PLS Approach

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ABSTRACT
Consumer behaviour and decisions to buy from online retailers were increasingly influenced and changed by social media. Because of the never-ending advances in information technology, online shopping is becoming more popular. Therefore, this study aimed to examine the mediating effect of social media on online shopping behaviour in Nigeria. A cross-sectional study was used, and a simple random sampling procedure was used to select three hundred and eighty (380) online shoppers. Data were analysed using Structural Equation Modelling –Partial Least Square (SEM-PLS). The analysis revealed that advertising had an insignificant effect on online shopping behaviour with a path coefficient (Beta value = 0.11; t value = 1.743; p= 0.082). There is positive relationship between advertising and social media effect (Beta value = 0.787; t value = 34.556; p= 0.000). the proposed relationship between social media effect and Online Shopping Behaviour (=0.378; t-value =5.735; p =0.000) is supported. In contrast, the projected relationship between Trust and Online Shopping Behaviour is (=0.466; t-value =12.817; p =0.000). Lastly, the result revealed there is a strong correlation between Trust and Online Shopping Behaviour.

Keywords: Social Media, Online Shopping Behaviour, Trust, Smart-PLC

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INTRODUCTION

Social media is an essential component of digital marketing, with incredible rewards that allow companies to meet millions of consumers worldwide (Dwivedi et al., 2020). Businesses use social media channels to expand their marketing efforts to reach new customers (Ancillai et al., 2019; Galati et al., 2017). Online shops use social media to reach out to consumers and convince them to patronise their products and services. By raising the role of the internet in everyday life and transforming customer habits, the digitisation platform has transformed user dynamics and consuming behaviours (Schnauber-Stockmann & Mangold, 2020; Sharma & Sharma, 2020). Integrating social media into online stores has the advantage of increasing website traffic (Khorsheed et al., 2020). By sharing content on social media, consumers can click on the product and redirect to the online shop website.

Because of the rise in internet usage, online shopping has grown more popular. And integration of social media in business and advertising activities (Akar & Dalgic, 2018; Bala & Verma, 2018). In Nigeria, using social media in promoting online stores is enormous because of the reasonable number of people using the platforms. As of January 2020, there were 27.00 million social media users in Nigeria (Datareportal,

2020). Despite advantages in the Nigerian market, many factors influence buying intent in an online transaction. Many of these factors are linked to a facet of confidence gained in online marketing. The trust instilled in customers by a brand's website has a significant impact on their shopping behaviour. Thus, this research aims to investigate the mediating effect of social media in the relationship between advertising and trust in online shopping in Nigeria. The structure of the paper consists of literature review, model development, methodology, data analysis and finally, conclusion.

Theoretical Underpinning

The study is based on the theory of uses and gratification. Elihu Katz, Jay Blumler, and Michael Gurevitch proposed the theory in 1974 (Katz et al., 1973). The theory describes why and how individuals utilise the media and the needs that they desire to be satisfied by it. According to McQuail (2010), people use the media for various reasons, including perceived satisfaction, needs, and desires. The uses and gratification theory focuses on why people consume media. Madan and Kapoor (2021) posit that the uses and gratification theory, for example, is a way of looking at why and how people actively seek out and utilise certain media to meet their requirements. According to

the uses and gratification theory, individuals pick media that meets their needs, allowing them to achieve gratifications such as knowledge development, amusement and relaxation, social connection, and reward or compensation. According to Ruggiero (2000), the motives behind an individual's media choices and the enjoyment that this choice provides are known as uses and gratifications. The theory explains the variables under study

Literature Review
Advertising and Online Shopping
Advertising means promoting various goods, services, or ideas to the general public or a particular target audience (Juska, 2017; Murwonugroho & Yudarwati, 2020; Quesenberry, 2020). The primary purpose of advertising is to increase revenues, attract new buyers, and retain existing ones (Aslam & Karjaluoto, 2017; Luo et al., 2021). Advertising is paid communication that reaches large audiences through non-personal mass media and other communication channels (Briandana & Dwityas, 2020). Advertising is typically characterised as one-way, paid promotional communication in any form of mass media. Advertising helps in promoting online shopping behaviour among consumers. Researches established the relationship between advertising and online shopping (Domazet, 2020; Kim & Huh, 2017; Okiyi et al., 2020; Wiese & Akareem, 2020).

