BUSINESS-ORIENTED SOCIAL NETWORKING SITES (B-SNS) STICKINESS: ITS ANTECEDENTS AND OUTCOME ON INTENTION TO PURCHASE APPAREL

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ABSTRACT

With the Internet of Things rapidly becoming a reality and devices connecting every aspect of consumers' lives, the shift to a new, connected world signals another tidal wave of industry transition. Based on previous survey by Indonesian Internet Service Provider Association (APJII) and University of Indonesia published on April 2015 indicate that consumers find smart devices increasingly relevant to their lives, and are inspired by the possibilities of the connected world. Since online consumers can easily switch to other e-commerce sites, their online loyalty is generally not high. How to attract the attention of online consumers and make them stick with the website has become a big challenge for e-commerce companies. The purpose of this paper is to provide an improved understanding of the influential factors on the duration spent in business-oriented social networking sites (B-SNS) and retention B-SNS, or in other words, B-SNS stickiness. Empirical evidence from both depth interviews and data garnered from 230 surveys were integrated into a conceptual model. The model was tested using structural equation modeling. The causal model was validated using SmartPLS 2.0. The results indicated that B-SNS stickiness were important antecedent of intention to purchase apparel and mediated the influence of B-SNS browser satisfaction, user satisfaction, and environment. This study is expected to provide insight on strategies to encourage entrepreneurs to adopt B-SNS in the future. This study further contributes by providing comprehensive framework of the antecedents and outcome of B-SNS stickiness on intention to purchase apparel.

Keywords B-SNS browser satisfaction, user satisfaction, environment, duration spent in B-SNS, retention to B-SNS, intention to purchase.

Introduction

Social networking sites can be defined as web-based services that allow individuals to construct a public or semi public profile within a bounded system, articulate a list of other users with they share a connection as well as view and traverse their list of connections and those made by others within the system (Boyd and Ellison, 2007). In other words, Social Networking Sites (SNS) is platform that created for internet users to engage with each other and meet people with similar interest. According Kotler and Keller (2016: 622) Social networks have become an important force in both business-to-consumer and business-to-business marketing. Major ones include Facebook, one of the world's biggest; LinkedIn, which focuses on career-minded professionals; and Twitter, with its 140-character messages or "tweets". Different networks offer different benefits to firms. For example, Twitter can be an early warning system that permits rapid response, whereas Facebook allows deeper dives to engage consumers in more meaningful ways. Through SNS, internet users get to communicate with the online world and set the bar for social networks of the future.

Association of Internet Service Provider in Indonesia Internet users in Indonesia in 2015(APSI, 2015), amounting to 88.1 million, or 34.9 percent of the total population of 252.4 million and most Indonesian internet users access internet using a smartphone. Based on data from APJII (2015), the region of Indonesia there are about 65 million active Facebook users. A total of 33 million active users per day, 55 million active users who use mobile devices in accessing per month and approximately 28 million active users who use mobile devices per day. In Jakarta, for example, the 24-7 smartphone use phenomenon has seen users continuing to update their online status in the forums/communities of which they are members, e.g. Facebook, WhatsApp groups, BBM Group, Yahoo groups, etc. Using apparel e-retailers as an example, they only need to post a few samples of their apparel rather than displaying the whole clothing store in the forums/communities of which they are members. In Jakarta, the capital of Indonesia with an area of 664.01 km2, a population of 9,998,495 inhabitants (http://www.kemendagri.go.id/Permendagri No. 39 Year 2015), with a Muslim population as many as 8,200,796 people are a potential market for Muslim fashion. Discussions about fashion is not complete, if it does not involve accessories. Accessories include hijab, stockings, gloves, sunglasses, hats, jewelry and items other hosiery. Kozar (2008), women is more fashion conscious and are more attracted to fashion apparel as compared to men because it (apparel) helps to build one's identity. Recently people start using social media to sell products. Therefore customers play an important role, especially they can spread bad news or good message very fast using a smartphone. To get a better understanding and to the customer good theoretical framework, so that's why B-SNS stickiness is the main focus this study. To date, there is no such study on smartphone user/consumer's purchasing behavior that focuses on B-SNS stickiness that are carried out within social media such as Facebook for fashion and apparel products in Indonesia.

Literature Review

Duration Spent in B-SNS.
Characteristic human behavior suggests that the longer we spend time working on something, the more we are able to adapt and become familiar with it. Once we have become familiar with something, we typically avoid getting out of our comfort zone and tend to stick to things we are most familiar with. This is also the case with B-SNS. As B-SNS users spend more time online on the site, they would get more and more familiar and comfortable with the site. As a result, the site becomes one of their comfort zones and this behavior sticks with them. This comfort and sense of familiarity give users a feeling of loyalty to the site, in this research paper, it is termed as B-SNS Stickiness. Based on Indonesia Internet Service Provider Association or APJII (2015), in year 2014, Indonesia was ranked as the top 4 largest number of Facebook users out of 40 countries in the world. The number of active users as much as 60.3 million users of the population of the Indonesian population as much as 253.6 million. Following Cliff & Charles (2008) it has been noted that the length or duration of time users spent on Facebook directly correlates to the user's retention or continued use of Facebook. Based on these, we hypothesized a positive relation between duration spent on B-SNS and retention to B-SNS:

H1 Duration Spent in B-SNS is positively related to Retention to B-SNS.

