ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF SOCIAL SCIENCES

THE IMPACT OF SOCIAL MEDIA ON THE PURCHASING BEHAVIOR OF UNIVERSITY STUDENTS WHO COLLECT ITEMS AS A HOBBY IN COLOMBIA

THESIS

Juan Sebastian VIUCHE NIETO

Department of Business
Business Management Program

Thesis Advisor: Assist. Prof. Dr. Farid HUSEYNOV

JANUARY 2019

ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF SOCIAL SCIENCES

**THE IMPACT OF SOCIAL MEDIA ON THE PURCHASING BEHAVIOR
OF UNIVERSITY STUDENTS WHO COLLECT ITEMS AS A HOBBY IN
COLOMBIA**

THESIS

Juan Sebastian VIUCHE NIETO
(Y1612.130132)

Department of Business
Business Management Program

Thesis Advisor: Assist. Prof. Dr. Farid HUSEYNOV

JANUARY 2019

	Unvan	Adı Soyadı	Üniversite	İmza
Danışman	Dr. Öğr. Üyesi	Farid HUSEYNOV	İstanbul Aydın Üniversitesi	
Asıl Üye	Dr. Öğr. Üyesi	Müge ÖRS	İstanbul Aydın Üniversitesi	
Asıl Üye	Dr. Öğr. Üyesi	Özge BARUÖNÜ LATİF	Doğuş Üniversitesi	
Yedek Üye	Dr. Öğr. Üyesi	Burçin KAPLAN	İstanbul Aydın Üniversitesi	
Yedek Üye	Dr. Öğr. Üyesi Ayşe İlgun KAMANLI	Özgür KÖKALAN	Doğuş Üniversitesi	

ONAY

Prof. Dr. Ragıp Kutay KARACA
Enstitü Müdürü

To my Mother Carmenza and my Father Jose, the beacon of this adventure.

Thank you, for everything.

DECLARATION

I declare that this thesis titled as "How social media makes an impact on the purchase behavior of university students collects items as a hobby in Colombia" has been written by myself in accordance with the academic rules. I also declare that all the materials benefited in this thesis consist of the mentioned resources in the reference list. I verify all these with my honor.

Juan Sebastian VIUCHE NIETO

FOREWORD

This thesis is the effort of my parents, the reason of why I am here, in the other side of the world, fulfilling my goals. I want to give special thanks to my supervisor professor Farid Huseynov, his support was vital and exceptional in every aspect of this research work. Collectibles are my passion and the reason I chose this specific topic, I cannot be more grateful on how many happy moments being part of this world it gave me. "The secret of genius is to carry the spirit of the child into old age." Aldous Huxley.

January 2019   **Juan Sebastian VIUCHE NIETO**

TABLE OF CONTENTS

ABBREVIATIONS

CFA	: Confirmatory Factor Analysis
CFI	: Comparative Fix Index
E-Commerce	: Electronic Commerce
MINTIC	: Ministry of Technology and Communication of Colombia
RMSEA	: Root Mean Square Error of Approximation
SEM	: Structural Equation Modeling

LIST OF TABLES

LIST OF FIGURES

THE IMPACT OF SOCIAL MEDIA ON THE PURCHASING BEHAVIOR OF UNIVERSITY STUDENTS WHO COLLECTS ITEMS AS A HOBBY IN COLOMBIA

ABSTRACT

The main purpose of this research is to analyze the impact of the different social media platforms used to perform e-commerce on the purchase behavior of university students who collect items as a hobby in Colombia. E-commerce in social media is today one of the strongest methods to advertise, buy or sell products or services. It is used by small businesses to big multinational companies to reach millions of customers all over the world. In the case of Colombia, 86.10% of young adults from 16 to 24 years use the internet to access social media. This is a great opportunity to create business possibilities due to the potential of this market which has been continuously growing over the recent years. Thus, this research focuses on finding out the key factors of social media that affect the purchase behavior of university students who are collectors in Colombia. For this reason, it is centered on the elements of perceived satisfaction, perceived trust, perceived convenience, and social pressure. Based on these factors, four hypotheses of the study were developed as a part of the research model. The conducted method was quantitative research, and data was collected from 181 university students who are frequent costumers of collectible shops in Colombia. Data was analyzed with AMOS version 21. The results revealed that perceived satisfaction and social pressure are not significantly correlated with the Intention of purchase in social media, whereas perceived trust and perceived convenience influence the purchase behavior in social media. Based on the results, study findings and implications were discussed. E-retailers who sell collectibles in Colombia can make use findings of this study to concentrate efforts on gaining first the trust of customers and show clear and concise information about their products.

Keywords: *Social media, e-commerce, purchase behavior, satisfaction, trust, convenience, social pressure, collectibles.*

SOSYAL MEDYA'NIN KOLOMBİYA'DA HOBİ OLARAK KOLEKSİYON YAPAN ÜNİVERSİTE ÖĞRENCİLERİNİN SATIN ALMA DAVRANIŞINA ETKİSİ

ÖZET

Bu araştırmanın temel amacı, e-ticaret yapmakta kullanılan çeşitli sosyal medya platformlarının, Kolombiya'daki hobi olarak koleksiyon yapan öğrencilerin satın alma davranışına etkisini analiz etmektir. Günümüzde sosyal medyadaki e-ticaret, ürün ve hizmetlerin reklamı, satışı ve alımı için en güçlü yöntemlerden bir tanesidir. Tüm dünyada milyonlarca müşteriye ulaşmak için küçük işletmelerden büyük çokuluslu şirketlere kadar kullanılmaktadır. Kolombiya özelinde, 16-24 yaş aralığındaki genç yetişkinlerin %86.10'u sosyal medyaya erişim için interneti kullanmaktadır. Bu, son yıllarda sürekli büyümekte olan bu pazarın potansiyeli nedeniyle, iş imkânları yaratmak için harika bir fırsattır. Dolayısıyla bu araştırma, Kolombiya'da koleksiyoncu olan üniversite öğrencilerinin satın alam davranışına etki eden, sosyal medyanın kilit faktörlerini ortaya koymaya odaklanmaktadır. Bu nedenle, memnuniyet algısı, güven algısı, kolaylık algısı ve sosyal baskı öğeleri merkeze alınmıştır. Bu faktörlere dayanarak, araştırma modelinin parçası olarak çalışmaya ait dört hipotez geliştirilmiştir. Kullanılan yöntem nicel araştırma yöntemi olup, veriler Kolombiya'daki koleksiyon mağazalarının sık müşterileri olan, 181 üniversite öğrencisinden toplanmıştır. Veriler AMOS sürüm 21 ile analiz edilmiştir. Sonuçlar, memnuniyet algısı ve sosyal baskının sosyal medyada satın alma eğilimi ile önemli bir ilişkisi bulunmadığını ancak güven algısı ile kolaylık algısının sosyal medyada satın alma davranışını etkilediğini ortaya koymuştur. Bu sonuçlar doğrultusunda, çalışma bulguları ve çıkarımları ele alınmıştır. Kolombiya'da koleksiyon ürünleri satan e-perakendeciler, bu araştırmanın bulgularını, ilk olarak müşterilerin güvenini kazanma ve ürünleri hakkında net ve kısa bilgiler gösterme çabalarını güçlendirmek için kullanabilir.

Anahtar Kelimeler: *Sosyal medya, e-ticaret, satın alma davranışı, memnuniyet, güven, kolaylık, sosyal baskı, koleksiyon.*

1. 1. INTRODUCTION

1.1 Background of the Study

Nowadays, there is no doubt that the internet has made a tremendous impact on society, it has given an easy access to information and has transformed the way people communicate for the last three decades. With the birth of social networks, especially Facebook (2004), which led to the fast-growing and the later creation of other social media sites like Twitter (2006), Instagram (2010) and Snapchat (2011), people have gained access to be closer to their friends and the availability to create communities with individuals who have preferences, tastes, and hobbies in common.

With the ease of access that the internet has had, it has been molded to be a resourceful way to make business through it. The term 'e-commerce' has been given to a business transaction; buy and sale of products and services performed in the world wide web. For companies and organizations, one of the greatest advantages given by the internet includes the way to perform e-commerce on the different social media networks. It has a huge competitive advantage over other traditional channels like television, radio, and newspaper, which is the availability to interact with its customers in a direct way, giving businesses a tool to quickly adapt to their consumers, and therefore, fitting their needs.

In Colombia, in recent years, there has been a new type of business called Hobby Shop, a concept adapted from the United States that is normally called a comic-book store. The Hobby Shop is a retail store that can be a physical store or an online shop, it specializes on selling collectibles and items related to the pop culture, movies, television, series, cartoons, video games, music, and superheroes. Some of the products that a hobby shop offers can be:

- Figures and Action Figures

- Trading card games and board games

- Video Games and items related

- Clothes and accessories related to a specific theme

The hobby shop in Colombia relies on offering its products and services online as an effective way to increase its sales, being a crucial resource to sell products not only in the city of the hobby shop, but also in other cities and towns in Colombia.

This thesis is focused on the university students who are collectors, a specific group of the total of 2.394.434 university student population of Colombia (Semana, 2017), and the influence of social media over their purchase behavior. This paper also analyzes the factors that encourage students to use social media as a channel to purchase their collectibles. This specific group has in common similar preferences and hobbies which are normally focused on video games, board games, comics, movies, and Japanese cartoons. The members of this group are normally called 'Geeks'; which is a person who is an enthusiast or expert in a technological field or specific activity. This group of people is normally fans of their hobbies at the point to collect items related to a specific specific hobby, for example, besides of buying video games, a collector would buy an action figure of the protagonist character of that specific game. This is the reason why university students are one of the most frequent clients of the hobby shops.

1.2 Statement of the Problem

In the last 10 years, the relevance and impact of social media as a channel to perform business has been growing exponentially, at the point of being as crucial as a platform for e-commerce for hundreds of thousands of businesses all over the world. In Colombia, there is a potential market of collectibles which is not totally exploded yet. There is not a direct research on this topic, and with the growth of social media in that country, making a research for this sales channel will be shown to marketers and entrepreneurs that there are big opportunities as a channel to show and sell products for both old and new businesses.

In Latin America, e-commerce as a sales channel has been continuously growing by two digits over the last two years. It is estimated that in 2019 it will grow 17%, to reach USD 85.000 million at the end of that year (Blacksip, 2016).

Colombia toy market has an estimated sale of 450 USD millions (RevistaPym,2016) and the video games market has sales of 350 USD millions (Larepublica,2017).

Colombia's e-commerce has been increasing in numbers in the last years; in 2016, the total of transactions made online reached US 26 million, with a growth of 64% between 2015 and 2016. The number of internet users in Colombia is 28,5 million and 76% of those users had made at least one online transaction, a growth of 46% compared to 2013.

The majority of the students who are collectors in Colombia are young adults (between 18 and 26 years old) and 79% of the Colombians who use the internet, use it to access social media (MinTic, 2017). In recent years, adults are more considered to be the primary audience for toys and related items, such as board games (Heljakka, 2013).

As it is shown in table 1.1, there is a continuous growth in the categories of toys and traditional games and videogames.

Table 1.1: Sales growth and sales on İnternet by category in Colombia

	Growth (2015-2016)	Sales in USD (Millions)
Fashion	35,1%	203,9
Beauty/ personal healthcare	48,3%	5,9
Electro domestics	32,0%	146,3
Technology	6,9%	73,7
Healthcare	14,3%	2,0
Food	17,8%	3,1
House	16,6%	18,2
Furniture	28,5%	71,3
Multimedia products	27,2%	150,9
Personal Accessories	31,7%	18,2
Toys and traditional games	30,1%	0,9
Videogames	23,2%	7,5

Source: Euromonitor (2016)

The share of e-commerce as a sales channel in Colombia is between 1% and 3% of the total retail channels, this percentage is a great start, due to the fact that this channel is still relatively new in the country. Compared to China (12,9%) South Korea (11,6%), Great Britain (12,5%) and the United States of America (8,1%), the country still has a long road to settle regarding e-commerce as a strong sales channel, but with a great potential to become a leader of e-commerce in the region (Blacksip, 2017).

Table 1.2: Estimated growth sales and estimated sales on the Internet by category in Colombia (2016 -2021)

	Growth (2016-2021)	Sales in USD (Millions)
Fashion	139,0%	488,6
Beauty/personal healthcare	106,0%	12,1
Electro domestics	82,6%	267,1
Technology	16,9%	86,2
Healthcare	32,7%	2,6
Food	161,2%	8,2
House	74,6%	31,7
Furniture	325,1%	238,7
Multimedia products	173,7%	413,1
Personal Accessories	311,9%	75,1
Toys and traditional games	273,5%	3,3
Videogames	175,0%	20,7

Source: Euromonitor (2016)

1.3 The Significance of the Study

The research aim of this thesis is to explore the use and the impact of social media on consumer behavior with a particular focus on university students who are collectors in Colombia. Also, to be able to help companies in understanding and managing social media and how it can influence product sales. Addressing this aim, it generates the question, how social media can increase the sales of collectible items on potential customers?

The relevance of this research is to examine the different influences of the social media on university students who are collectors in Colombia, which in this case will be the purchase behavior of that population under the influence of social media and using it as a way to find information and purchase products online.

Findings of this research can be used by marketers, store owners and entrepreneurs to understand the relevance and the impact of using social media as an advertising channel, or as a sales channel for the collectible products in Colombia. Due to the nature of the collectibles, which most of the time have to fulfill a specific characteristic in order to satisfy the buyer (in this case, the collector), this research will analyze how is their perceived trust using the social media for purchasing these items and what

changes the intention of purchase of collectibles at the moment of searching for information through social media.