Trust and Online Shopping
Trust is individual confidence in other people's values, measured by their presumed honesty, virtue, and competence (Eneizan et al., 2020; Munshi, 2019; Nasidi et al., 2021). The level of trust directly impacts attitudes, and the higher the level of trust, the stronger the attitude (Suleman & Zuniarti, 2019). Several empirical kinds of research have established the relationship between trust and online shopping (Alharthey, 2020; Haque & Mazumder, 2020; Jiang et al., 2019; Kim et al., 2017; Nassar et al., 2017; Singh & Matsui, 2017; Stouthuysen et al., 2018). Moreover, it has been examined that trust has a favourable influence on consumer online shopping decisions (Bhatti et al., 2021; Gera et al., 2021; Qalati et al., 2021; Suhartanto et al., 2018).

Mediating Role of Social Media Effect
To constitute mediation, three prerequisite steps must be met (Tryon, 2018). First, the independent variable (IV) must be linked to the dependent variable (DV). The second stage, the independent variable, must link to the mediating variable, and the last stage is that the mediating variable (MV) must connect with the (DV). According to Hayes (2015), the presence of a direct relationship between the independent variable and the dependent variable should not be used as a criterion for assessing mediation since mediation can be significant even

Methodology
The study used a quantitative approach. The data was collected through a self-administered questionnaire. A simple random sampling technique was used to select respondents. In simple random sampling techniques, each subject in the population has an equal chance of being selected (Acharya et al., 2013). The population for this study consists of online shoppers within the Kano metropolis. An online sample size

without a direct connection. (Hayes, 2017), argued that a non-significant direct result could not be considered a preventing procedure in the mediation test cycle. The researchers choose social media as a mediator because it influences online shopping. Studies examined that social media significantly affects online shopping (Hajli, 2014; Harrigan et al., 2021; Hossain, 2019; Naeem, 2021; Ryu & Park, 2020; Wibowo et al., 2021).

Proposed Hypotheses and Conceptual Framework

The following hypotheses are framed

H_1: Advertising has a significant effect on online shopping behaviour

H_2: Advertising has a significant effect on social media

H_3: Social media has a significant effect on online shopping behaviour

H_4: Trust has a significant effect on online shopping behaviour

H_5: Trust has a significant effect on social media

H_6: Social media mediate the relationship between advertising and online shopping behaviour

H_7: Social media mediate the relationship between trust and online shopping behaviour.

Based on the empirical literature reviewed, the conceptual framework was developed in figure 1.
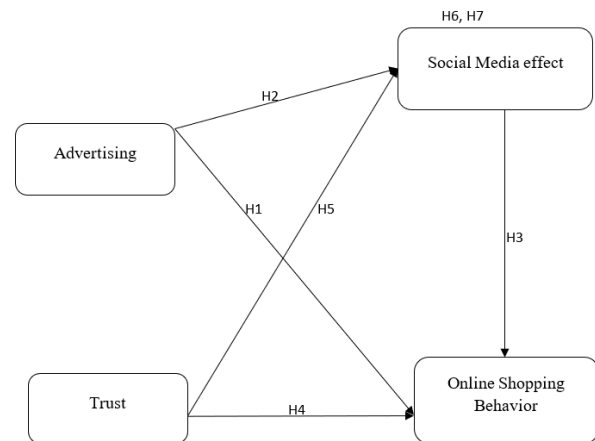