B-SNS Perceived Content Quality (CQ)
Lu et al., (2010) argued the antecedents of visit duration, content quality is a statistically significant factor. Concerning blog quality, content quality is the most important factor in making users stay longer and revisit the blog. The context quality - or how the blog is presented – has no effect on blog stickiness (Duration and Intention to visit). Therefore, if the content quality is good and appealing, visitors are willing to revisit a blog even if the platform cannot respond very quickly. Lin et al., (2007) found that web content quality will enhance users' intention to revisit a website. With the addition of such features, users will feel that they can gain more from B-SNS and thus, feel more enriched and empowered. A good and effective B-SNS would provide a feeling of enrichment and empowerment to its users, which will draw users into spending more time in B-SNS and also increase the possibility of them frequenting. Hence, the hypothesis (H2) and (H3) are proposed:

H2 B-SNS Perceived Content Quality is positively related to Duration Spent in B-SNS.
H3 B-SNS Perceived Content Quality is positively related to Retention to B-SNS.

B-SNS Perceived System Quality (SQ)
In this research, system quality covers the performance of the B-SNS platform. Imply performance is defined as the stability and usability of the B-SNS platform. According Hausman and Skiepe (2009) revealed that creating a superior B-SNS system quality leading to browser satisfaction does not in itself induce immediate purchases, but may be more influential in improving brand recognition and attitude, spreading viral messages, and affecting loyalty and repeat visits. Moreover, it is possible that pleasurable experiences and browser satisfaction may increase sales through larger average order size from loyal or repeat customers. Accordingly, hypothesis (H4) and (H5) are proposed :

H4 B-SNS Perceived System Quality is positively related to Duration Spent in B-SNS.
H5 B-SNS Perceived System Quality is positively related to Retention to B-SNS.

B-SNS Perceived Functionality (PF)
Goodwin et al.,(1987) argued Perceived functionality can be defined as a factor influencing user acceptance and it relates to having a system that provides function needed to do the task and to get a particular job done. B-SNS functions can be included the website interactivity, for instance community building and 3D virtual experiences to entice the consumer to visit the site, purchase online and be satisfied enough to become a repeat customer. Enhancing B-SNS functionality will affect customer browser satisfaction. In this context browser satisfaction is the satisfaction of an online shopper who visited the website but did not certainly complete a purchase during that visit (Freed et al., 2006). Hence, the hypothesis (H6) and (H7) are proposed :

H6 B-SNS Perceived Functionality is positively related to Duration Spent in B-SNS.
H7 B-SNS Perceived Functionality is positively related to Retention to B-SNS.

B-SNS Perceived Interactional Fairness (IF)
Heinonen and Strandvick (2009) revealaed that the customer service factor and found out that, fair and supportive customer service can increase the users' retention or continue utilization of a website. Fairness and trust are especially critical when uncertainty and information asymmetri are present (Diekmann et al.,2004). Fairness is concerned with an individual's perception of the output/input ratio, the process and interpersonal treatment. Hence, the hypothesis (H8) and (H9) are proposed :

H8 B-SNS Perceived Interactional Fairness is positively related to Duration Spent in B-SNS.
H9 B-SNS Perceived Interactional Fairness is positively related to Retention to B-SNS.

B-SNS Perceived Internet Confidence (IC)
The first time online shoppers were not comfortable using the internet for purchasing goods because they were not sure of their ability to shop for products over the internet (Bobbit et al., 2001). Perceived behavioral control is closely related to the consumer's confidence in his/her ability to shop via the internet. Furthermore, according Kim et al.,(2008) this concept can be applied to B-SNS users in which their perceived internet confidence would influence their level of B-SNS stickiness. In instance if consumers have more confidence in using a web site for valid, credible, and accurate information, they will have more intention to search for information from that particular web site as well. Hence, hypothesis two (H10) and (H11) are proposed :

H10 B-SNS Perceived Internet Confidence is positively related to Duration Spent in B-SNS.
H11 B-SNS Perceived Internet Confidence is positively related to Retention to B-SNS**.**

B-SNS Perceived Enjoyment (PE)
Based on Davis (1992) argued that perceived enjoyment is conceived as the degree to which the activity of using B-SNS is perceived to be enjoyable in its own right, apart from any performance outcomes that maybe anticipated. According Dholakia et al., (2010), entertainment benefits are derived from relaxation and fun. Furthermore it could be motivating community participation. Entertainment is also an experiential value that customers derive from using online services (Nambisan and Baron, 2009). In a brand community context, entertainment can be expected to be even more important than on electronic commerce sites. Customers spend their time browsing the community pages and applications. Additionaly, hypothesis (H12) and (H13) are proposed :

H12 B-SNS Perceived Enjoyment is positively related to Duration Spent in B-SNS.
H13 B-SNS Perceived Enjoyment is positively related to Retention to B-SNS.