1.4 Purpose of the Study

This thesis will analyze four factors that influence the purchase behavior of university students who are collectors in Colombia through social media:

- The perceived trust

- The perceived satisfaction

- The social pressure

- The perceived convenience

To analyze it, the researcher chose different hobby stores, specialized stores which sell collectibles of all types to collect data from frequent costumers. Data was collected using questionnaires as an assessment instrument and later analyzed them to have results for the research. This study findings will help these hobby shops and new businesses to understand better the behavior and what drives their customers to purchase their products through social media.

1.5 Research Question

Referring the problem previously stated, this research will answer the following question:

> Question 1: What is the impact of social media on the purchase behavior of university students who collect items as a hobby in Colombia?

The following hypotheses were proposed in order to answer the above given research question.

Hypothesis 1: There is a positive relationship between social pressure and the intention to purchase collectibles in social media of university students who collect items as a hobby in Colombia.

Hypothesis 2: There is a positive relationship between the perceived satisfaction and the intention to purchase collectibles in social media of university students who collect items as a hobby in Colombia.

Hypothesis 3: There is a positive relationship between the perceived trust and the intention to purchase collectibles in social media of university students who collect items as a hobby in Colombia.

Hypothesis 4: There is a positive relationship between the perceived convenience and the intention to purchase collectibles in social media of university students who collect items as a hobby in Colombia.

1.5 Thesis Outline

This thesis consists of six main chapters:

Chapter 1 is the Introduction section, it includes the background of the study, statement of the problem, the significance and purpose of the study and the questions formulated for the research.

Chapter 2 is dedicated to all the literature review of this research that includes background of social media, different types of social media, the impact of social media in Colombia, and e-commerce in Colombia.

Chapter 3 is the conceptual framework where the hypotheses of this research are formulated based on previous researches.

Chapter 4 is dedicated to describing the methodology of the research, including elements like research design, sample size, the tools used and implemented, and techniques used.

Chapter 5 is the analysis of the data supported with statistical techniques. This chapter also reveals the findings of the research.

Chapter 6 is the conclusion, proposal of managerial implications based on research results and critically discuss the research results. This chapter also includes the limitations of the study that can be used for future researches.

2. LITERATURE REVIEW

2.1 Social Media Definition

Social media is a term that must be explicitly defined in this thesis in order to understand the impact on consumer behavior. However, there have been different interpretation to define the term 'social media' used by authors over the years, which heads to not having an accepted formal definition of it.

As stated Kim et all (2010, p216), they define the term 'social website' to websites that facilitate people to 'form online communities and share user-created contents'.

Jansen et al (2009) have argued the use of the term 'social communication platforms' and 'social communication networking' as a term for social media, for online communities suchlike YouTube, Wikipedia, and Tumblr.

Blackshaw and Nazzaro (2004) and Onishi and Manchanda (2010) describe social media with the term 'consumer/ user-generated media'. Nevertheless, the use of this term has a limited scope. A consumer is "a person who uses up a commodity; a purchaser of goods or services, a customer" (Oxford English Dictionary 2011), due to this, using the word 'consumer' limit the use and the content of the social media to only for products and services, or experiences of customers over a marketplace.

Safko and Brake (2009) adopted a more general way and proposed social media as "[...] activities, practices and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media. Conversational media are Web-based applications that make it possible to create and easily transmit content in the form of words, pictures, videos, and audios." (Safko and Brake 2009, p.6).

İn this definition, the authors include under the term of social media all the activities, practices and behaviors that the users can perform on this media, including the different content that can be shared through it.

7

Table 2.1: Kaplan and Haenlein (2010) classify social media into six types:

		Social Presence / Media Richness		
		Low	Medium	High
Self-presentation / Self-disclosure	High	Blogs	Social Networking sites (e.g. Facebook, LinkedIn)	Virtual Social Worlds (e.g. Second Life)
	Low	Collaborative projects (e.g. Wikipedia, Wikitravel)	Content communities (e.g. YouTube, Flickr, Vimeo)	Virtual game worlds (e.g. World of Warcraft)

Source: Amended from Kaplan and Haenlein (2010)

For purposes of this study, the author of this thesis considers that the most accurate definition for social media is the one given by Kaplan and Haenlein (2010), defining social media as "A group of Internet-based applications that build on the ideological and technological foundations, and that allow the creation and exchange of User Generated Content." (Kaplan and Haenlein 2010, p.61).

2.2 Advantages and Disadvantages of Social Media for Businesses

For business, there are advantages of social media to consider in order to have a better approach to these (Nibusinessinfo, 2018):

- Brand awareness: Constant, rich and relevant content will reach the attention of potential customers, increasing brand visibility through time.

- Brand reputation: The business can react almost instantly to industry improvements and be recognized as 'initiator of ideas' or leader in the field. This can increase the brand reputation and how the business is seen by the target audience.

- Cost effective: Companies can find way cheaper have presence on social media than traditional advertising. The maintenance cost of social media presence it can be a great advantage and it can be managed easily depending on it marketing strategy and it designated budget.

- Website traffic: Social content can increase traffic of costumers to the company website. This can be transformed into potential sales for the business.

- Evaluation: It can be simple to check how social media increases the website traffic. The business can track and determine how many sales generates paid social advertising.

- Customer interaction: The business can react faster and improve their customer service through the feedback given in social media. If it is a positive feedback, it can persuade other potential customers. If it is Negative feedback it can be seen effectively which areas to improve and eventually minimize the effect.

- Target audience: Customers can reach the website through their most used social media platform. The business can select to stay in a specific social network that their customer use more frequently. For example, if the business target is young people, they can have more presence on Instagram. If the business target audience is business customers, probably it is better to be on LinkedIn.

- Brand loyalty: through media, the business can create and increase relationships with its customers. This can be eventually transformed into loyalty and advocacy.

Although the use of social media for business can carry some disadvantages (Nibusinessinfo, 2018):

- Resources: The business will have to designates resources in order to manage social media presence, generate new content, interact with costumers and respond to feedback. This can include hire new staff, pay for advertising and pay for create video or image content.

- Evaluation: Although with social media advertising can be easy to analyze the return of the investment in terms of online sales, there are other less beneficial that can be difficult to measure. In social media platforms, it can be difficult to measure the monetary value of the brand awareness and gained reputation.

- Ineffective use: If not used properly, social media can be ineffective or sometimes can damage the business reputation. For example, the hired staff could not answer properly a question for a costumer.

2.3 Types of Social Media
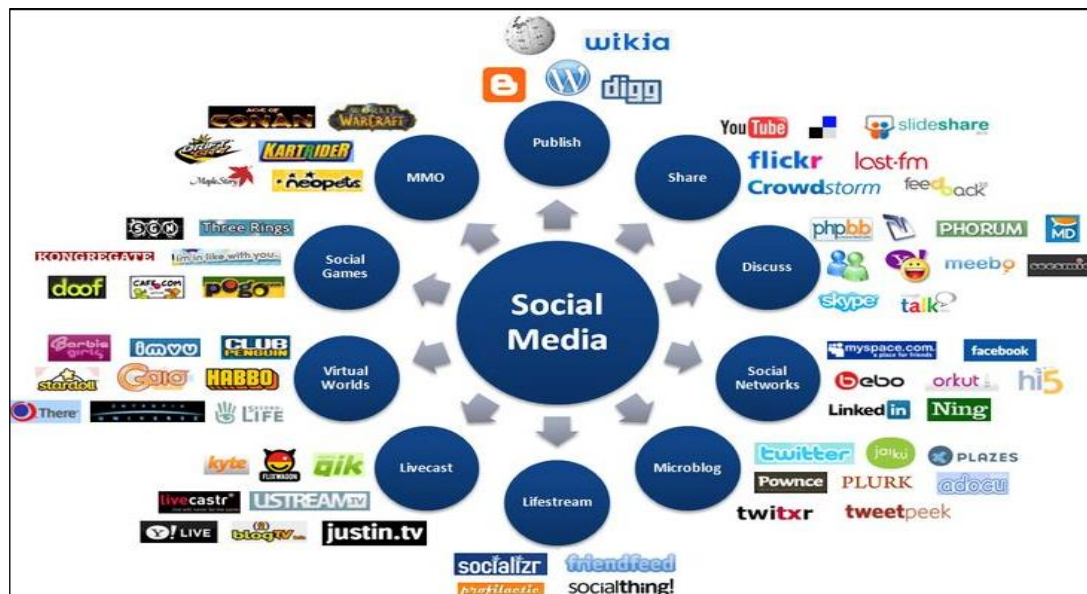
Figure 2.1: Types of social media

This research proposes 5 of collectibles related social media applications: social networking sites, media sharing networks, blogs, Microblogging, and internet forums.

2.3.1 Social networking sites

Social networking sites are the most used type of social media and their popularity continues to increase worldwide (Richter and Koch 2008, Belanche et al. 2010; Universal McCann 2010). Facebook, Google+, LinkedIn are one of the most popular websites. In Colombia, the 79,3% of the total population who has access to the internet, use it to access social networks (Mintic 2017)

Kaplan and Haenlein (2010. P63) define social networking sites as:

"...applications that enable users to connect by creating personal information profiles, inviting friends and colleagues to have access to those profiles, and sending e-mails and instant messages between each other."

The issue with this definition is that the authors limit social networking sites functions to profile access and instant messaging, avoiding another characteristic of these sites; the exchange of information and other contents. Another perspective, which emphasizes on the functions that offer social networking, is the one provided by Richter and Koch (2008, p.1-2) that defines them as "...application systems that offer

users functionalities for identity management (i.e. the representation of the own person e.g. in the form of a profile) and enable furthermore to keep in touch with other users (and thus the administration of own contacts)."

In 2018, worldwide, there are over 2.23 billion monthly active Facebook users for Q2 2018 (Facebook MAUs) which is an 11% increase year over year. (Facebook 2018), but there is plenty of others social networking types such as Orkut, popular in İndia and Brazil. and Vkontakte.ru, most called as VK, it is a site with over 81 million (Statista, 2018). Another popular site with a different type of community are LinkedIn, which is more business related, has over 500 million users (Omnicoreagency 2018).

Normally, social networking sites can have an open access with limited condition to register (e.g. VKontakte.ru) or have a respective restriction to access, normally it can be a minimum age to register (e.g. Facebook has an age restriction to register, in it case the user has to be 13 or older) or, in order to access, the only way to register is with an invitation (e.g. asmallworld.net). In social networking sites, the users can create profiles that can have several descriptors (e.g. sex, location, profession and preferences etc.) normally with a profile photo or avatar. These profiles can be filled with content (e.g. photos, videos, audios, documents, links, comment post, and status updates). Users then can establish communication or be connected with others who either they know already or are strangers, normally called 'friends', 'followers' and/or 'contacts'. Depending on the social networking site that can be used, these relationships can be reciprocal, requiring an acceptance between users (e.g. LinkedIn or Facebook standard profiles) or be one-directional (e.g. Facebook Pages). Normally, the content updates that each user creates are distributed to its own network of contacts, and the user decides which content can be visible or hidden to a specific group. Other social network features can be instant messaging, games and add-on applications.

Ricther and Koch (2008) identified six common functional components that the social networks sites share: (a) Identity management: Information input and levels of access rights; (b) Expert search: Components enabling criteria-based search into the network, and SNS generated suggestions about others; (c) Context awareness: Information on shared characteristics and contacts; (d) Contact Management: Components that enable maintenance of a user's network; (e) Network awareness enables by news feeds, status updates etc.; and (f) Exchange functions that include all methods that enable users to exchange information directly (e.g. messages) or indirectly (e.g. sharing of photos).

Different research suggests that the users of the social networking sites join to maintain and reinforce previous existing offline social relationships (Lenhart and Madden 2007; Boyd and Ellison 2007), while younger users use them to socialize this is not possible in unmediated situations (Boyd 2008). In a global survey in 54 countries, findings revealed that In 2010, among the activities performed in SNS 65% of users find old friends, 53% find new friends and close to 70% send messages to friends (Universal McCann 2010).

The use of social networking sites in Colombia

In Colombia, every month 79.3% of the total population who has access to the internet claims to use it to access social networks, 41.3% uses it to share photos, videos, profiles and comments, 23.1% uses the social media to meet new people on social media (Mintic 2017).

Table 2.2: Use of the Internet to access social networking sites per age in the last month

Age	Use of İnternet to access social networking sites per age in the last month
16 to 24	86,10%
25 to 34	84,30%
35 to 44	77,30%
45 to 54	70,70%
55 or more	62,90%

Source: Mintic (2017)

As it shows in the table 2.2.1, young people from age 16 to 24 years tend to use the internet to access social networking sites in Colombia, and this follows a pattern, when people are older tend to use less social networking sites.

Table 2.3: Most used social networking sites in Colombia

Age	Percentage of use
Facebook	87,50%
Google+	29,10%
LinkedIn	3,70%
My space	2,30%

Table 2.3: Most used social networking sites in Colombia (continued)

Hi5	2,00%
Sonico	0,70%

Source: Mintic (2017)

Table 2.3 it shows that Facebook is the most used social networking site, 79.7% of the users of this platform access to this network daily and 14.9 do it weekly (Mintic 2017). In Google+, the second one, the 62.1% users use this site daily, followed by 27.2% who uses it weekly. (Mintic 2017).

According to an analysis portal, Colombia is the third Spanish American country which has more users.

Table 2.4: Number Facebook users by country

Ranking	Country	Number of Facebook users
1	United States	190.000.000
2	India	128.000.000
3	Brazil	99.000.000
4	Indonesia	75.000.000
5	Mexico	59.000.000
6	Philippines	44.000.000
7	Turkey	41.000.000
8	United Kingdom	38.000.000
9	Thailand	35.000.000
10	Vietnam	32.000.000
11	France	31.000.000
12	Germany	28.000.000
13	Italy	28.000.000
14	Argentina	27.000.000
15	Egypt	25.000.000
16	Japan	25.000.000
17	Colombia	24.000.000
18	Spain	22.000.000
19	Pakistan	20.000.000
20	Canada	20.800.000

Source: Facebook (2018)

Colombia has over 49.540.000(worldometers,2018), this represents that 48.9% of the population in the country has a Facebook account.