Figure 1: Conceptual Framework

calculator was used to determine the sample size, using 95% as confidence level and 5% margin error; a minimum sample size of 380 is required. Thus, the questionnaire distribution was increased by 10% applied to the above minimum sample size provided by the formula to make it 418 to minimise sample size error and address the non-response issue. The sample size was increased by 10% to account for other unavoidable

flaws such as incomplete filling and the inability of some respondents to return questionnaires (Dewaele, 2018). Therefore, 418 questionnaires were distributed to the respondents. A total of 367 questionnaires were completed and returned. The questionnaires were adapted from previous researches (Alalwan, 2018; Dodoo & Wu, 2019; Fossen & Schweidel, 2019; Kim & Kim, 2021; Qalati et al., 2021). The data gathered through the questionnaire were analysed using Partial Least Structural Equation Modeling (PLS-SEM) in this study.

Data Analysis

The Harman one-factor test is used in this research to see if there is any common technique bias among variables (Aguirre-Urreta & Hu, 2019). All measurement scale objects were submitted to a principal component analysis with varimax rotation to discover specific single factor indications from factor analysis. Table 1 explain more.

Table 1: Common Method Bias (CMB)

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	12.433	37.675	37.675	12.433	37.675	37.675
2	6.260	18.970	56.645	6.260	18.970	56.645
3	2.422	7.340	63.986	2.422	7.340	63.986
4	1.475	4.469	68.455	1.475	4.469	68.455
Extraction Method: Principal Component Analysis.						

Validity and Reliability

The Cronbach's alpha values for the overall measurement and convergent validity are provided in Table 2 for each construct's validity and reliability. Table 2 shows that the model's AVE value for all constructs is significantly higher than 0.5, the proposed cut-off AVE value (Hair Jr et al., 2020). Furthermore, according to Sarstedt et al. (2019), the composite reliability ratings for both structures were higher than the recommended value of 0.700. The composite results ranged from 0.885 to 0.937. Finally, Cronbach's alpha values ranged from 0.809 to 0.918, satisfying the 0.700 cut-offs (Hair Jr et al., 2020).

Table 2: Composite Reliability (C.R.), Average Variance Extracted (AVE) and Cronbach's Alpha

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Advertising	0.88	0.904	0.511
Online Shopping Behaviour	0.916	0.933	0.669
Social Media Effect	0.864	0.894	0.515
Trust	0.917	0.931	0.63

The reliability was tested utilising the internal consistency technique by evaluating the composite reliability values. All variables demonstrated composite reliability (values better than 0.7). The Fornell-Larcker test (Table 3) was used to assess discriminant validity, whereas the AVE (average variance explained) was used to examine convergent validity. According to the requirements for discriminant validity, the square root of AVE should be greater than the correlation between latent variables for each latent variable
.

Table 3: Fornell-Larcker criterion analysis to check discriminant validity

	Advertising	Online Shopping Behaviour	Social Media Effect	Trust
Advertising	0.715			
Online Shopping Behaviour	0.684	0.818		
Social Media Effect	0.679	0.648	0.717	
Trust	0.521	0.744	0.587	0.794

Furthermore, Henseler et al. (2016) introduced the Heteromonotrait (HTMT) correlation ratio as a novel approach for analysing the discriminant validity of structures in measurement models. An HTMT score larger than 0.85, on average, suggests a possible problem with discriminant validity (Purwanto, 2021). As seen in table 4, the HTMT values in this sample were all barely below the 0.85 criteria, indicating that discriminant validity was not an issue.

Table 4: HTMT Analysis

	Advertising	Online Shopping Behaviour	Social Media Effect
Advertising			
Online Shopping Behaviour	**0.751**		
Social Media Effect	0.702	**0.832**	
Trust	0.543	0.785	**0.629**

The cross-loading values were another reference for the discriminant validity of measurement frameworks. Table 5 indicates that all measures (measurement scale items) have a larger loading on their underlying latent construct than any other construct. As a result, these results fulfil the cross-loading evaluation requirements and offer substantial evidence for reflecting measurement models' discriminant validity, as shown in Table 5.