B-SNS Perceived Privacy (PP)
Surfing the internet can be fun, educating, and relaxing, however it could harmful experience as well. With a click, users can access to any kind of image, video, or any articles. All these raised the issue of privacy accessing to SNS. The concept of privacy is in itself not new and it has generally been defined as an individual's ability to control the terms by which their personal information is acquired and used (Westin et al.,1967). Consumers are also likely to provide personal information if they believe they have control over this information, the information request is relevant, and it is a likely to create valid inferences about their preferences. Hence, hypothesis (H14) and (H15) are proposed :

H14 B-SNS Perceived Privacy is positively related to Duration Spent in B-SNS.
H15 B-SNS Perceived Privacy is positively related to Retention to B-SNS.

B-SNS Trustworthy (BT)
Trust represent a willingness to be placed in a position of vulnerability based on having positive expectation of another party's future behavior (Gefen et al.2003). When user register with a mobile SNS, they provide personal information such as name, postal address and email address. Thus information may be improperly used later on, for instance, shared and even sold to the third parties without users' knowledge. The hypothesis (H16) and (H17) are proposed :

H16 B-SNS Trustworthy is positively related to Duration Spent in B-SNS.
H17 B-SNS Trustworthy is positively related to Retention to B-SNS.

B-SNS Attitudes (BA)
B-SNS attitude is defined as a users' attitude towards B-SNS. According Ajzen and Fishbein (1980), defined attitudes as an index of the degree to which a person likes or dislikes the object in view. In this research, B-SNS attitude is not limited to the degree to which a person likes or dislikes B-SNS. Instead of B-SNS attitude refers to the confidence and trust that a user has towards the said B-SNS. By fulfilling such needs and demands, users will feel confident of the B-SNS and will have a positive attitude towards it, which leads to B-SNS stickiness. As more users feel more positive towards B-SNS, users are more likely to stay attached to B-SNS and spend more time on it. Therefore, the following H18 and H19 purposed:

H18 B-SNS Attitudes is positively related to Duration Spent in B-SNS.
H19 B-SNS Attitudes is positively related to Retention to B-SNS.

B-SNS Social Identity (SI)
Social identity is a positive perception of belonging to a community where people are motivated to interact socially with others, and this has a positive impact on both their intentions to use SNS (Cheung & Lee, 2010; Sombutpibool, 2011). Social identitty from B-SNS users' family, friends and colleagues involves interaction between personal factor and the environment. Social identity on technology usage has been defined as the degree to which an individual perceives that important others believe he or she should use the new technology. Social identity is synonymous to peer pressure. Peer pressure is a phychological mechanism in which we compare our likes to other. People are behaving like herds because people tend to like what others like or approve of. It is this desire and tendency to conform to public norms that would drive B-SNS stickiness.

H20 B-SNS Perceived Social Influences is positively related to Duration Spent in B-SNS.
H21 B-SNS Perceived Social Influences is positively related to Retention to B-SNS.

Duration Spent and Retention to B-SNS (DSARTB-SNS).
In Indonesia smartphones and 4G and broadband access become more common affordable, number of internet users and duration spent in B-SNS user going increase in the year ahead. Based on research by APJII (2015) the number of internet users in Indonesia the year reached 88 million people by the end of 2014. The average Internet users in Indonesia access the internet for 1 hour per day, ie 35.3% of the total Internet users in Indonesia. Moreover Studied by APJII (2015) revealed that female Internet users more willing to do online shopping (58%) Internet users than men (42%) from total 2000 Indonesian online shoppers. There are five major commodity in online shopping activities performed by the user internet in Indonesia. The fifth of these commodities are clothing (done by 72% of users), cosmetics (done by 20% of users), gadget or a communication device (done by

17% users), travel services travel (carried by 9.7% of users) and books (carried by 9.7% users). A sstisfactory experience with an online store is desirable since it can lead to positive oucomes such as customer trust, customer retention and referral, online conversion, and e-shopping stickiness (Bansal et al.,2004). With the discussion earlier thus related duration spent in B-SNS and retention B-SNS the H22 and H23 purposed :

H22 Duration Spent in B-SNS is positively related to intention to purchase Apparel Line of Products through B-SNS.
H23 Retention to B-SNS is positively related to intention to purchase Apparel Line of Products through B-SNS.