2.3.2 Media sharing network

Media sharing networks are web-based and/or mobile application that enables users to share content such as videos, photos, documents and presentations and music. The most popular is YouTube, Daily motion, İnstagram, Snapchat, Twitch, Flickr and SlideShare.

YouTube is the most popular of these communities with over 1.57 billion Monthly active users, with 5 billion of videos watched per day (Omnicoreagency,2018).

According to Soukup (2014), focusing on the use of the YouTube social media platform. He states that YouTube is a huge platform that it is used commonly for numerous purposes such as entertainment, journalism, education, religion, fandom, observation, art, culture, sports, archival work. Basically, this platform can be used for almost every know topic and purpose.

Media sharing network in Colombia

İn Colombia, the 47.6% of people who have access to internet claims to use it to access YouTube, the 33.8% use it to access Instagram, the 8.7% use it to access Snapchat and the 2.3% use it to access Pinterest (MinTic 2017).

Table 2.5: Activities of Colombian population on the internet

Type of Activity	Percentage of Users
Watch series/videos online	22,20%
Create Content (Videos, Audio and Pictures)	19,10%
Watch Content Via streaming	12,30%

Source: Mintic 2017

In addition, 56% of the YouTube viewers in Colombia has one or more child and 46% of the viewers also search videos to decide to purchase products or services. The 75% of people enter to YouTube in Smartphones and the 49% watch videos with someone (Google, 2016).

Table 2.6: What type of content Colombians watch on YouTube

Type	Percentage of users
Entertainment	78,00%
Learn Something	60,00%
Search information about a product or service	57,00%

Source: Mintic 2017

Table 2.7: Use of internet to access YouTube

Age	Percentage Per-Age of using the Internet to access YouTube
16 to 24	59,90%
25 to 34	50,50%
35 to 44	42,80%
45 to 54	35,30%
55 or more	33,10%

Source: Mintic 2017

For Young adults, they have seen 5 times more YouTube content than open TV in the last month, 72% watch content from their smartphones, 54% have accessed YouTube more than one per day and 71% didn't had watched TV in the last month (Google,2016).

2.3.3 Blogs

The word blog is a diminutive of Web Log and is a webpage which is continuously updated, normally by only one person although it can also be updated by more than one (Rutenbeck, 2006). It is not only about to add content (Text, images, videos, links, etc.) to publish them, it is also to receive comments on the published content. The blogs usually are controlled by one single person, but it has the option to interact with others looking in the comment section (Kretz and De Vack, 2010). That means, the Blogger (the creator of the Blog) not only create information, also wants it to be validated or not. In this way, there is an exchange of opinion between the creator and the other persons who have access to their blog.

One of the most successful Blog pages is Blogger.com, which belongs to Google. This page has been designed to make easier the way to create blogs to new users and the creation of content, which is also completely free (O'Guinn, Allen, Semenik, 2007).

Usually, the blog users tend to post photos (70%), recommended websites (43%), favorite music pieces they listened (34%), videos (32%), opinions on products and brands (32%), stories from other blogs (29%), songs in the form of uploads (26%), useful widgets (18%), applications / widgets (17%) and widgets they want others to use (16%) (Universal McCann 2009).

Blogs can serve to be consumer to consumer (C2C) communications, for business to consumer (B2C), government to consumer (G2C), business to business (B2B) and government to business (G2B) (Schmalleger and Carson 2008). According to Smudde (2005), it can be four types of blogs; (a) Personal; (b) Corporate; (c) Topic or industry-specific (e.g. collectibles); and (d) Publication based (operated by journalists). Johnson and Kayen (2004) support that, for blog users, blogs are a source of information significantly more credible than television, Online newspaper and online radio news.

Blogs in Colombia

In Colombia, 32.4% of the people who has access to internet use it to enter to alternative media information such like blogs (Mintic 2017).

Table 2.8: Use of internet to access blogs in the last month per ages in Colombia

Age	Percentage per Age to Use the Internet to access Blogs
16 to 24	43,60%
25 to 34	34,60%
35 to 44	28,90%
45 to 54	24,10%
55 or more	13,70%

Source: Mintic

The most important blog website is Blogger.com, which is used by 2.9% of people who has access to the internet in Colombia (Mintic 2017).

Table 2.9: Frequency of time to access the page blogger.com in Colombia

	Number of people	Percentage
Total	608669	100,00%
Daily	239982	39,40%
Weekly	177966	29,20%
Every two weeks	106534	17,50%

16

Table 2.10: Frequency of time to access the page blogger.com in Colombia (continued)

Monthly	55868	9,20%
Every three weeks	28319	4,70%

Source: Mintic

2.3.4 Microblogs

The microblogging, also known as nanoblogging, is a form of 'instant social' media, a shorter version of the blogging that works as a system of content as short text messages with a limit of 280 characters. It seems like a type of limitation, but this characteristic is what makes it different from any other social media, this promotes the creation of more precise content. There are different pages and apps for microblogging such as Twitter, Tumblr, Pinterest, Plerb and Plurk.

According to Barnes and Böringer (2009) in the ECIS (European Conference on Information System) about the continuous use of microblogging offers a complete definition about this social media in which also highlight the purpose of users to add content continuously. Microblogs are a tiny version of a normal social media site which combines the advantages of social media and the mobility of smartphones. The users can post small updates where can post anything that comes in their minds without additional information or headline (normally microblogs do not have this feature in order to keep it simple). Other members, called followers on Twitter can add other people to see this update. normally these updates are shown in a chronologically order and presented in the starting page of the main user. The majority of microblogging services limit the character, Twitter for example, has a limit of 280 characters, (before, there were only 140), but due to its popularity and the necessity of users, it increased.

One of the most important characteristics of this social media is the availability to access on different platforms and most importantly on a mobile way. The user can register his account in order to start to send messages (tweets) that other user who is in the social media can have access to. However, once the text is published a message, any person in the world can see it. It just depends on how big the network is to have a better spread of the message, this is the key of the microblogging.

In the microblogging sites, every registered user who wants to see any information published by another user can have access becoming 'followers' of this user, unless the publisher decides to block a specific user, denying the access of his content. In this way, it is not about to accept the content, it is about not to deny the access to share the published content.

As Comm states (2009, p. 67), unlike the users or the denominated Facebook friends, the followers in Twitter, their purpose on this platform is not waste any effort on the enjoyment of other costumers of the posted content. The content that the user can write can come to the others directly to their phones if they want. But like the users in Facebook, the more followers you can have in twitter, the further the tweets will reach and eventually the user will have more influence.

Twitter leads as the most important microblogging site over the others. This company created in 2006 by Evan Williams, Jack Dorsey and Biz Stone is the most used over the world. Due to its special characteristics, Twitter is used by many important persons such as politicians, celebrities, companies, organizations, influencers, athletes as an easy way to communicate with their followers.

According to (Logar, 2009) the power of Twitter comes from the volume of people and the simplicity of the activity performed, not for each user in particular. He states that the true power of Twitter it does not belongs to the normal Twitter user, or in their level of activity. The true power of this microblog site is due to the popularity of the new media, the impact that eventually goes directly to the front-page news. Logar also mentions something called 'social alchemy', it is the reunion of different factors that makes a simply message of less than 280 characters relevant to at least one person. For example, a person who post a message of him/her being in a specific Starbucks, another person checks that update and see that he/she is closed to that Starbucks, proceed to text or call the first person in order to meet in that place. This power of being connected between users is what makes microblogs like Twitter very successful.

Microblogs in Colombia

In Colombia, the three most used microblogs sites are Twitter, Tumblr and Pinterest:

Table 2.11: Most used microblog site in Colombia

Microblog site	Percentage of use
Twitter	19,80%
Pinterest	2,60%
Tumbl	1,10%

Source: Mintic (2017)

Table 2.12: Use of internet to access Twitter in Colombia.

Age	Percentage Per-Age of Persons Who Access Twitter
16 to 24	26,90%
25 to 34	22,90%
35 to 44	16,40%
45 to 54	11,40%
55 or more	10,40%

Source: Mintic (2017)

In Latin America, Colombia is the second country with more users on Twitter with 17 million users (La Republica 2015):

Table 2.13: Ranking of Twitter users by country

Ranking	Country	Number of Twitter users
1	Brazil	17.4 Million
2	Colombia	17 Million
3	Mexico	15 Million
4	Venezuela	6.4 Million
5	Argentina	4.2 Million
6	Chile	2.2 Million
7	Peru	1.3 Million

Source: La Republica 2015

2.3.5 Internet forums

Internet Forums are sites with a community of users who are signed up and can express their thoughts about different topics. Internet forums are also known as discussion forums, web forums, online forums, online communities, message boards, discussion boards, bulletin boards, discussion groups, or simply forums (Laughlin and

MacDonald 2010). The Japanese 2channel (www.2ch.net) is one of the world's largest Internet Forums with 2.7 million daily posts (Maslow 2011).

Since it exist a huge number of possible topics to discuss, it exists numerous types of forums available. It can be related to entertainment (movies, music, game etc.). Also, can be more for specific themes (cars, fashion, sports). It can have a discussion about any topic like the page Reddit, where people vote for any topic posted by any user and can be sorted by votes from users (Ondřej, 2017).

In Colombia, 32.4% of the people who have access to the internet, visit alternative information sources (e.g. forums). The Colombia Reddit page has 11.1 thousand subscribers (Reddit, 2018).

2.4 E-commerce

The term e-commerce is suggested as 'process buying and selling performed in electronic platforms, mostly on the internet' (Kotler and Armstrong,2003). Another definition suggested by Del Aguila (2000), 'is the performance of the diverse economic activities through the telecommunications network, it basis relies on the electronic data transmission, including text, sounds, and images. A more specific definition is given by OCDE (2013), where it defines e-commerce as:

'An e-commerce transaction is the sale or purchase of goods or services, conducted over computer networks by methods specifically designed for the purpose of receiving or placing of orders. The goods or services are ordered by those methods, but the payment and the ultimate delivery of the goods or services do not have to be conducted online.' (OCDE, 2013).

The Colombian ministry of industry and commerce defines it as; 'the modality of commerce which uses electronics media for the transaction of good and services, in a national or international market, where the geographic borders lose it meaning'. 'E-commerce is usually associated with buying and selling over the Internet or conducting any transaction involving the transfer of ownership or rights to use goods or services through a computer-mediated network' (Ministry of industry and commerce, 2013)

According to this, the different benefits of the e-commerce is that there are no geographical barriers, there is a competitive advantage in cost compared to the traditional commerce, also costumers can perform transactions at any moment of the

day. There is also a possibility to have a better segmentation between different type of clients, performing a better communication and launch specialized campaigns for them.

Despite the fact that this definition marks the internet as the main platform for e-commerce, e-commerce can be defined as the method which consist on the purchase and selling of products and services through electronic methods, like internet and other electronic networks.

2.4.1 Types of e-commerce

There are different types or categories of e-commerce which have a relation to the different ways of commercial trade. Traditionally, there are identified three possible elements that integrate this relation; enterprises, government, and consumers, normally those three can perform as users, buyer or sellers. This thesis is going to focus only on the relation between customer and business.

Table 2.14: Types of E-Commerce

	Business	Consumer
Business	B2B	B2C
Consumer	C2B	C2C

Business to business

The author Drucker (2009) defines the model as 'the model of business where exists a transaction of products and services between two or more enterprises, it is commonly referred to as large businesses'.

Business to consumer

B2c model it refers to the concept of direct transaction between businesses and consumers, it is the model most commonly used by the businesses. A clear example of this type of business can be a company which sells books directly to their customers in it website. This term is more often used with the recently coming of the internet. The B2C model is a broad model which also includes services travel services, online banking, and online health services and information (Chaffey, 2009)

B2C e-commerce to business gives an advantage of the reduction of transaction cost by giving the consumer access to more information and giving the opportunity to consumers to find the best price for a specific product and service. Another advantage is the reduction of the cost of having a web page versus having a physical store.

Consumer to consumer

The term Consumer-to-consumer e-commerce or C2C is the commerce between to individuals on special designed online websites. This type of e-commerce is known by the fast growth of electronic online stores and online auctions, particularly in vertical business where firms or businesses can bid for what they want from a list of specific suppliers. Zorayda (2003)

Platforms like eBay, Ali express, and Amazon have this type of business, through their web pages consumers can interact between themselves in order to buy or sell products.

