

Research on Mutual Trust Between Customers and Sellers Based on Digital Social Media Platform

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Abstract: Social media is one of the most advancing and popular media that people have to expose them for everyday life. According to Facebook, there are nearly 10 billion people are using the product from Facebook to send message to them each week. However, with the recent development of the social media, there is an increasing number of problems have arisen, and one of them have to do with the trust and credibility problem. Thus, as the problem has been raised, there is a need to investigate what is the best way to increase the trust of user to the social media platform. This paper is a sorting and summarizing based on the recent research result of the digital marketing platform. The paper mainly focuses on different research method to conduct analysis. The result shows that the most effective way of digital marketers in the social media platform is to apologize directly. The limitation is presented and the future suggestion is given.

Keywords: Digital Marketing, Social Media, Mutual Trust.

1. Introduction

1.1. Research Background

As the development of the internet and online community, the problem of believing whether the content on the social media is correct have been increasingly serious. According to Putnam from Harvard University, the internet act as a barrier to let people form the trust between each other [1]. However, every new invention in recent years is all double-edged sword. The social media can make an easy way for people to build up their relationships. Due to the fast development of the internet, the transformation of the message has been in an increasing speed. Thus, people will be able to access more information than they do before and trust others more[2]. Regardless of whether the social media will bring a bad effect or a good effect to the development of the trust of people, the more the trust has been generated, the more benefits everyone will receive. According to Putnam, he states that the trust can bring many benefits, for example, it can stimulate the investment and reduce the transaction cost risk[1]. Thus, as the trust is that important in the whole economic regime, the way to increase the extent of the trust in the social media is important to analyze.

According to McKnight and his colleague, the trust has a lot of dimensions to measure and can be called in different name. The close definition of the trust toward the usage of the internet is the institution-based trust. That is the trust that one person believe in an institution because of their high safety rate and high credibility. For example, if a person have the institution based trust to a website,

that means the person trust the site have already made the preparation works to protect her confidential information[3]. The trusting intention is that one people tend to believe in other people's idea and with the conscious that they might receive a negative result. This situation requires a high level of trust that this trusting behavior tend to last longer and more rigid[3]. The trust also have got the property of conclusive and rational, since people always use trust as the final product that they use to response to the behavior of the online seller and they will justify and define whether they are still going to have trust in this place really rational and don't need to take them a long time for that. The social capital also played an important role in social trust network. As states, the "By analogy with notions of physical capital and human capital—tools and training that enhance individual productivity-social capital refers to features of social organization such as networks, norms, and social trust that facilitate coordination and cooperation for mutual benefit". This reveals that there is a positive and significant relationship between the social capital and the trust of the society.

1.2. Research Significance

The security problems of the social media and internet have been a long debatable question. According to Zhang, "In the past years, the rise of social media cybersecurity incidents has been explosive, and there are many reports and comments" [5]. Meanwhile, this shows that there is a large amount of the problem related to the social media's security, and there is a great need to solve that problem. However, the problem can't be easily solved, since there is a large amount of the problem that people need to concern [4]. As Zhang presented, "the investigation of social media security would be more sophisticated and challenging than ever before". As the security problem of the social media is too hard to improve through the technology, if the company want to increase their communication with their customer, there is a great need for them to change toward other directions [4]. According to Appel, From GWU marketing department, one of the questions that is worth to debate and investigate in the near future of the marketing on the social media is "What can be done to win back consumer trust on the part of the platforms and brands" [5]. Thus, it is worth and important to analyze what is the best way to regain the mutual trust between customer and social media sellers.

1.3. Research Contents and Framework

In this paper, this article is going to divide the whole article in to 3 different parts. In the introduction part, the author is going to describe and analyze the background of the social media's security problem and the recent study in this field. Moreover, this article is going to discuss the significance of the research question and why this is urgent to be solved and get a conclusion for that. In the literature review part, the second part of the paper, the author will describe what and how the previous research has done and how these papers play their own unique role in the paper. In the conclusion part, the most efficient way to increase the mutual trust between the customer and the social media seller will be present and the reason and future research direction will be claimed. The limitation and the future suggestions will also be mentioned in this part.

2. Literature Review

There has been a wealth of investigation of the security problem and the mutual trust problem between the customer and the online seller, and some paper use survey to present their results and some uses the interview. The result shows that there are several workable ways to fix the relationship between the customer and the seller. This article will focus on the criterion of firstly, the impact of the social media to the trust level of people, and secondly, the awareness of the participants toward the social media's cheating behavior. And the third will be the recent online sellers' method to rebuild the trust between their customers.