Theoretical Framework And Hypothesis Formulation
The antecedents of B-SNS Stickiness in this model can be devided into three major categories which are browser satisfaction, and environment. Each category consists of different items for example browser satisfaction consists of perceived content quality, perceived system quality, and perceived functionality. On the other hand, the category of user satisfaction consists of perceived interactional fairness, perceived internet confidence, perceived enjoyment, perceived privacy, B-SNS trustworthy, and B-SNS attitudes. Finally, the category of environment consists of only one variable wich is social identity. These three categories of antecedents will be tested on their relationship with B-SNS Stickiness. And lastly, relationship between B-SNS Stickinessand this research study ultimate outcome user's intention to purchase apparel line of products through B-SNS, will be tested. Below is the proposed model for B-SNS Stickiness in Figure 1.
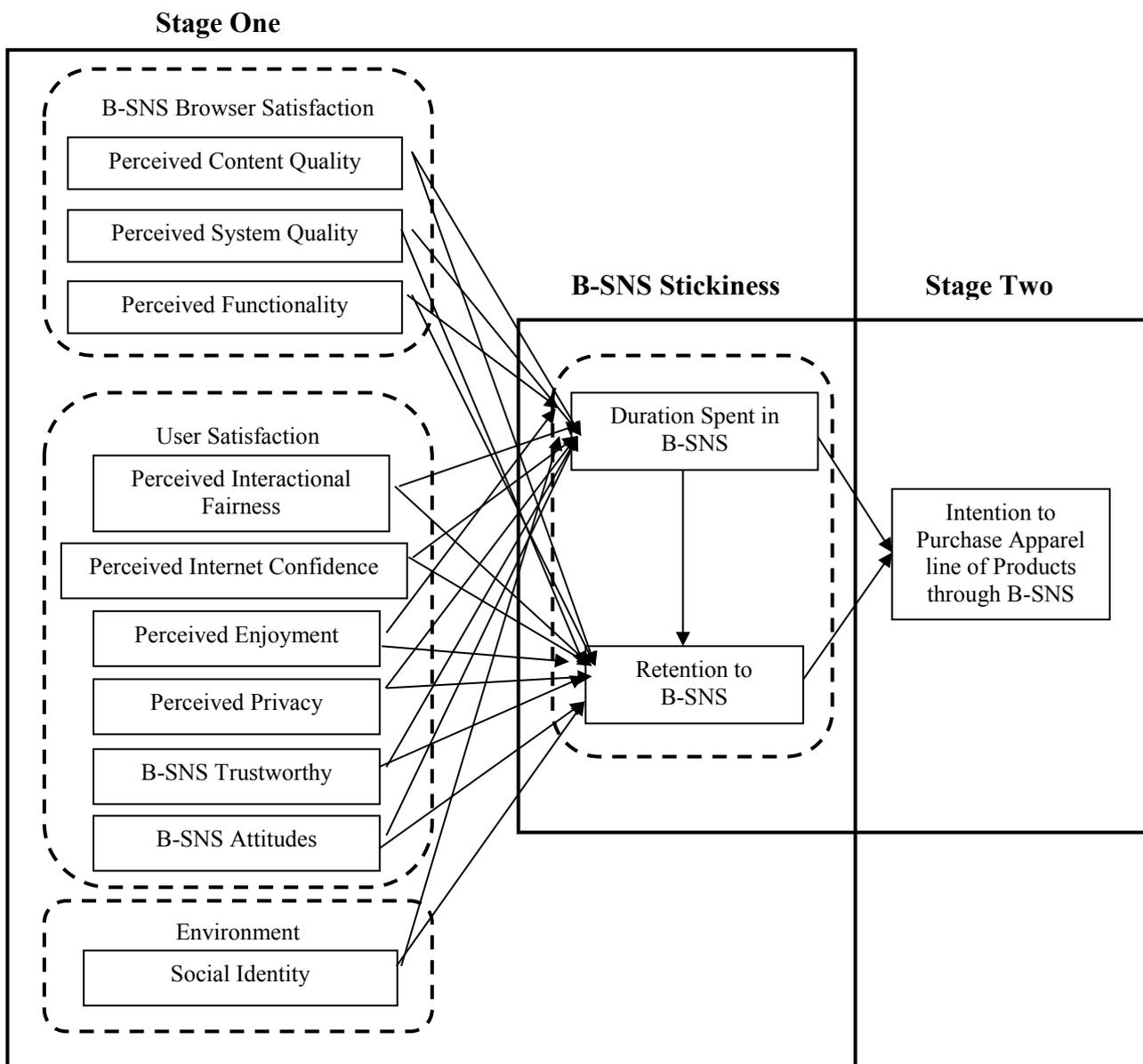