2.5 E-commerce in Colombia

In 2014, e-commerce transactions played only a minor role in national commercial activities with less than 600 million dollars billed online (Dinero, 2014). In other Latin American markets like Chile, Brazil, and Peru, in 2014 it has increased their e-commerce transaction and performing a significant role in total retail sales, having more acceptable levels for consumers than in Colombia. (eMarketer, 2015).
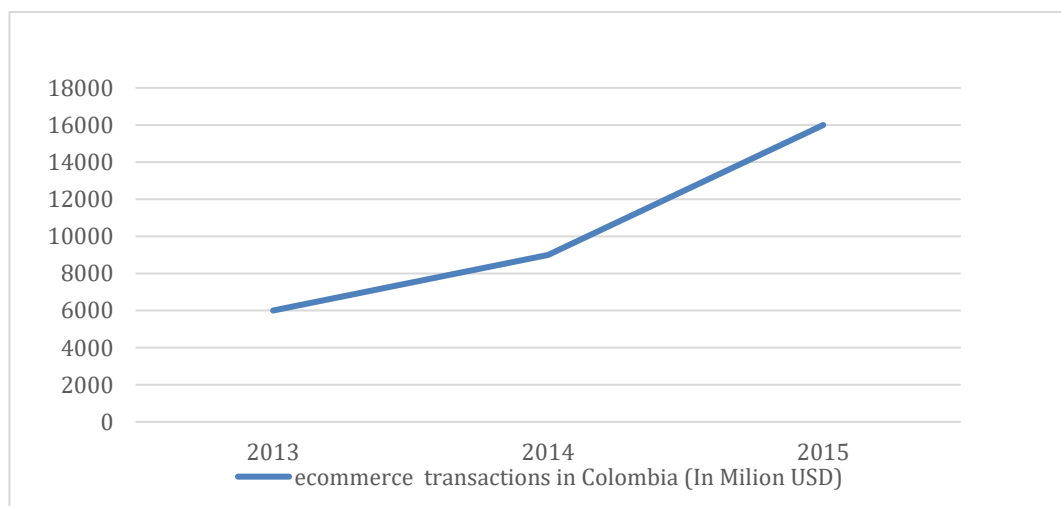

Figure 2.2: E-commerce growth in Colombia from 2013 to 2015

Colombia was a late starter and had a long way in order to advance more in this area in 2014. The e-commerce only represented a 0,2% of GDP, while the average in Latin

America at that moment was 0,6% and a global average of 2% (CCCE, 2014; E-commerce Foundation, 2014). At that moment, also only one of ten Colombians shops online (El Tiempo, 2014) compared to Brazil or Chile where three out of 10 people use internet to purchase goods and services (E-commerce Foundation, 2014).

But Colombia has rapidly advanced in terms of e-commerce. In 2018, the Colombian government report showed that Colombia had improved at the point to represent 5.61% of it GDP (export.gov,2018). During the 2015 edition of special day discounts in Colombia, traffic rates were 64% higher than the same event in December of 2014 and 124% than the May 2014 edition (CCCE, 2015). In 2015, the total of electronic transaction made in Colombia was 49 million, and 16.329 USD (CCCDE, 2016).

By 2015 to 2016 the growth of the e-commerce in Colombia was 64%, and the most used payment method was using credit cards (56%), followed by debit card (44%) (Blacksip 2017)

Table 2.15: Percentage of internet users who had purchased online by genre in Colombia

Genre	Percentage of Users
Male	73%
Female	79%

Source: Blacksip (2017)

Table 2.16: Percentage of internet users who had purchased online by age in Colombia

Age	Percentage os Users
15-17	83%
18-24	74%
25-34	83%
35-44	77%
45-55	68%

Source: Blacksip (2017)

As we see in table 2.15, younger population are taking the lead in e-commerce transactions, while older population tend to use other ways of payment.

Table 2.17: Percentage of internet users who had purchased online by socioeconomic level

Class level	Percentage of users
Low class	63%
Middle Class	78%
High Class	84%

Source: Blacksip (2017)

2.6 Consumer Decision Model

It has great relevance the understanding of the consumer behavior, for both the industry and researchers. It facilitates marketers to know better the reason behind consumer's behavior in the marketplace, and therefore to provide a better understanding on how to affect consumers at various stages of their purchasing of consumption process, with this having an efficient use of the different marketing resources (Fotis 2015).
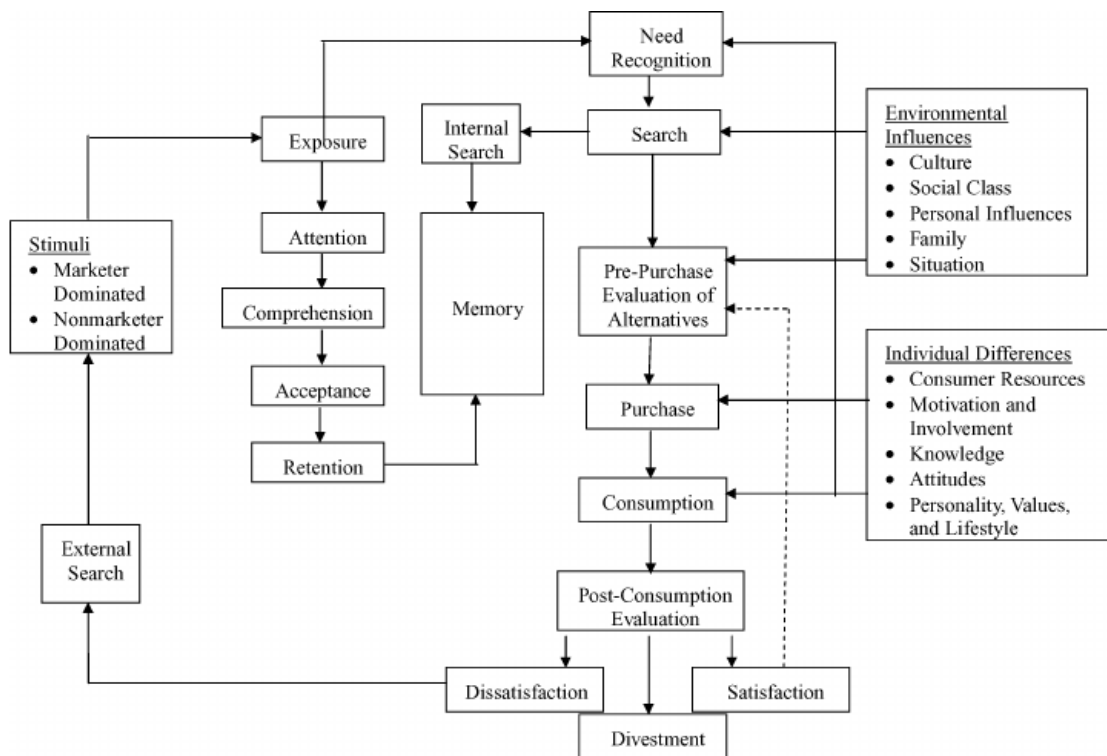

Figure 2.3: Blackwell-Engel-Kollat Consumer model

Blackwell et al (2005) define consumer behavior as an individual's activities when they select, purchase, consume and discard products, services or experiences to satisfy

necessities and desires. Wilkye (1994) defines consumer behavior as the mental, emotional and physical activities that people engage in when selecting, purchasing, using and disposing of products and services so as to satisfy needs and desires. Jacoby et al (1997) The acquisition, consumption, and disposition of goods, services, time and ideas by decision-making units (e.g. individuals, families, organizations).

Blackwell et al (2005) The consumer decision model is a consumer's mind map that professionals can use as a guide to compose their products, communication strategies, and sales. presents the Consumer Decision Process Model which can be divided in six stages.

Table 2.18: Stages of Blackwell-Engel-Kollat Consumer Decision Model.

Stages	Description of Stage
1- Problem recognition	The individual feels that there is a difference between what he/she recognizes as ideal versus the real situation

Table 2.19: Stages of Blackwell-Engel-Kollat Consumer Decision Model.

2-Search information	An internal process, through memory or external, collecting information from the market, friends and family.
3-Evaluation of alternative	The consumers then make use of their evaluation criteria's regarding products brands and specifications.
4-Consumption	After acquiring the product, the consumer is going to actually make use of the product
5-Post consumption	Consumers are going to decide how satisfied or not they are with the acquisition.
6-Divestment	The discard of the product.

Source: Regiane Kirby (2016)

2.6.1 Factors that drive consumers to purchase or not online in Colombia

According to the CCCE (2016) there are several factors that drive consumers from Colombia to purchase, these are:

• Special discounts and offers: in Colombia, 8 of 10 consumers tends to purchase online due to a specific discount on the product on a website. This is shown in specific offers day like the Black Friday. To online purchases in Colombia, these days represents the 5.6% of the total sales of the year, while special day offers in offline purchases only represents the 2% of the total sales of a year.

• Logistics and post-sales services: Consumers in Colombia values the idea of having a good delivery services on their online purchases, there are many features that companies in Colombia are set in order to satisfy this aspect; free shipping on specific days of the week, free shipping with a specific amount, constant status update on the delivery or cash refund in case of damaged products when they arrive its destination.

• Advertisement: Consumers in Colombia tends to purchase due to they had seen a product on an online advertisement, these online channels could be: social media, e-mail advertisement, advertisement on web pages, advertisement on google search or Blogs with articles with specific products or services.

• Safety on online purchases: Colombia has a low level of electronic fraud (0.45%). According to PayU (2016), this level should not surpass 1% of electronic fraud.

Table 2.20: Level of electronic fraud by country (2016)

Country	Level of electronic fraud
Colombia	0.45%
Peru	0.52%
Mexico	1.50%

Source: Blacksip (2017)

However, there are reasons that make consumers in Colombia to not purchase online, according to the CCCE (2016), these are:

• They prefer to have the product on their hands before purchase it.

• Lack of habit.

- They do not trust online payment methods.

- They prefer to purchase in physical stores with special offers.

- They want to have the product immediately after they purchase it.

- They had bad experiences before with online products.

- Lack of information about the products.

2.7 Collectors, Reasons to Collect, Collecting Process and Types of Collectables

To understand better the subject of this research, it is important to clarify the concept of collectors and what are the different collectibles:

2.7.1 Collectors

William D. and Brandon Schmeichel (2004) defines the collector as an individual who is encouraged to acquire a series of related objects where normally the main function of the objects is not used, and it plans to not dispose of them in the near future. For example, a person who collect stamps and does not want to use them to send postal cards, this individual is a stamp collector. A person who buy and sell old cars and use them is not an old cars collector. Collector who gather baseball cards or bottle caps are real examples of collectors. Collectors can be categorized depending on their behavior towards collecting.

Unity Marketing (1997) identified four types of collectors:

- Collector who are passionate, these types often goes to the extreme of being obsessive and emotional. They normally can purchase for a desired item any quantity of money

- Investor, these types of collectors see their items as a future investment, technically any object can increase it value, this depends on certain variables like time and condition.

- Collector who just collects as a hobby, this type only collects to have fun in their free time.

- Expressive collector, normally having other types of motivation and normally represents as a statement of who they are. For example, they can be motivated for

the adventure of collecting the items, pleasure at the point of being proud of their collection.

2.7.2 Reasons to collect

There are many reasons why collectors start collecting items, there are complex motivations and multifaceted, most of the time the reasons revolve around the self. William D. and Brandon Schmeichel (2004) suggest that collectors are drawn to collecting as a means of bolstering the self by setting up goals that are tangible, attainable, and provide the collector with concrete feedback of progress.

Pearce (1992) gives 17 motivations for collecting: leisure, aesthetics, competition, risk, fantasy, a sense of community, prestige, domination, sensual gratification, sexual foreplay, desire to reframe objects, the pleasing rhythm of sameness and difference, ambition to achieve perfection, extending the self, reaffirming the body, producing gender identity, and achieving immortality.

2.7.3 The collecting process

According to William D. and Brandon Schmeichel (2004), to achieve their goal, there is a process that collectors make in eight steps:

- Goal Formation: Collectors decide if they want to collect something specific. This can be a spontaneous act, or it can be a decided process and often by accident. The decision to collect a specific item can be triggered by a single gift from a friend or relative. A collection can also start as a planned, reasoned and carefully quest. Collectors can identify a specific object that can be seen as undervalued, purchase them for a minimum price with the purpose of eventually sell them a turning it as a profit in the future. A collection that begins as an investment can become eventually a quest and vice-versa.
- Gathering Information: in order to reach the goal of collect, first the collectors must gather information about the collectibles. Some question about it can be: Where can I find these items? What makes them worth? What are the specific characteristics that influences their condition and it value? Who are the people which can be named as experts in this field? How can I preserve these items and display them properly?

28

- Planning: After identifying and gather information about the collectibles, the next step is to plan to obtain these. There is an affective process that can be created in parallel during the planning phase. This process is where collectors can create a real attachment to the specific object, or for being more accurate, the idea of be the owner of the object. Collector begins to imagine owning the desired object and the possible benefits that can bring it ownership. Collectors can begin the search and the possible eventual purchase of the item.

- Search the Collectable (s): this is the phase where the collector starts searching the object, finding a good deal, looking for prices and making the purchase.

- Acquisition: This step is where the product is obtained, achieving the main goal of the process.

- Post-Acquisition: The collecting process continues after the acquisition, here the object is purchased, and the collector self-confers a membership in the group of collectors of the specific collectible. With these networks collectors can create alliances and friendships, giving a positive aspect that can have the creation of groups. However, not only can create cooperation between the members of the groups, there can be also an inherent competition. Collectors can compete to see who the member with more items is or who has the most valued or rare item.

- Manipulation/Display/Cataloging: When the collector owns the desired object. In this step may be included an effort to check again the conditions of the object (if it was purchased online) and, if it the case, restore it in order to be in optimal conditions for selling or display it. Having a list or put the object in a catalog can be a process to be completing the goal. For example, compile a list of cards that the collector owns and see what are the ones which still doesn't own yet.

- Return to stage 3 (Planning) or Stage 1 (Goal Formation): Collectors may return to return to phase three to plan and repeat the process or decide to go to phase one and reevaluate their collecting goals. Once the goal is reevaluated, the collector may proceed through the other collecting stages, this cycle can be repeated for weeks, months, years or it can be for their entire life.