2.1. Social Media and People's Trusting Behavior

The first criteria is the perspective of the impact of the development of the social media to people's trusting behavior. According to a literature review of the recent studies about the feeling of trust and the engagement of the social media, the results shows that there is only few source that talked about the negative effect of the social media on people's trusting behavior and there are some sources about the internet usage will lead to a positive attitude of people toward the trust attitude. However, there are also some studies that haven't find the relationship between the usage of the media and trust, since many of them are using cross-sectional method and hard to evaluate [2]. Furthermore, the research from Valenzuela and her colleagues states that based on the research of the trust and the usage of the Facebook, the result turns out that the usage of the social media has a positive relationship with social trust [6]. Besides, the survey in the whole USA shows that the usage of the information and social of the localized social media like Facebook will provide people with a better sense of trust and it is to the researchers' surprise that the usage of the media will not help to build offline trust [7]. The importance of the trusting behavior in social network is that the trusting behavior will create the social capital and the creation of the social capital will refers to the collective value correlate with the social value [8].

As people have consumed the product more frequently in the online situation, the research shows that the perceived feeling of trust is negatively correlate with the frequency that they buy the product.

2.2. Awareness of the Net Security Problem

The second criterion is the awareness of the net security problem in recent days. Recent study has shown that there is an increasing number of consumers have got the awareness of the website's security problem and they will have the tendency to evaluate that. According to Ayaburi and his colleague [9], the security problem will trigger the privacy concerns of the users and will eventually affect the attitude toward the platform on the internet. There are mainly 4 types of the problem of security in the online shopping, "the false information, the fishing type of the trap, the credibility problem and the treaty of unequal fair deal treatment" [10]. The other major concern for the customer is the fraudulent behavior of the third party [11]. Besides, there are also a lot of concerns for the social media platform themselves. For example, participants or the users always have a concern of their media account security, because they are always be required to provide information of their real name and credit card password to the site [10].

2.3. The Methods of the Sellers used to Rebuild the Trust to Consumer

The third criterion is that the review of the methods that the sellers use to rebuild the trust to consumer. As Matzat and Snijders states in their survey, the result shows that one of the effective ways to rebuild the trust between the customer and the seller is the apologize from the sellers [12]. Furthermore, the usage of the apology pain and apology extended also worked well in this case. There is another way to denial the wrong or false information. The research's result shows that participants are more likely to forgive the seller for apologize than denial, in the case when they receive the broke product. Also, the research from Ayaburi and his colleague, which is a study related to the trust rebuilding behavior of the Facebook presents that the apology and the penitential social account will help the media users to rebuild their trust with their platform [9]. Moreover, the research result shows that the mistrust of one social media will lead to the trust of another social media. For example, the mistrust of Facebook will lead to the increase number of use of the We chat or Instagram. However, the result of the research from also shows that the more popular or the greater number of fans one shop has, the less the effect of the apology the seller will gain [12].

3. Conclusion

3.1. Main Findings

All in all, these researches all put forward many significant results related to the marketing field, many of the studies are having a significant result on their experimental survey and all of them have yield a great result and provide good implication for the usage of the future. However, there are some research gaps exist. According to Appel and his colleague, what the future research should focus on is the rebuild of the relationship between the online seller and customer. Thus, this paper planning to discuss what is the best way to rebuild the relationship between the online social media seller and their customer in the background of the online marketing. The research will use content analysis to solve the question through firstly, discuss the methods that have existed to solve the problem, and secondly, discuss the efficiency of each method and form the conclusion. All in all, the review of the previous paper states that the security of the internet problem is really important in recent years and there is always a need to increase the trusting level that people have on the social network to increase the social capital, which is an important measurement of the value of the site. However, the limitation in have been solved in this review, it presents that the method to build a trustworthy community haven't been established right now. As the second criteria have stated, the security problem of internet has been showed through in the problem of information security and the false information and the fish trap problem and so on. Moreover, the account security problem is one of the most prominent problems in recent year that many of the users of the social media platform tend to find out that their information has been sold by the company to other advertisement company. Thus, their personal information will be distributed further and further to cause a higher risk for them in their daily life.

After introduced the topic and the problem from security perspective of the digital age, the research question was also discussed in this paper. The previous research result shows that the directly apology is the most proper way to use for the sellers to regain the trust form the customer due to their quality problem or scandal. There is another way present in the previous paper that can be an alternative way to the business mistakes, the denial of their problem. However, that will result in no effect in the rebuild of the relationship with the customer, since the customer would prefer to accept the apology more than the direct denial of their mistake. Moreover, the research also shows that the bigger the fans base one online seller have, the less the effect of the apology they will receive.

3.2. Future Studies

This paper summarized the literature of the previous paper about the relationship between the digital seller and the online buyers based on the build of the trust and the trust's effect to the sellers. However, this article still has some limitations. Firstly, this paper did not include any models to demonstrate the finding. Meanwhile, there might have other ways to solve the rebuild of the relationship between the seller and buyers. For the future suggestion, it is suggest to research on what is the most accepted way for marketers to apologize by using a qualitative research method.

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