Figure-1

Research Method

This study was conducted based on confirmatory factor analysis (CFA), which tests whether a specified set of constructs influences the responses in a predicted way. This study used Structural Equation Modelling with Partial Least Squares (PLS-SEM) version 2.0. The PLS-SEM algorithm was used to estimate the path coefficients and other model parameters in a way that maximizes the explained variance or minimizes the amount of unexplained variance (Hair, Hult, Ringle, & Sarstedt, 2014). In order to test the co-efficient for the significance of the path modelling, the bootstrapping method was applied. The output from bootstrapping also shows the paths corresponding to each hypothesis. The assumed significance level of the t-value for each path of 1.645 assumes a significant difference at a significance level of 5%, and 2.326 assumes a significant difference at a significance level of 1%. The convergent validity is demonstrated by loadings greater than 0.70, and the average variance extracted (AVE) should be greater than 0.50 (Hair et al., 2014). Discriminant validity refers to the degree of specific construct, which is different to other constructs, and demonstrated by the square root of the AVE being greater than any of the inter-construct correlations (Fornell & Larcker, 1981; Hair et al., 2014). Meanwhile, the composite reliability is generally interpreted in the same way as Cronbach's alpha and varies between 0 and 1, in which higher values indicate higher levels of reliability (Hair et al., 2014). Each of the measurement constructs in the survey had five items, which were measured using a seven-point Likert-type scale ranging from strongly agree (7) to strongly disagree (1). Furthermore, some demographic information about the customers was included in the questionnaire. The measurement constructs used were adapted from previous studies. This is a co relational study. This research is carried out and targeted on working adults that stay in Indonesia. Hypotheses testing was undertaken to explain the variance in the dependent variables to predict relationship. Conducting a consumer perception survey among Muslims is easy as the number of Muslims is majority in Jakarta. Hair et al.,(2014,20) proposed the acceptable ratio would be ten-to-one ratio of the independent variables. Non probability purposive convenient sampling methods was used as time constraints and convenience in order to obtain enough respondents. The list of B-SNS users in Indonesia cannot be obtained therefore probability sampling could not be done. Questionnaires were distributed to respondents through popular B-SNS in this case is Facebook. Filter questions were set in the questionnaire for further identify and confirm those respondents are Facebook users. Table I shows the descriptive statistics of respondents.

Results & Discussion

The demographic information of the respondents is shown in Table 1.

Tabel. 1 Characteristics Sample

Characteristics	Category	Number of respondents
Age	18 – 24 years old	177(76.9%)
	25 – 31 years old	40(17.4%)
	32 – 38 years old	11 (4.8%)
	39 – 45 years old	2 (0.9%)
Education level	Senior high school,	164(71.3%)
	Diploma, Bachelor,	66(28.7%)
Occupation	Student	31(13.5%)
	Worker	13(5.7%)
	Student also workers	107(463.5%)
	Entrepreneur	51(22.2%)
	Housewife	28(12.1%)
Monthly income	≤ IDR 3.100.000	11 (4.8%)
	IDR 3.100.000 – IDR 4.999.999	95 (41.3%)
	IDR 5.000.000 – IDR 5.999.999	75 (32.6%)
	≥ IDR 6.000.000	49 (21.3%)
Times use B-SNS in a week	About once a week	1 (0.4%)
	2-3 times a week	17 (7.4%)
	Several times a week	52 (22.6%)
	About once a day	67 (29.1%)
	Several times each day	93 (40.5%)
Hours spend in B-SNS every week	< 1 hour	1 (0.4%)
	1-5 hours	7 (3.1%)
	6-10 hours	48 (20.8%)
	11-15 hours	115(50%)
	16-20 hours	51(22.2%)
	More than 20 hours	8 (3.5%)
Frequency use B-SNS	Extremely infrequent	0 (0%)
	Slight infrequent	0 (0%)
	Quite infrequent	1 (0.4%)
	Neither frequent nor frequent	32 (13.9%)
	Slightly frequent	49 (21.3%)
	Quite frequent	113(49.1%)
	Extremely frequent	35 (15.3%)

Years of experience	Less than 1 year	3 (1.3%)
	1 to 2 years	12 (5.2%)
	2 to 3 years	31 (13.5%)
	3 to 4 years	113(49.1%)
	More than 4 years	71(30.9%)

Note: Figures in parentheses show the percentages to the total number of respondents

Table 2 summarizes the results of the measurement model. The item reliability, construct reliability (CR), and average variance extracted (AVE) (Hair et al., 2014) support the convergent validity of the CFA results. The CR, which shows the degree to which constructs indicators demonstrate the latent construct, ranged from 0.843 to 0.981, which was above the cutoff value of 0.7. The average variance extracted (AVE) ranged from 0.652 to 0.939, which was greater than 0.50, justifying the use of the construct. Overall, these results indicate that the measurement model has good convergent validity. The variance explained, R^2, are 0.673 (Duration spent in B-SNS), 0.563 (Retention to B-SNS), and 0.497 (Intention to purchase apparel line of product through B-SNS) respectively. This indicates that 67.3% of users' duration spent in B-SNS, 56,3% of users' retention to B-SNS, and 49,7% of users' intention to purchase apparel line of product through B-SNS can e explained by the independent variables.