2.7.4 List of collectibles

Technically any object can be collectible, in only depends on the interest of the collector, and it can be cataloged by shape, date of creation, label, feature, brand or author. Next a list of the most popular items that can be collected:

Table 2.3 List of popular collectibles

- Action Figures
- Advertising items
- Almanacs
- Antiques
- Arrowheads
- Art
- Art Glass
- Artifacts
- Maps
- Autographed items
- Baseball cards
- Baskets
- Bells
- Books
- Bottles
- Brass
- Belts
- Buttons
- Cameras
- Cars
- Cartoon Figurines
- Cartoons
- Cassettes
- Clocks
- Clothing
- Coins and tokens

- Comic books
- Commemoratives
- Compact disk
- Cookie cutters
- Cups
- Currency
- Decoys
- Doll Houses
- Dolls
- Drawings
- Egg cups
- Figurines
- Flask
- Football cards
- Fossils
- Games
- Garage signs
- Goblets
- Gold & silver
- Golf cards
- Graphics
- Cards
- Hats
- Insects
- Jars
- Jewelry
- Lamps
- Leaves
- Letter openers
- License Plates
- Magazines
- Marbles

- Medallions
- Medals and Badges
- Medieval Items
- Menus
- Microscopes
- Militaries
- Miniatures
- Model Vehicles (Cars, Planes, Rockets, Ships, Trains)
- Movies
- Movies Advertising
- Music Boxes
- Oriental Fans
- Origami
- Ornaments
- Paintings
- Paper Dolls
- Pens & pencils
- Perfumes
- Pez containers
- Phonographs
- Photographs
- Playing Cards
- Pokémon Cards
- Political Buttons
- Pop Cans
- Rings
- Rock Minerals
- Salt & Pepper Shakers
- Seashells
- Sewing Tools
- Sheet Music
- Snow Globes

- Souvenirs

- Spoons

- Stamps

- Stoneware

- Stuffed Animals

- Sugar bowls

- Teddy Bears

- Telescopes

- Theater Programs

- Tools

- Toothpick Holders

- Toys (Animals, Cars, Soldiers, Tractors)

- Videotapes

- Videogames

- Vintage Radios

- War Memorabilia

- Watches

- World Coins (Collectibles, the Art & Science of Collecting, 2001)

2. CONCEPTUAL FRAMEWORK DEVELOPMENT AND HYPOTHESES FORMULATION

3.1 Definition of Variables.

In this study, there are four independent variables and one dependent variable. Independent variables are perceived satisfaction, perceived convenience, perceived trust and perceived peer pressure. Dependent variable is purchase intention. Following are the definitions of each independent variable:

- Perceived Satisfaction: Fang et al (2004) gives the definition as an evaluative outcome on previous experiences with the trustee and having this as a base for desire of future purchases. It is basically the notion or the perception of conformity that a customer has at the moment of purchasing a product or service. The logic indicates that if the level of the satisfaction of the customer is high, it has more chances to purchase again to the same business.

- Perceived Convenience: Brown et al. (1992) defines convenience as the reduction in the amount or consumer time and/or energy required to perform an action during the purchase of a product or service, these can be the acquisition, use and the eventual dispose of it. This definition in other words state that if the customer uses less energy to perform a purchase, it has more chances of complete the transaction.

- Perceived Trust: Baier (1986) defines as the belief that others will, so far as they can, look after our interest, that they will not take advantage or harm us. In a more interpersonal definition it can be as the expectancy of a person on rely in a word, oral or written. It can be difficult in the internet to gain the trust of customers, mostly because the itself nature of it, not having a direct contact with other individuals on the internet.

- Social Pressure or Peer pressure: Shruti Gulati (2017) defines as the influence, direct or indirect that can be exerted on a group or individuals that encourage others to change their behavior, opinion or values and becoming socially acceptable by

them. An individual pressured by this influence could not participate directly to these groups but eventually may get influenced by it.

3.2 Adapted Research Framework and Stated Hypotheses

In other previous study literature reviews and objectives settled on this study, the research framework (see figure 3.1) is made to analyze better the influencing factors and shows the relation between the different variables. It includes four variables which are perceived trust, perceived satisfaction, social Pressure and perceived convenience as variables in the intention of purchase of university students who are collectors in Colombia. Therefore, based on the literature, four hypotheses are developed to test the influence of each one of the variable on the purchase behavior of university students who are collectors in Colombia.

3.2.1 Perceived trust

Trust can be one of the first barriers at the time to shop online, and it requires being more trustable than shopping in a traditional environment. On the internet, it is not easy to establish trust between consumers and online shops. Petrovic et al (2005) states: 'online transactions and exchange relationships are not only characterized by uncertainty, but also by anonymity, lack of control and potential opportunism, making the risk, and trust crucial elements of electronic commerce'

On the internet is difficult to establish a connection between identities and actual individuals. An online transaction does not give the same perceived trust as a face to face transaction. To give an example, a consumer doesn't know for how long is going to exist a website or if it is going to disappear tomorrow. However, as Petrovic et al. (2003) suggest that the hesitation towards online shopping, that could exist on consumers is not conventional to entirely disappear but can be reduced with the factors of increased familiarity, the different technological advances that can be developed eventually, and different regulations that governmental institution can create to reduce it. Different tools and techniques are needed for establishing trust between potential buyers and sellers, in online transactions. Perceived trust is an important driver of purchase behavior that first hypothesis of the study:

Hypothesis 1: There is a positive relationship between the perceived trust and the intention to purchase collectibles in social media of university students who collect items as a hobby in Colombia.

3.2.2 Perceived satisfaction

In e-commerce, the purchase intention of costumers can be affected by satisfaction levels of previous experiences. An individual can decide to purchase or not a product in a web page based on how well he or she felt acquiring the product or service. Singh (2002) states that e-services are important to the B2C e-commerce business. The author underlined that this relationship has a positive impact on customer service and sales. His findings concluded that customers are encouraged to purchase products a second time if they have fast transactions, easy to search products, clear and fast answers for their questions and transparent transactions.

According to Jamal (2004), the satisfaction perceived by costumers is considered, for almost 40 years, by marketers and customer researchers as one of the most practical issues. Ho & Wo (1999) state that this is an important element to consider to success whether a traditional or online business system.

Oliver (1980) states that the concept of satisfaction is a post choice evaluation, referring to a specific purchase decision. This can also influence second future purchases to the same e-commerce retailer. Perceived satisfaction is an important driver of purchase intention as a second hypothesis:

Hypothesis 2: There is a positive relationship between the perceived satisfaction and the intention to purchase collectibles in social media of university students who collect items as a hobby in Colombia.

3.2.3 Social pressure or peer pressure

Customers can attach their purchase intention to the opinion of other consumers, their own family or close friends. Bearden et al (1986) recognizes the presence of two types of social influences at the moment of the adoption of a new product: Normative social influence (subjective forms) and informational social influence. The first influence makes social pressure to people for purchase a product or a service because if not, in

can be categorized as 'old fashioned' despite of the preference of the individual on the product. The informational social influence happens when an individual observes and analyze the experience that can have early adopters of the product in their social network, eventually deciding to purchase the product due to this. This influence can be shown as a boost on the confidence on purchasing the product based on this first impressions.

According to Young Ae and Jaideep S (2008) it can have multiple benefits to identify and measure the social influence of consumers in e-commerce: a business which produce a product can find costumers, their feedback and detailed responses to be in a better position on predict possible market trends. A costumer who purchase online can see quality reviews of a product from trusted websites and convince them to do it. The last benefit is that businesses can identify opinion leaders in order to hire them for reviews of its products, increasing the trust of other costumers. Social Pressure is an important driver of purchase behavior and the third hypotheses of the study:

Hypothesis 3: There is a positive relationship between social pressure and the intention to purchase collectibles in social media of university students who collect items as a hobby in Colombia.

3.2.4 Perceived convenience

Many researchers had analyzed some conceptualization of convenience and the impact on the internet. Brown (1990) refers to convenience as the value placed on, and the active search for, products and services that provide personal comfort and/or save time in performing various activities. Curran and Meuter (2005) state that customers may find attractive purchase on the internet due to some perceived benefits on a technology-based option of service delivery; cost savings, great control over the service delivery, reduced waiting time and convenient location. Others researcher states that customers can find fun and enjoyment from using the technology (Dabholkar, 1996) or added value to purchase through certain distribution channels (Kim 2002). For example, a person who purchases his groceries online while she can perform other activities. Those few minutes ordering online versus the hours that could take purchasing the groceries in a physical store are the convenience, saving time ordering and purchasing through the internet. Jiang et al. (2012) proposed five convenience dimensions of online shopping.

- Access convenience is the consumption of time and perceived effort of the customer to access online shopping.
- Search convenience is the consumption of time and perceived effort of the costumer to search for a product purchased online.
- Evaluation convenience is the consumption of time and perceived effort of a costumer to evaluate a product purchased online.
- Transaction convenience is the consumption of time and perceived effort of a costumer to complete the purchase of a product purchased online.
  The next element contains two subparts:
- Possession convenience: is the consumption of time and perceived effort to own the product and it benefits.
- Post-purchase convenience: is the consumption of time and perceived effort of a costumer to contact the supplier after using the possible service.
- (b) Post-purchase convenience is consumers' perceived time and effort expenditures to contact the supplier after using the service. The perceived convenience is a driver to consider, having the following hypothesis:

Hypothesis 4: There is a positive relationship between the perceived convenience and the intention to purchase collectibles in social media of university students who collect items as a hobby in Colombia.

3.3 Conceptual Model
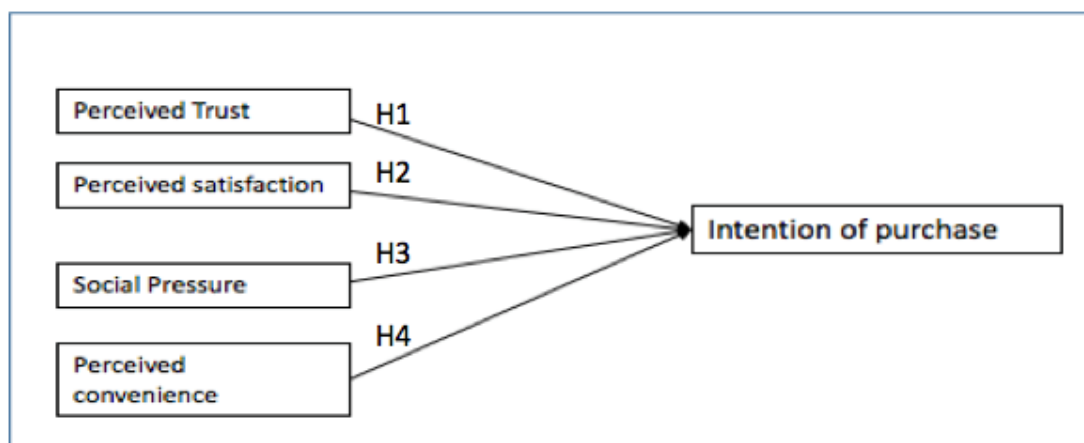
Figure 3.1 Conceptual Framework of the Study

The figure 3.1 will be used as the basis for this study and will support the interpretation of the results. The relationship between them will be eventually tested and later will

be analyzed in this research in the interest of see how social media with these variables affects the Intention of purchase of university students who are collectors in Colombia.

In this proposed research model, developed by the researcher includes all four factors that are considered as the base of the study. It presents an association between the Intention of Purchase as the dependent variable (DV) and Perceived Trust, Perceived Satisfaction, Social Pressure, and Perceived Convenience as independent variables (IDV) of the study.

3. RESEARCH METHODOLOGY

4.1 Introduction

Online shopping in Colombia has grown in a fast way and the future is promissory in this aspect, with all the conditions already set. Especially for the young population in Colombia, which as it shows in the literature review, they spend more time on the internet accessing social media pages (see figure 2.2.1) creating a potential market to consider for collectibles businesses. Also, in the Literature review, this study tried to discover the variables which how social media can affect the purchase intention of university students who are collectors in Colombia. These four variables are Perceived Trust, Perceived Satisfaction, Social Pressure, and Perceived Convenience which were considered to test the hypothesized relationship in the proposed conceptual framework.

This chapter is going to be focused with details about the methods and procedures used to conduct this study. It includes Research Design, Sample and sampling procedures, data collection and statistical techniques.

4.2 Research Design

This study makes an attempt to research the most relevant factors to show how social media affects the purchase behavior of the university students who are collectors in Colombia. In this research, it is going to be used the Hypothetic-Deductive method; with the identification of the problem and hypotheses already stated in the introduction and proceed to data collection as the next step.

The examination and result of this research are tested to see if all four proposed hypotheses were supported to what extent each variable of the social media influenced the purchase behavior of university students who are collectors in Colombia.
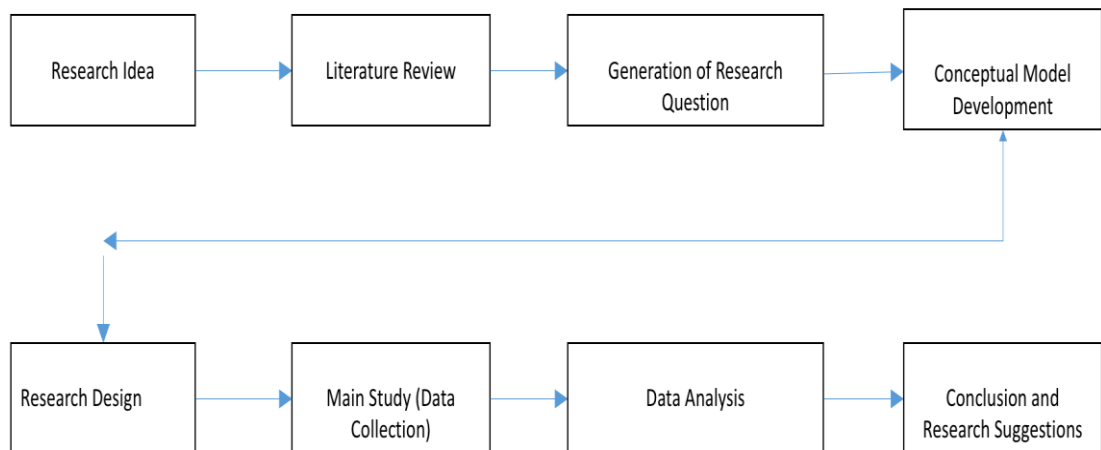
Figure 3.1: Research Phases of the Study

The figure 4.1 shows the research phases of the study, it presents for starting point the research idea of this thesis. The next step is the literature reviews, here are shown previous relevant related studies. The following step is the formulation of the research questions, with these is generated the conceptual model of the study. Later for test the conceptual model, the research design is made, and all the data is collected to analyze it in the next step. Data analysis is applied to find the answers of the research questions. The final step is the interpretations of the results and the conclusions of the research are written.