Table 5: Cross loadings

	Advertising	Online Shopping Behaviour	Social Media Effect	Trust
AD1	**0.728**	0.482	0.627	0.339
AD2	**0.711**	0.389	0.611	0.284
AD3	**0.696**	0.364	0.609	0.284
AD4	**0.716**	0.449	0.589	0.31
AD5	**0.703**	0.43	0.627	0.37
AD6	**0.776**	0.436	0.695	0.309
AD7	**0.669**	0.6	0.613	0.5
AD8	**0.707**	0.556	0.613	0.372
AD9	**0.723**	0.637	0.658	0.529
OSB1	0.518	**0.828**	0.612	0.576
OSB2	0.564	**0.829**	0.632	0.602
OSB3	0.546	**0.808**	0.552	0.523
OSB4	0.59	**0.868**	0.617	0.599
OSB5	0.616	**0.842**	0.678	0.599
OSB6	0.595	**0.866**	0.675	0.698
OSB7	0.473	**0.666**	0.487	0.647
SME1	0.735	0.483	**0.768**	0.373
SME10	0.624	0.626	**0.694**	0.475
SME11	0.508	0.644	**0.677**	0.483
SME12	0.496	0.532	**0.646**	0.366
SME2	0.753	0.493	**0.799**	0.418
SME4	0.644	0.387	**0.724**	0.295
SME5	0.662	0.454	**0.737**	0.359
SME6	0.596	0.637	**0.681**	0.557
TR1	0.497	0.772	0.553	**0.768**
TR2	0.241	0.445	0.319	**0.738**
TR3	0.275	0.462	0.366	**0.758**

TR4	0.249	0.438	0.325	**0.749**
TR5	0.456	0.587	0.494	**0.757**
TR6	0.537	0.659	0.568	**0.816**
TR7	0.46	0.615	0.503	**0.877**
TR8	0.438	0.598	0.469	**0.873**

Structural Model Analysis

The analysis method is converted into SmartPLS 3.0.0 graphics. Figure 1 shows the diagram; in addition, the arrows that link the constructs of this study are decided by the direction of the hypotheses suggested in the framework. The single-headed arrows are used to verify the causal effect of the study construct. Furthermore, Figure 1 below explains the standardised estimate for the structural model of this report, showing the factor loading for each item and the mediating effect of social media.
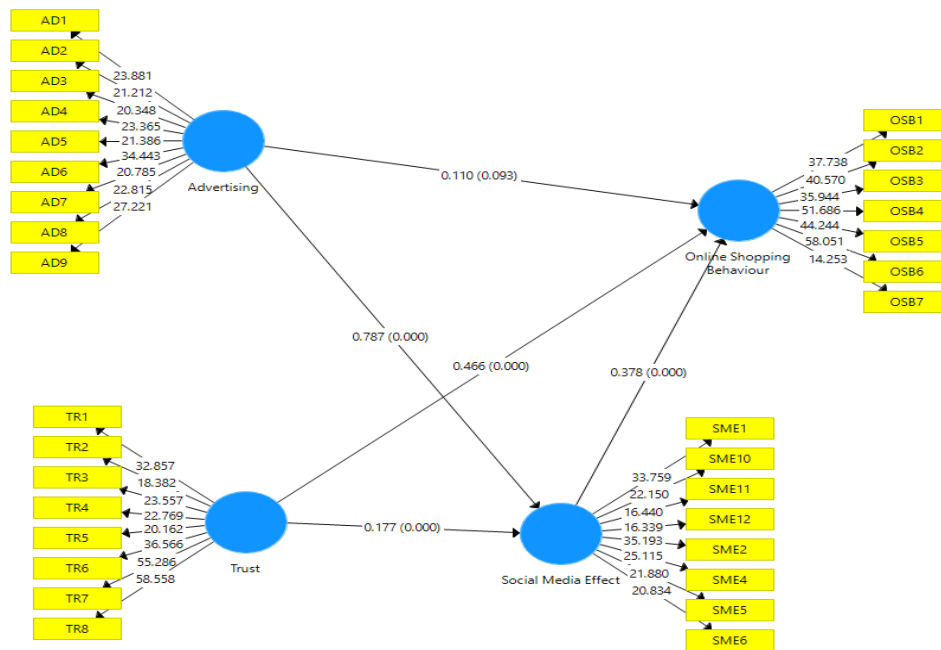