Tabel 2 – Summary result of the measurement model and convergent validity

Variables	Adapted from	Items	Loadings	AVE*	R Square	Composite Reliability**
Perceived Content Quality (CQ)	Liu *et al*., (2000)	PCQ1	0.903			
		PCQ 2	0.930	0.652		0.843
		PCQ 3	0,921			
Perceived System Quality (SQ)	Nelson *et al*., (2005)	SQ1	0.896			
		SQ2	0.951	0.833		0.937
		SQ3	0.918			
Perceived Functionality (PF)	Cho *et al*., (2009)	PF1	0.906			
		PF2	0.951	0.867		0.959
		PF3	0.918			
Perceived Interactional Fairness (IF)	Folger *et al*., (1985)	IF1	0.910			
		IF2	0.822	0.838		0.953
		IF3	0.914			
Perceived Internet Confidence (IC)	Koufaris *et al*., (2002)	IC1	0.879			
		IC2	0.928	0.886		0.947
		IC3	0.877			
Perceived Enjoyment (PE)	Davis *et al*., (1992)	PE1	0.959			
		PE2	0.980	0.939		0.974
		PE3	0.969			
Perceived Privacy (PP)	Westin *et al*., (1967)	PP1	0.931			
		PP2	0.967	0.892		0.961
		PP3	0.935			
B-SNS Trustworthy (BT)	Chong *et al*., (2003) Gefen et al.,(2003a,b)	BT1	0.918			
		BT2	0.951	0.856		0.942
		BT3	0.906			
B-SNS Attitudes (BA)	Aizen *et al*.,(1980).	BA1	0.913			
		BA2	0.932	0.867		0.939
		BA3	0.927			
Social Identity (SI)	Cheung & Lee, 2010	SI1	0.912			
		SI2	0.965	0.886		0.959

		SI3	0.946			
Duration Spent in B-SNS (DS)	Cho *et al.*,(2009)	DS1	0.932		0.673	0.981
		DS2	0.954	0.831		
		DS3	0.857			
Retention to B-SNS (RT)	Danaher *et al.*,(2006)	RT1	0.895		0.563	0.946
		RT2	0.938	0.847		
		RT3	0.905			
Intention to Purchase Apparel line of Product (IP)	Chang *et al.*,(2008)	IP1	0.941		0.497	0.952
		IP2	0.950	0.835		
		IP3	0.917			

The PLS analysis results shown in Table 3 illustrates all the hypothesized relationships in this study.

Tabel 3 Summary of Structural Model

Hypothesis	Path		Original Sample (ß)	Standard Error (STERR)	t-value	Supported
H1	DS	→ RT	0.356	0.081	2.348***	YES
H2	CQ	→ DS	0.230	0.072	3.120***	YES
H3	CQ	→ RT	0.210	0.088	2.302**	YES
H4	SQ	→ DS	0.145	0.123	0.648	NO
H5	SQ	→ RT	0.114	0.067	1.689**	YES
H6	PF	→ DS	0.081	0.154	1.089	NO
H7	PF	→ RT	0.003	0.092	1.227	NO
H8	IF	→ DS	0.167	0.189	1.120	NO
H9	IF	→ RT	0.108	0.548	1.302	NO
H10	IC	→ DS	0.225	0.078	1.540	NO
H11	IC	→ RT	0.324	0.119	2.102**	YES
H12	PE	→ DS	0.427	0.890	4.616***	YES
H13	PE	→ RT	0.054	0.094	1.576	NO
H14	PP	→ DS	0.081	0.101	1.302	NO
H15	PP	→ RT	0.129	0.038	1.120	NO
H16	BT	→ DS	0.112	0.110	1.017	NO
H17	BT	→ RT	0.210	0.099	2.120**	YES
H18	BA	→ DS	0.038	0.116	0.702	NO
H19	BA	→ RT	0.125	0.081	0.620	NO
H20	SI	→ DS	0.431	0.126	3.288***	YES
H21	SI	→ RT	0.225	0.078	1.691**	YES
H22	DS	→ IP	0.738	0.089	6.302***	YES
H23	RT	→ IP	0.213	0.067	5.112***	YES

Note : ** p<0.05 ; ***p<0.01

Hypothesis (H1) proposed that there is a significant relationship between users' between users' duration spent in B-SNS and users' retention to B-SNS. Based on review of His-Peng Lu and Ming Ren Lee's hypothesis based on Delone and McLean's IS Success Model and Rayport and Sviokla, the duration and retention to a particular blogs or in this case, B-SNS can be regarded as B-SNS stickiness. Result infers that duration spent in B-SNS is positively related to the retention to B-SNS. Thus the relationsip between duration spent in B-SNS and retention to B-SNS is found highly significant. These findings are consistent with previous studies about the relationship between duration spent in B-SNS and retention to B-SNS, in which they found SNSs are a ubiquitous influence youth development (Katrin et al., 2011; Ellison et al., 2007). As most Facebook users' participating in this study were young adults with 18-24 years old, investing approximately 11-15 hours per day with B-SNSs. When users' more willing to spend time on particular B-SNS, it shows that the more likely those users increase their retention it.