4.3 Sample and Sampling Procedure

The present study adopted the convenience sampling procedure. This non-probability sampling method relies on data collection form population who are conveniently available to participate in the study (ResearchMethodology.net). To complete the aim of the study, it was required to access individuals who has at least one collectible, being university students from Colombia and having at least one account in a social media platform. The population of the study was chosen with these characteristics and with at least one online shopping experience, so it was necessary for the purposes of this research, that the participant of the study was 'convenient' sources of data for the researcher.

For this study, the sample size was 180, according to the research of Niles (2006) a research of 100 to 200 has approximately a margin error surrounding the 10% and it

41

can have less than that. For the research the margin of error of more or less 10% was decided as a decent estimate and the sample size was chosen accordingly due to the size of the total population.
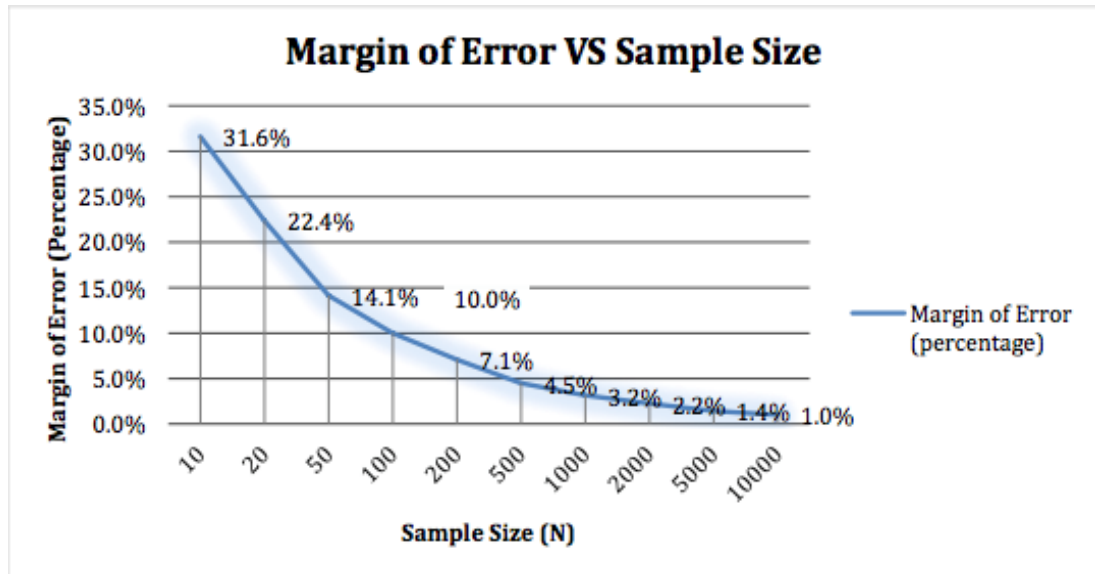
Figure 3.2: Margin of Error Vs Sample Size

4.4 Data Collection

In general terms, there are primary and secondary data and their respective process of data collection. Secondary data focus on collecting data from journals, related thesis and scientific articles. The primary data collection is performed through questionnaire distribution. This thesis was made using the primary data collection.

To test and analyze the research model, it is required to make the data collection to accomplish the research objectives, it was created a questionnaire as an instrument of the study. The structure of the survey was designed to collect the data and discovery what are the participants' perception in the research.

As a first step, the survey was prepared in English and later translated into the spanish language due to all of the persons on the survey are people from Colombia, where this is the official language of the country. It ended up having two parts explained as follows:

The participants were asked to fill the questions based on previous experiences in purchasing collectibles online shopping, and, they must be students in any university in Colombia at the moment of the survey. Giving them enough time to complete the

survey which normally it would take 5 to 10 minutes. A total of 180 questionnaires were completed in a time lapse of 3 months. It was only one blanc optional field for the name of the participant were added at the beginning of the survey, the other questions were mandatory. All of the surveys were made by Google Surveys. With the gathered data, the proposed hypotheses of the research were later examined.

The first part is the Demographic data, where it gathers all the general information and creates a profile, it includes the questions for age, gender, education level, what is the type of items they collect and on what topic is based their collection. The second part consists on fifteen rating questions to measure the level of their level on the trust on purchasing collectibles through social media, the satisfaction level on purchasing collectibles on social media, the purchase intention on purchasing collectibles on social media and the social pressure influencing the purchasing collectibles on social media.

The questionnaire has five-point Likert scale, ranging from strongly agree to strongly disagree, which each respondent has to pick each answer of the questions related to each driver.

Due to the topic of the thesis and related sample were collectors who uses social media to purchase their collectibles, the questionnaires were distributed on social media sites (Facebook and Instagram) and in Hobby stores of different cities in Colombia. These stores also helped to distribute the questionnaire through their social media fan pages.

At the moment to ask for the questionnaire to be fulfilled by the participants, it was clarified that they were no right or wrong answers, to read carefully and be answered being honest.

Each of the English and Spanish version of the questionnaire was prepared carefully in order to not cause any semantic losses causing the real measure of it.

4.5 Statistical Techniques

In this research, is used the Structural Equation Modeling (SEM). This method, adopted by researchers, is used to analyze the structural relationships between the variables and helps to understand them. The positive aspects of using the SEM analysis includes that due to its graphical interface, helps to see coefficients and correlations better. Also, SEM shows the regression coefficients, with this the variances can be

compared simultaneously. Ensure the structural model to meet the requirement of unidimensional, validity and reliability. The researcher can control the measurement error and obtain better estimates for the regression coefficient among the latent variables.

The SEM analysis for this research is performed with IBM AMOS version 23.

4.6 Ethical Considerations

Before collecting the data from the participants of the research, the questionnaire was approved by the ethics committee of Istanbul Aydin University.

Moreover, all the participants who were involved in the data collection were carefully explained the aims and purpose of the research, also all the data was only for this research and not shared to any other purposes. All the data were stored only by the researcher.

4. DATA ANALYSIS

4.1 Introduction

In this chapter, there are analyzed the results of the collected data from a total of 181 answered questionnaires, examining the previous stated hypotheses of the study and verifying the validity of these for this research.

In descriptive statistics as initial analysis, demographic characteristics of the participants of the survey are provided. Besides that, related statistics of the variables were condensed to show with clarity the understanding of the present data.

5.2 Descriptive Statistics

5.2.1. Demographic characteristics of respondents

A total of 180 questionnaires were collected. This section shows the information of the descriptive data of the participants of the study. The first section of the survey examines the basic data of the respondents, including age, gender, education level. all these questions were with single choice answer.

An additional question was added in this part to know with more precision some characteristics of their collection. These questions are; quantity of collectibles they own, what type of object they collect and on what theme is based their collection. These questions were examined as multiple-choice questions, due to the nature of collectibles that it can have different types of objects and/or be part of more than one theme.

Table 4.1: Table Demographic Profile of Responders.

Demographic Profile	Frequency	Percentage (%)
Age		
18 to 20	65	36,10%

Table 4.1: Table Demographic Profile of Responders. (continued)

	21 to 23	53	29,40%
	24 to 26	35	19,40%
	26 or higher	27	15,00%
Gender			
	Male	128	85,3%
	Female	22	14,70%
Education Level			
	Bachelor	166	92,20%
	Postgraduate	14	7,80%
Qty of collectibles they own			
	Only 1	32	17,80%
	2 to 4	74	41,10%
	5 or More	76	42,20%
Type of Object They Collect			
	Figures	115	63,90%
	Trading Card Games	102	56,70%
	Scale Models	12	6,70%
	Video Games and Technology	94	52,20%
	Stamps	0	0,00%
	Art & paintings	8	4,4%
	Antiques	5	2,80%
	Comics	3	1,70%
	Currencies	1	0,06%
	Stuffed Toys	6	3,30%
	Toys in General	1	0,06%
	Coins	1	0,06%
	Everything related to Anime	1	0,06%
The theme of the collectibles			
	Sports	5	2,80%
	Movies	38	21,60%
	TV series	103	58,50%
	Anime	158	89,80%
	Comics	86	48,90%

*Sample Size (n) is 180

*Note: Percentage could not add up to 100% due to optional data.

As it is shown in Table 5.1, most of the participants has an age with a range from 18 to 20 years old with a 36,10%. As for the gender of the participants, the 85,3% were male and 14,7% of these were females. As for education level, the population must be enrolled in university, it can have a bachelor or any postgraduate course that has been coursing at the moment of the survey. 92,2% of the participants are coursing a bachelor's degree program and the 7,8% are coursing a post graduate program.

As for the number of collectibles they own, 42.2% of the participants have 5 or more collectibles. The type of object they collect, 52,2% of the contestants collects video games and technology.

Concerning to the theme based on their collections, 87,50% base their collectibles in Anime (Japanese cartoons), 55,1% on TV series.

5.3 Reliability Test

The co-efficient alpha or more known as 'Cronbach's alpha', denoted by a 'α' is a test used to estimate the reliability or the consistency of a composite score. Introduced by Cronbach (1951), this is the most used test of reliability and is used by researchers that want to test this in their research. According to Hair et al. (1998, Pallant) the minimum suggested value for reliability is 0.7.

Table 4.2: Reliability results of variables

Variables	N	Cornbach's Alpha α
Perceived trust	4	0.726
Perceived satisfaction	3	0.721
Social Pressure	3	0.830
Perceived Convenience	6	0.735
İntention of purchase	3	0.741

(N=181)

5.4 Confirmatory Factor Analysis (CFA)

Confirmatory factor analysis (Statistics Solutions. 2013) is a multivariate statistical procedure that is used to test how well the measured variables represent the number of constructs. The difference between the Confirmatory factor analysis (CFA) and the Exploratory factor analysis (EFA) is that the first one is mostly used to test hypotheses and theories, about the different factors that could have or latent variables that can be, or at least expecting to find. Therefore, the main difference between these two procedures is that the researcher can specify the measurement model before he can look the data based on theory. There can be two approaches that CFA can follow. The first one is basically produce a standardized solution, having as a consequence that all variables are measured in standardized deviation units. The other approach is to make an item from the studied group that can be referenced as the latent variable. This item later is compared with the remaining items of this latent variable. CFA is a reliable tool that is used to reject or confirm the measurement theory.
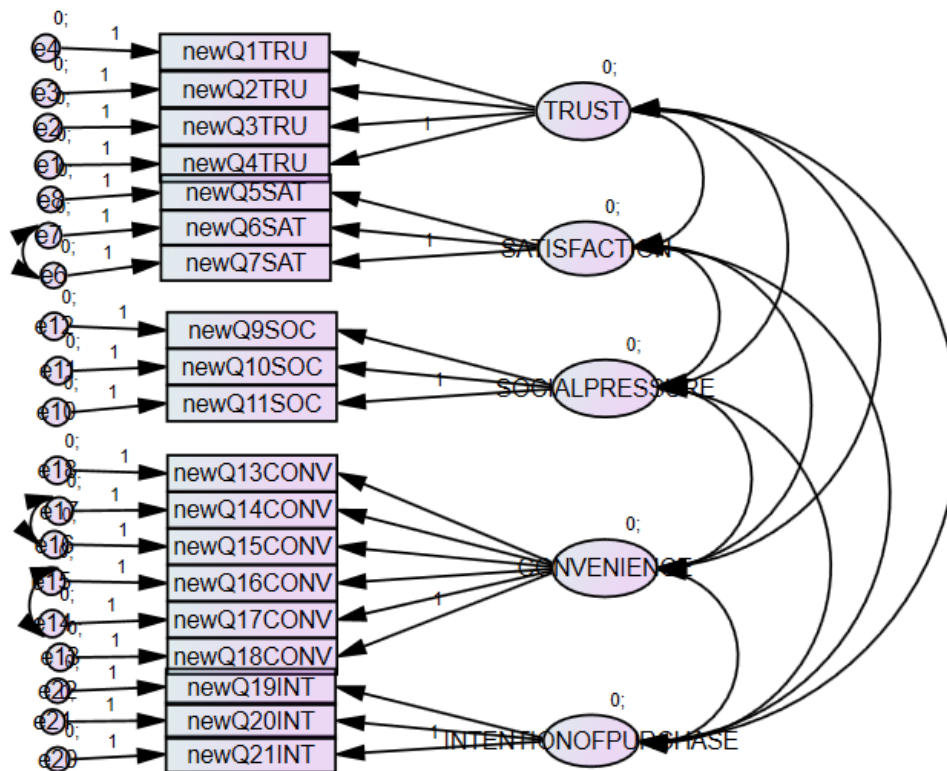

Figure 4.1: Hypotheses CFA model

There is a total of 19 observed items for a total of 5 variables. Perceived trust is measured with 4 items, perceived satisfaction with 3 items, social pressure with 3 items, convenience with 6 items and intention of purchase with 3 items.

Table 4.3: Goodness of fit metrics for CFA

Measure	Threshold	Results of the study	Remark
Chi-square / df (cmin / df)	< 3 good; < 5 sometimes permissible	1.726	Good
p-value for the model	> .05	.000	Bad
CFI	> .95 great; > .90 traditional; >.80 sometimes permissible	0.936	Good
RMSEA	< .05 good; .05 - .10 moderate;> .10 bad	0.063	Permissible

The comparative fit index (CFI) number which represents if the model fitted the data properly. The value of the CFI is from 0 to 1, according to Byrne (2010) when the values are close to 1 is and indicative of good fit. According to table 5.3, the CFI of this research is 0.936, which is a good result and acceptable.