Figure 1: SmartPLS Standardized Result

Table 3 Summary of Path Coefficients

RELATIONSHIP	BETA VALUES	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Advertising -> Online Shopping Behaviour	0.11	0.063	1.743	0.082
Advertising -> Social Media effect	0.787	0.023	34.556	0.000
Social Media -> Online Shopping Behaviour	0.378	0.066	5.735	0.000
Trust -> Online Shopping Behaviour	0.466	0.036	12.817	0.000
Trust -> Social Media effect	0.177	0.028	6.35	0.000

Table 3 summarised the study's effects using the SmartPLS Structural Equation Model (SmartPLS SEM). It demonstrates the relationship between the path coefficients, standard deviation (STDEV), probability value (P-value), and each research construct's outcome. The analysis revealed that advertising had a negative and statistically insignificant direct effect on online shopping behaviour with a path coefficient (Beta value = 0.11; t value = 1.743; p= 0.082). This result indicated that hypothesis 1 is supportive. Hypothesis 2 reported positive relationship between advertising and social media effect (Beta value = 0.787; t value = 34.556; p= 0.000). Hypothesis 3 supported the proposed relationship between social media effect and Online Shopping Behaviour (=0.378; t-value =5.735; p =0.000). hypothesis 4 reinforced the projected

relationship between Trust and Online Shopping Behaviour (=0.466; t-value =12.817; p =0.000). lastly, a strong correlation between Trust and social media (= 0.177; t-value = 6.35; p = 0.000) supports H5. According to the model, the squared multiple correlation (R2) coefficient for latent variables was tested to examine the variance of the latent variables. The squared multiple correlations (R2) result is shown in Table 4, indicating that the hypothesised model explained statistically significant variance for the endogenous variables.

Table 4: Summary of the R²

Endogenous Construct	R Square	R Square Adjusted
Online Shopping Behaviour	0.704	0.702
Social Media Effect	0.795	0.794

Mediation Effect

Table 5 showed the significant study of indirect effect and total effect path coefficients from the bootstrapping procedure (with 450 tests, 5000 subsamples, and no sign changes). The results showed that social media has a significant role in mediating the relationship between advertising and online shopping behaviour with a path coefficient (Beta value = 0.297; t value = 5.495; p= 0.000). The last hypothesis indicated that social media has a significant relationship between trust and online shopping behaviour with a path coefficient (Beta value = 0.067; t value = 4.438; p= 0.00

Table 5: Mediation Effect of social media on advertising and trust on online shopping behaviour

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Advertising ->Social Media ->Online Shopping Behaviour	0.297	0.296	0.054	5.495	0.000
Trust ->Social Media-> Online Shopping Behaviour	0.067	0.066	0.015	4.438	0.000

CONCLUSION

The paper proposed mediating effect of social media on the relationship between advertising, trust and online shopping behaviour using SmartPLS as a tool of analysis. Advertising and trust have been hypothesised to directly affect social media and online shopping behaviour, while social media is anticipated to mediate advertising and trust in online shopping behaviour. The findings stated that advertising had a positive and statistically significant direct effect on online shopping behaviour; the relationship between advertising and social media is substantial. Moreover, the result revealed the relationship between trust and online shopping. Furthermore, the findings indicate that social media have an impact in influencing online purchasing behaviour.

The study made a theoretical contribution by proposing a model representing the social media integration of online shopping in the Nigerian context. Also, the study made a practical contribution that can help managers and marketers of online stores to take measures on factors that may influence online shopping behaviour in Nigeria. Managers must be conscious that social media is the most important factor that pushes online shopping behaviour.

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