Result H2 and H3 infer that B-SNS perceived Content Quality is positively related to the B-SNS stickiness. Thus the relationship between B-SNS perceived Content Quality and B-SNS stickiness is found significant. The result further support by Rayport and

Sviokla (1994), Lu and Lin (2002), Wang et al.,(2002) and Huizingh(2000) in which they have all suggested that online loyalty is determined by content quality, context quality and system quality. According to Lu et al.,(2010), for the antecedents of visit duration, content quality is statistically significant factor. Regarding blog quality, content quality is the most important factor in making users stay longer and revisit the blog. Hence, Facebook user's that participated in this study where most of them had quite frequent using B-SNS with 113 participants from 230 respondents. Furthermore, most of them had 3 to 4 years experience using BSNS. In a nutshell, content quality can be viewed as the determinant of the users's duration spent in B-SNS and user's retention to B-SNS. B-SNS that can offer good content quality will able to increase the number of B-SNS users who are willing to recommend the particular B-SNS. At the same time, the user will tend to revisit a B-SNS only if the first visit attracts them to stay for a while and the content quality is good.

Results H4 and H5 of this study clearly show that the relationship between B-SNS perceived system quality and duration spent in B-SNS is found insignificant while the relationship between B-SNS perceived system quality and retention to B-SNS is significant. Supporting research from Lu et al.,(2010), participants most frequently visited blogs were mainly entertainment-oriented, most including multimedia such as photos and videos, which may decrease perceived system performance. In other words, if the B-SNS content quality is good and appealing, visitors are willing to revisit a B-SNS even if platform cannot respond very quickly. The variances of context and system quality can be interpreted by the content quality. Content instead of system quality, is still best in B-SNS environment.

Finding H6 and H7 of this study has shown that the relationship between B-SNS perceived functionally and B-SNS stickiness is found not significant. This result further support by Ramzi et al.,(2012), research study in which contributes towards providing a good understanding of how new technology-enable social media platforms (in this case B-SNS) can offer a more dynamic engagement for users. In this study show that, the ease of use of SNS platforms or functions can help to facilitate a better engagement between consumers and corporate organizations. Instead of having complicated B-SNS functionality, most of the B-SNS users are looking for a B-SNS which they can understand and operate easily.

The findings H8 and H9 indicated that the relationship between B-SNS perceived interactional fairness and B-SNS stickiness is not significant. Moreover this finding is similar to the results of Yen-Ting et al., (2011) revealed that interactional fairness was an insignificant factor on trust in vendors but positive impact on satisfaction. While perceived interactional fairness was found insignificant on B-SNS stickiness, however, interactional fairness is found positively related to customer satisfaction (Cho et al.,2003; Teo and Lim, 2001). Hence. It is crucial to increase users' perceived interactional fairness, as it will directly affecting customer satisfaction. This is because B-SNS users' have no chance to observe B-SNS operators face to face. However, they will feel satisfied whenever they content B-SNS operators via telephone, internet, or any communication channel if a response is received in a timely and acceptable manner.

Thus the relationship between B-SNS perceived internet confidence and duration spent in B-SNS is found insignificant while the relationship between B-SNS perceived internet confidence and retention to B-SNS is significant. Perceived internet confidence was found insignificant to users' duration spent in B-SNS is because B-SNS is mainly used for business purpose instead of for entertainment purpose. Hence, B-SNS users' would not spend too much time on it once they will still increase their retentions to B-SNS when they have higher internet confidence. These findings are consistent with previous studies from Jose Carlos et al.,(2011) stated that most respondents in this study find social networking sites (SNSs) relatively easy to use, they become quickly skillful at using these technologies and find these quite flexible to interact with.

Results (H12 & H13) of this study clearly show that the relationship between B-SNS perceived enjoyment and duration spent in B-SNS is found significant while relationship between B-SNS perceived enjoyment and retention to B-SNS is not significant. This is because most of respondents are hedonic B-SNS users'. They prefer to spend more times on B-SNS which can offer them more entertainment feature. Most of the respondents want to feel enjoyment and pleasure when they access to B-SNS and they do not want to view the usage of these sites as something that they were forced into. Hence, the more entertainment feature a B-SNS can offers to their users, the more satisfied a user is from using the B-SNS and the more likely they are to spend time on the B-SNS. Based on research study done by Weiling Zhuang et al.,(2013), the purpose of their study is to better understand the relationships between the paradoxes of SNSs and users' loyalty toward these web.