The next important result is the root mean square error of approximation (RMSEA), this is obtained to identify the appropriate error estimates for the model before the model is acceptable (Hair et al. 2006). According to Byrne (2010) the value of the RMSEA might be less than 0.1 and in order to be ideal should be below of 0.05. the value of RMSEA in table 5.3 is 0.063 which is permissible and fits the data well.

The threshold value of CMIN/DF is 1.7.26, this is a good measure because this number should be under 3. The p-value of the model is 0.000 which is below 0.05 Since this value is sensitive to sample size.

The CFI, RMSEA and the CMIN/DF values in this research match with required threshold values and all of them fit for the model.

5.5 Validity and Reliability

In CFA, it is important to analyze the convergent and discriminant validity. In order to find the validity and reliability, there are values that are useful to confirm them. Average Variance Extracted (AVE), Maximum Shared Variance (MSV), Average Shared Variance (ASV) and Composite Reliability (CR). The Thresholds for each of these values are the following:

Reliability

- $0.7 < CR$

Convergent Validity

- $0.5 < AVE$

Discriminant Validity

- $AVE > MSV$

Below is the table of the results of validity and reliability of this research:

Table 4.4: Validity and reliability results

	CR	AVE	MSV
IOP	0,787	0,569	0,564
TRUST	0,79	0,556	0,310
SAT	0,657	0,392	0,610
SP	0,798	0,57	0,227
CON	0,842	0,472	0,610

The composite reliability (CR) values of intention of purchase (IOP), perceived trust (TRUST), social pressure (SP) and perceived convenience (CON) are 0.787, 0.79, 0.789 and 0.842 respectively. This reveals that the CR of these variables is greater than the threshold values 0.7, in these cases is acceptable. Despite the CR of the 0.657 of the variable satisfaction (SAT) is 0.657 it is approached to the minimum of 0.7 and it can be considerate as a major issue for the statistical tests.

The values of the average variance extracted (AVE) of IOP, TRUST, AND SP are 0.569, 0.556 and 0.57. In the case of SAT and CON their values were 0.392 and 0.472 respectively, indicating slightly lower values than 0.5, they are not considered to be a major problem.

For Discriminant Validity, the Maximum Shared Variable (MSV) values for IOP, TRUST, AND SP are 0.564, 0.31 and 0.227 respectively. These values are below the AVE of each of the meaning that they are acceptable. MSV values of CON and SAT are a little bit lower than the AVE values.

Table 4.5: CFA factor loadings

			Estimate	S.E.	C.R.	P
newQ4TRU	<---	Trust	1			
newQ3TRU	<---	Trust	0,944	0,094	10,065	***
newQ2TRU	<---	Trust	0,985	0,1	9,865	***
newQ1TRU	<---	Trust	0,964	0,092	10,519	***
newQ7SAT	<---	Satisfaction	1			
newQ6SAT	<---	Satisfaction	0,902	0,105	8,568	***
newQ5SAT	<---	Satisfaction	1,12	0,135	8,294	***
newQ11SOC	<---	Social pressure	1			
newQ10SOC	<---	Social pressure	0,968	0,114	8,462	***
newQ9SOC	<---	Social pressure	0,992	0,123	8,094	***
newQ18CONV	<---	Convenience	1			
newQ17CONV	<---	Convenience	0,897	0,103	8,688	***
newQ16CONV	<---	Convenience	1,006	0,127	7,927	***
newQ15CONV	<---	Convenience	1,002	0,11	9,107	***
newQ14CONV	<---	Convenience	0,801	0,115	6,984	***
newQ13CONV	<---	Convenience	0,7	0,086	8,162	***
newQ21INT	<---	Intention of purchase	1			
newQ20INT	<---	Intention of purchase	1,342	0,224	5,987	***
newQ19INT	<---	Intention of purchase	1,407	0,235	5,997	***

According to Klein (2011), to conduct a CFA is needed at least two indicators for each factor. As is shown in table 5.5 this study includes minimum 3 indicators and maximum 6 for each variable. To measure the relative strength of the observed variable to explain latent variable, the Standardized Regression Weights was obtained. The values of the estimates shown in table 5.5 demonstrate strong contribution.

Table 4.6: Rescaled standardized kurtosis index and skew index.

Variable	min	max	skew	c.r.	kurtosis	c.r.
Q19INT	1	5	0,995	5,464	3,721	10,218
Q20INT	1	5	0,915	5,027	2,561	7,032
Q21INT	1	5	0,716	3,932	0,077	0,21
Q13CONV	1	4	0,894	4,909	2,407	6,609
Q14CONV	1	5	1,146	6,297	1,84	5,052
Q15CONV	1	5	1,422	7,81	3,1	8,512
Q16CONV	1	5	1,431	7,857	2,702	7,42
Q17CONV	1	5	1,406	7,723	4,539	12,465
Q18CONV	1	5	1,288	7,075	3,071	8,432
Q9SOC	1	5	1,19	6,535	1,629	4,473
Q10SOC	1	5	0,738	4,056	1,194	3,278
Q11SOC	1	5	1,351	7,42	2,029	5,572
Q5SAT	1	5	1,037	5,698	4,307	11,827
Q6SAT	1	5	0,87	4,777	2,438	6,694
Q7SAT	1	4	0,594	3,265	0,656	1,802
Q1TRU	1	5	0,79	4,339	1,86	5,109
Q2TRU	1	5	0,549	3,017	0,571	1,567
Q3TRU	1	4	0,283	1,553	0,004	0,01
Q4TRU	1	5	0,56	3,075	0,663	1,821
Multivariate					151,515	36,08

For studies focusing on large samples within SEM scope following thresholds are recommended to conduct normality assessment:

- When absolute values of Skewness Index > 3.0 the data distribution is considered as extremely skewed (Klein, 2011).
- When absolute values of Kurtosis Index > 8.0 to over 20.0 the data distribution depicts "extreme" kurtosis (Klein, 2011).
- Byrne (2012) citing West et al. (1995) suggested that when an absolute Kurtosis value is > 7.0, it refers to a significant departure from normality.

Table 5.6 includes normality assessment conducted through AMOS software. Obtained results does not indicate strict violation of normality criteria set above.

5.8 Hypotheses Testing

In order to test hypotheses of the study, path analysis was conducted after confirming the factor structure with CFA. Path analysis was conducted with AMOS
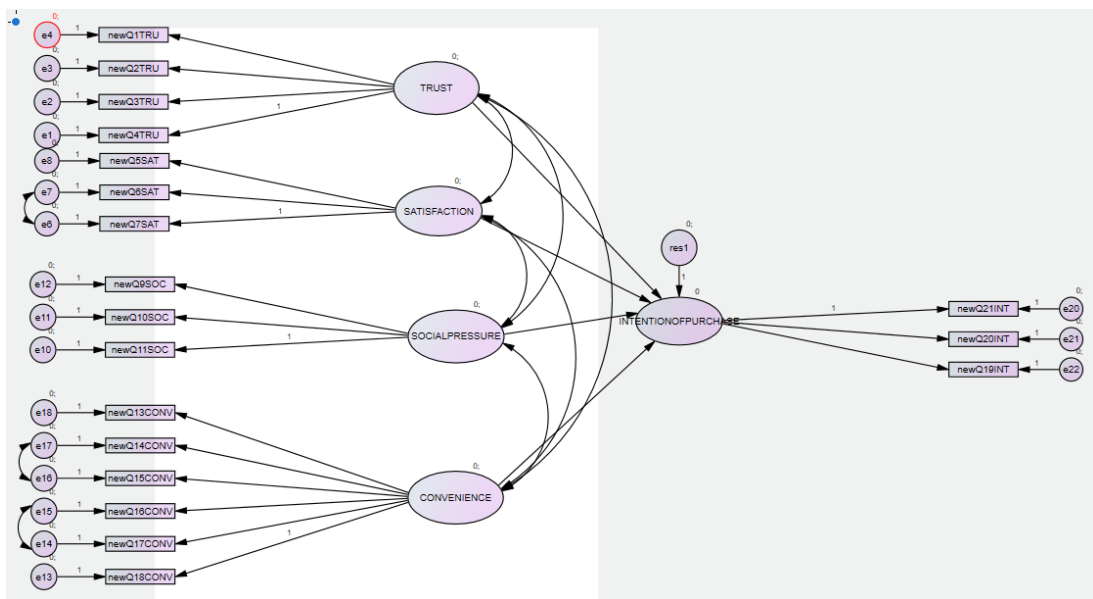

Figure 4.2: Structural model

Table 4.7: Selected AMOS Output. Structural Model: Goodness-of-Fit Statistics

Measure	Threshold	Results of the study	Remark
CFI	> .95 great; > .90 traditional; >.80 sometimes permissible	0.936	Good
PCFI	> .50 - > .90	0.761	Good
RMSEA	< .05 good; .05 - .10 moderate;> .10 bad	0.063	Permissible

- The CFI signifies that the data is a good fit for the structural model. A CFI value from 0 to 1 and close to 1 are termed as good fit values (Byrne, 2010). With reference to the CFI value (0.936) of this research as shown in table 5.5, it is acceptable.

- Model parsimony (PCFI) is a measure of goodness of fit. The PCFI value of 0.761 is in the range of being good and it is acceptable.

- The Root means square error of approximation (RMSEA) fit is evaluated. The acceptable RMSEA value is less than 0.1 and ideally less than 0.05 (Byrne 2010). the RMSEA value of 0.063 which is the outcome of this research as shown in table 5.7 means model fits the data well.

Table 4.8: Regression Weights

			Estimate	S.E.	C.R.	P
Intention of purchase	<--	Trust	0,742	0,33	2,251	0,024
Intention of purchase	<--	Satisfaction	-0,616	0,469	-1,313	0,189
Intention of purchase	<--	Social pressure	0,014	0,075	0,194	0,846
Intention of purchase	<--	Convenience	0,312	0,14	2,237	0,025

Based on these results of the hypotheses testing showed in table 5.8, the following inferences are made:

- Perceived trust is positively related to Intention of Purchase thus there is a positive relationship between the perceived trust and the intention of the purchase of university students who are collectors in Colombia. In the case of the relationship of Trust -> Intention of purchase, the estimated value (β) is 0.742, Standard error (S.E) is 0.33 and P value is 0.024, this value is under than the threshold value of 0.05, therefore:

Hypothesis 1: There is a positive relationship between perceived trust and the intention of the purchase of university students who are collectors in Colombia: Supported

- Perceived satisfaction is not significant related to Intention of Purchase, thus there is no significant relationship between the perceived satisfaction and the intention of purchase of university students who are collectors in Colombia. In the case of the relationship of Satisfaction -> Intention of purchase, the estimated value (β) is -0.616, Standard error (S.E) is 0.469 and P value is 0.189, this value is over than the threshold value of 0.05, therefore:

Hypothesis 2: There is a positive relationship between perceived satisfaction and the intention of the purchase of university students who are collectors in Colombia: Not Supported.

- Social pressure is not significant related to Intention of Purchase, thus there is no significant relationship between the social pressure and the intention of purchase of university students who are collectors in Colombia. In the case of the relationship of social pressure-> Intention of purchase, the estimated value (β) is 0.014, Standard error (S.E) is 0.075 and P value is 0.846, this value is over than the threshold value of 0.05, therefore:

Hypothesis 3: There is a positive relationship between social pressure and the intention of the purchase of university students who are collectors in Colombia: Not Supported

- Perceived convenience is positively related to Intention of Purchase thus there is a positive relationship between the perceived convenience and the intention of the purchase of university students who are collectors in Colombia. In the case of the relationship of convenience -> Intention of purchase, the estimated value (β) is 0.312, Standard error (S.E) is 0.14 and P value is 0.025, this value is under than the threshold value of 0.05, therefore:

Hypothesis 4: There is a positive relationship between perceived convenience and the intention of purchase of university students who are collectors in Colombia: Supported

5.   CONCLUSION AND RECOMMENDATIONS

6.1 Conclusions

The fast-growing use of social media as a place for e-commerce is a big opportunity for any person, small or big companies to interact in a more direct way to their customers. This new way of interaction positively affects business and customers, both receiving benefits of this as this research previously stated in the literature review.

The results based on this research throws that the university students who are collectors in Colombia must rely on the seller, the quality and condition of the collectible in order to make the decision to purchase a collectible on social media sites. These results ratify previous studies of Juan et al (2011), in a similar research about e-commerce in Colombia, it states that the variables of perceived trust and perceived safety are determinants of the intention of performing e-commerce transactions in Colombia.

As Jaime (2016) stands, Colombian costumers still prefer to see and touch physically the products before the purchase, in terms of security, 34% prefers not to purchase products due to their lack of trust in payment methods. These factors become a wall to increase the transactions in e-commerce in this country. Colombian companies which perform in e-commerce are continuously working on reducing the perception of insecurity focusing on discounts and different benefits that purchasing over the internet could have.

Perceived Convenience was also an important factor that influences university students who are collectors in Colombia to purchase collectibles in social media. The ease of use, the clearness of the information and the opportunity to purchase their collectibles whenever or wherever they want can be crucial to them to make the decision to purchase on social media. In Juan et at (2011) research also validates this hypothesis, the easiness of use must have high relevance at the moment of designing the interaction between online stores and customers in Colombia.

Also, this research shows that the perceived satisfaction and the social pressure are not positively related to the intention of purchase of university students who are collectors

in Colombia. Therefore, this means these factors does not contribute to the decision to purchase their collectibles in social media. These results contrast with the research of Khan and Sadiq (2015), which indicates the presence of a positive correlation between perceived social support on consumer intention and usage of s-commerce.