Result H14 and H15 infer that the relationship between B-SNS perceived privacy and B-SNS stickiness is found not significant. The result supported by Von Stetten et al., (2011) argued that privacy concern has no significant impact on intention to use B-SNS. However, different users' personalities have different level level of privacy concern. In order to engage users who have a relatively high level of privacy concern, efforts still need to exert on improving the privacy or security of the site. While fir users that are having low level of privacy concern, B-SNS operators need to identify their other priorities needs in order to increase their B-SNS stickiness. For example if users have relatively low privacy concern, features that make users perceive the system both easy to use and useful should be adopted to retain them.

Results H16 and H17 of this study clearly show that the relationship between B-SNS trustworthy and duration spent in B-SNS is not significant while the relationship between B-SNS trustworthy and retention to B-SNS is significant. These findings are consistent with previous studies by Lorenzo et al.,(2011) revealed that trust influences perceived usefulness, perceived ease of use and attitude indicates that firms providing SNS functionality should establish user trust by ensuring that services are conducted in accordance with the users expectations and deliver concrete evidence that they fulfil their promises and commitments to customers.

Similarly, the finding H18 and H19 of this study clearly show that the relationship between B-SNS attitudes and B-SNS stickiness is found not significant. The result supported by Jose Carlos et al., (2011) argued that direct effect of users' attitudes towards intention to use SNSs is not supported may be explained by the nature of SNSs. In this study majority the respondents are using B-SNS in conducting their business. Moreover, they are adopting B-SNS as B-SNS is their work related technology.

The findings H20 and H21 indicated that the relationship between B-SNS social identity and B-SNS stickiness is found significant. Moreover this finding is similar to the results of Ji et al., (2010) found that perceives bridging social capital has a significant effect on both satisfaction and continuance intention in using social networking sites. Imply that SNSs can provide a useful platform for users to interact with their weak and strong ties. The findings show that SNSs operators can actively promote their core competence in forming social capital in order to attract new users.

The findings H22 and H23 of this study clearly show that the relationship between B-SNS stickiness and intention to purchase apparel line of product through B-SNS is found highly significant. The results further support by previous study by Lin et al.,(2011), argued that members with an intention to purchase products are more likely to shop online more frequently. The findings of members with an intention to purchase product are more likely to shop online more frequently were in line with those of past studies (Chang and Chen, 2008; Kim et al.,2005). In a nutshell, understanding possible antecedents affecting the intention to purchase could bring benefits since they are important indirect determinants of online transaction intention (Lin et al.,2011).

Conclusion

This study contributes to the future research on B-SNS. This study has provided some valuable empirical insights into the antecedents of B-SNS Stickiness, which could help B-SNS users to prolong the visit duration and to increase repeat traffic. It also helps to increase B-SNS users' intention to purchase an apparel line of products through B-SNS. The results showed that duration spent in B-SNS are highly significantly relate to retention to B-SNS.

For B-SNS browser satisfaction, content quality is the most important factor in making users stay longer and revisit B-SNS. Although perceived system quality, has no effect on duration spent in B-SNS, but it is realtes to users' retention to B-SNS. The third variable which is categorized under B-SNS browser satisfaction-perceived functionality was found insignificant to B-SNS Stickiness. For user satisfaction category, difference variables show different influences on B-SNS Stickiness. Perceived interactional fairness, perceives privacy, and B-SNS attitudes were found not related to B-SNS Stickiness. Other variables such as perceived internet confidence, perceived enjoyment, and B-SNS trustworthy were found somehow related to B-SNS Stickiness. Social identity explains how the environments affect B-SNS Stickiness. The results reveal that social identity directly affect B-SNS Stickiness. At the same time, B-SNS Stickiness was found highly significantly related to users' intention to purchase an apparel line of products through B-SNS. Results that obtained from data analysis can be used as reference and guideline in generating a more suitable B-SNS which can meet B-SNS users' needs and requirements better.

In terms of practice, the fact that content quality, system quality, internet confidence, enjoyment, B-SNS trustworthy, social identity factor are important determinants of B-SNS Stickiness and B-SNS users' purchasing intention. There is a positive, tangible gain from the findings, in an instance, allow the entrepreneurs, knowing how to increase the number of B-SNS users and increase B-SNS users' purchasing intention effectively. This study helps entrepreneurs to identify the important factors to incorporate when they devise their B-SNS. Although many companies are starting to initiate their own B-SNS to attract and retain customers, however, there are still many companies that yet to realize the importance of B-SNS in sustaining their business. Some companies are still failing behind in devising B-SNS which can meet customers needs effectively. Hence, these research findings can help entrepreneurs realize the importance of B-SNS and devise a B-SNS which suit their company at the best.

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