Nevertheless, according to Social impact theory the more important a group is, the closer the distance is between the group and oneself; therefore, the more likely it is for one to conform to the group's normative pressures (Latane, 1981). This enters in consideration due to the late beginning of Colombia in terms of e-commerce and implies that is a matter of time that social pressure will affect a university student who is a collector in Colombia if more people of his or her social circle starts to purchase products on social media platforms.

The purpose of this study is to give to companies to understand better what makes university students in Colombia to purchase products on social media pages, providing them a decision-making tool to adopt more social media market strategies. Based on the research findings, it can be concluded that social media makes a direct or indirect impact on the purchase behavior of university students who are collectors in Colombia.

6.2 Implications

With the ease of internet, customers can easily find all the information about their products, compared to years before, nowadays is amazingly fast and easy process to purchase a product with just only a couple of clicks, this shows that it only requires a mistake to make them change his/her mind and switch to another company. The e-commerce is characterized for giving the purchase decision power to the customer and companies must keep this in mind to succeed in any market.

The results of this research show that these types of customers in Colombia focus more on the reliability and the convenience at the moment of make the decision to purchase these kinds of products on social media. For e-retailers who wants to enter or focus more on e-commerce through social media, they need to find effective ways to provide the proper information in order to make customers rely on the purchase. An alternative to this could be having well know international payment platforms like PayPal or Google Checkout, this can be an improvement in terms of customer trust at the moment of the payment due to their international security standards and trustable brands.

Another important finding is that university students who are collectors in Colombia look for convenience at the moment of decide to purchase the product. This is not just only implying that they must see the clear information on social media at the moment of purchase a collectible, they also find important the easiness, time, place and the availability of the social media pages at the moment to purchase their collectibles. The e-retailers who wants to enter to sell collectibles on social media in Colombia or reinforce their strategy it must put an effort on a remark the competitive advantages that e-commerce can have over traditional commerce, shipping time, better prices, online customer service and more detailed information of the product.

6.3 Limitations of the Study

Due to the size of sample and survey can be seen as restricted or inadequate, the surveys collected and with the help of the data analysis program and techniques would simplify the findings of the study for the different stakeholders of the Colombians collectibles and toys industries.

Due to the e-commerce constant change, the obtained results might not be actual after a certain period and it will require some specific updates in the future.

The researcher also had geographical and time limitations, due to this research focus on the Colombian market and the results of the surveys were sent to Turkey to be exanimated. It will be better for the researcher to be present at the moment of the surveys to find possible new important factors to consider that can affect this research.

6. REFERENCES

Barnes, S.J. y Böhringer, M. (2009) "*Continuance Usage Intention in Microblogging Services: The Case of Twitter*", en 17th European Conference on Information Systems (ECIS), Verona, (p 1-13).

Bearden, W.O., Calcich, S.E., Netemeyer, R., and Teel, J.E (1986),. *An Exploratory Investigation of Consumer Innovativeness and Interpersonal Influence*. Advances in Consumer Research, 13, 1, (p 77-82).

Bitar, D. (2015). Revista PyM. *Juguetes, una estrategia multiple efectiva.* Retrieved from http://www.revistapym.com.co/noticias/mercado-juguetes-colombia.html

Blackshaw, P. and Nazzaro, M., 2004. Consumer-Generated Media (CGM) 101: *Word-of mouth in the age of the Web-fortified consumer* [online]. Cincinnati, OH: Intelliseek.

Blacksip. (2017, January*). Reporte de industria: El e-commerce en Colombia 2017*. Retrieved from http://blacksip.com/

Boyd, D. and Ellison, N., 2007. Social *network sites: Definition, history, and scholarship*. Journal of Computer Mediated Communication, 13 (1), 210-230.

Boyd, D., 2008. *Why youth (heart) social network sites: The role of networked publics in teenage social life.* In: Buckingham, D., ed., Youth, Identity, and Digital Media. Cambridge, MA: MIT Press, 119-142.

Brown, L.B. (1990). *Convenience in services marketing, Journal of Services Marketing*, Vol. 4, 53-59.

C. Baier, (1986) *Trust and Antitrust*. Ethics 96,. (p. 231-260),

Camara de comercio de Colombia (*2016) Manteniendo la tasa de crecimiento 2014-2015,* según el Tercer estudio de transacciones no presenciales de e-commerce. (p 1)

Chaffey, D. (2009), *E-business and E-commerce Management: Strategy. Implementation and practice, Prentice Hall Publications*. (p 10)

Chris Anderson (2001, January 1). List of Collectables. In *Collectibles, the Art & Science of Collecting*. Retrieved from http://www.cas.psu.edu

Comm, J. (2009) Twitter *Power: How to Dominate Your Market One Tweet at a Time*. New Jersey. Hoboken, John Wiley & Sons.

Curran, J.M. and Meuter, M.L. (2005). *Self-service technology adoption: comparing three Technologies*, Journal of Services Marketing, Vol. 19 No. 2, 103-113.

Dabholkar, P.A. (1996). *Consumer evaluations of new technology-based self-service options: an investigation of alternative models of service quality*, International Journal of Research in Marketing, Vol. 13, 29-51.

Definition adapted and expanded from Emmanuel Lallana, Rudy Quimbo, Zorayda Ruth Andam, ePrimer: An Introduction to x (Philippines: DAI-AGILE,), (p 2).

Drucker, P. (2001) '*Will the corporation survive? Yes, but not as we know it'*; (p. 18-19)

Euromonitor International. (2016, January 1). *Retail en Colombia* Retrieved from
https://www.euromonitor.com/retailing-in-colombia/report

Export.gov (2018) E-commerce participation in *Colombia GDP*, retrieved from
https://www.export.gov/article?id=Colombia-eCommerce

Fang Xu a, Jia Tina Du (2008) Factors influencing users' satisfaction and loyalty to
digital libraries in Chinese universities, page 64-72)

Google inc. (2016, August 16). *Cómo ven YouTube en Colombia*. Retrieved from
https://www.thinkwithgoogle.com/intl/es-419/recursos-y-
herramientas/video/como-ven-youtube-en-colombia/

J. Dudovskiy. *Convenience sampling - Research Methodology*. Retrieved from
https://research-methodology.net/sampling-in-primary-data-
collection/convenience-sampling/

Jansen, B. J., Zhang, M., Sobel, K. and Chowdury, A., 2009. *Twitter power: tweets as
electronic word of mouth*. Journal of the American Society for Information
Science & Technology, 60 (11), 2169-2188.

Jansen, B. J., Zhang, M., Sobel, K. and Chowdury, A., 2009. *Twitter power: tweets as
electronic word of mouth*. Journal of the American Society for Information
Science & Technology, 60 (11), 2169-2188

Järveläinen, J. (2007), Online purchase intentions: an empirical testing of a multiple-
theory model, Journal of Organizational Computing and Electronic Commerce,
17(1), 53-74.

Jeff. Ruttenbeck. (2006). *Tech Terms. What every telecommunications and digital
professional should know.*Oxford Focal Press. (p 29)

Jhon. Fotis. (2015). *The use of social media and its impact on consumer behavior: the
context of holiday*. Bournemouth university (p 73)

Jiang, L.; Yang, Z.; Jun, M.(2012), *Measuring consumer perceptions of online
shopping convenience*. J. Serv. Manag. 24, (p 191–214).

Jin, X., Gallagher, A., Cao, L., Luo, J. and Han, J., 2010. *The wisdom of social
multimedia: using flickr for prediction and forecast*. In: Proceedings of the
International Conference on Multimedia. Florence, Italy 25-29 October 2010.
Florence: ACM, 1235-1244.

Johnson, T. J. and Kaye, B. K., 2004. *Wag the blog: How reliance on traditional
media and the Internet influence credibility perceptions of weblogs among blog
users*. Journalism and Mass Communication Quarterly, 81, 622-642.

K. H. (2013). *Principles of adult play(fullness) in contemporary toy cultures* (Master's
thesis, Aalto University, 2013) Helsinski: Aalto University publication series. (p.
7).

Kaplan, A. M. and Haenlein, M., 2010. *Users of the world, unite! The challenges and
opportunities of Social Media.* Business Horizons, 53 (1), 59-68.

Kim, W. G., Jeong, O. R. and Lee, S. W., 2010. *On social Web sites*. Information
Systems, 35 (2), 215-236.

Kim, W. G., Jeong, O. R. and Lee, S. W., 2010. On social Web sites. Information
Systems, 35 (2), 215-236.

Kim, Y.K. (2002*). Consumer value: an application to mall and internet shopping*,
International Journal of Retail & Distribution Management, Vol. 30 No.12, 595-
602.

Kretz Gachoucha, Valck Kristine (2010). *"Pixelise me!": Digital storytelling and the
creation of archetypal myths through explicit and implicit self-brand association
in fashion and luxury blogs.* United Kingdom Emerald Books (p 314)

Lenhart, A. and Madden, M., 2007. *Social networking websites and teens: An overview* [online]. Washington: Pew Research Center.

Lin, C. C., Wu, H. Y., & Chang, Y. F., "*The critical factors impact on online customer satisfaction*", Procedia Computer Science, Vol. 3, 2011, (p. 276-281).

Logar, S. (2009) " *An Exploration of Twitter's Popularity and Usefulness: Effects on the Media Industry, Business World and Beyond*", Ohio University, E. W. Scripps School of Journalism, [pdf], available from: www.scripps.ohiou.edu/media/podcasts/j416/papers/logar.pdf (p. 5)

Lushin, P. & Murphy, P. (1997). *Electronic commerce- On-line Ordering and Digital Money.* 2ⁿᵈ edition. Rockland Massachusetts: Charles River Media, İnc

Ministry of industry and Commerce, Colombia. direct Link: https://www.mincomercio.gov.co/mincomercioexterior/publicaciones.php?id=16 274,

Nibusiness info *(2018, May 15). Advantages and disadvantages of using social media*. Retrieved from https://www.nibusinessinfo.co.uk/content/advantages-and-disadvantages-using-social-media

O'guinn, Allen, Semenik (2007) Publicidad *y comunicación integral de marca. Colombia,* Thomson Learning (p 518)

OECD Statistics Directorate, O. (2013, January 17). *OECD Glossary of Statistical Terms* - Electronic Commerce Definition. Retrieved from https://stats.oecd.org/glossary/detail.asp?ID=4721

Oliver, R.L., (1980) "*A cognitive model of the antecedents and consequences of satisfaction decisions*" Journal of Marketing Research, Vol. XVII, November

Ondřej Chabr (2017). *Analysis of the Language of Internet Forums, Twitter Messages and YouTube Video Comments*. University of South Bohemia. (p 40)

Onishi, H. and Manchanda, P., 2010. *Marketing Activity, Blogging and Sales*. Social Science Research Network [online]. Available from: http://ssrn.com/paper=1487183 [Accessed: 13 October 2010].

Oxford University Press, 2011. Consumer. In: Oxford English Dictionary [online]. Oxford: Oxford University Press. Available from: http://www.oeditioncom/view/Entry/39978? redirected From =consumer#eid [Accessed 27 March 2011].

Petrovic, O., Ksela, M., Fallenböck, M. & Kittl, C. (2003). *Trust in the networks Economy.* Vol. 2. Springer-Verlag New York (p 55)

Primera Gran Encuesta TIC 2017. (2017, January 28). Retrieved from http://colombiatic.mintic.gov.co/679/w3-article-74002.html

Qin Su, Zhao Li, Yong-tao Song, and Ting Chen, (2008) "Conceptualizing consumers' perceptions of e- commerce quality") pp.360-374

Raziye Nevzat, Yilmaz Amca, Cem Tanova*, Hasan Amca (2016) Role of social media community in strengthening trust and loyalty for a university

Reddit. (2018, August 1). [Number of users subscribed to Colombia sub forum]. Unpublished raw data.https://www.reddit.com/r/Colombia/

Regiane Kirby, Ivete Delai (December 2016*) Factors which influence consumer behavior and purchase intention towards green buildings*: A literature review. (p 4)

Richter, A. and Koch, M., 2008. *Functions of Social Networking Services [online]. In: Proceedings of the 8th International Conference on the Design of Cooperative Systems, Carry-le-Rouet 20-23* May 2008. Available from: http://www.kooperationssysteme.de/ wp-

content/uploads/coop08_richterkoch_functions_of_social_networking_services_ final.pdf [Accessed 26 November 2009].

Rodney Graeme Duffett, 2014 / 'Past purchase and intention to purchase in e-commerce' Jacob Weisberg, Dov Te'eni, Limor Arman, 2011

Singh, M. (2002). *E-services and their role in B2C e-commerce. Managing Service Quality: An International Journal*, 12(6), 434-446. http://dx.doi.org/10.1108/09604520210451911

S. (2018, August 31). • *Linkedin by the Numbers (2018): Stats, Demographics & Fun Facts*. Retrieved from https://www.omnicoreagency.com/linkedin-statistics/

S. (2018, February 05). • *YouTube by the Numbers (2018)*: Stats, Demographics & Fun Facts. Retrieved from https://www.omnicoreagency.com/youtube-statistics/

S.A.S., E. L. (2015, March 15). *Colombia es el segundo país con más tuiteros en América Latina.* Retrieved from https://www.larepublica.co/globoeconomia/colombia-es-el-segundo-pais-con-mas-tuiteros-en-america-latina-2231096

S.A.S., E. L. (n.d.). *El negocio de los videojuegos moverá US$291 millones al finalizar 2017*. Retrieved from https://www.larepublica.co/empresas/el-negocio-de-los-videojuegos-movera-us291-millones-al-finalizar-2017-2522846

Safko, L. and Brake, D. K., 2009. *The social media bible: tactics, tools, and strategies for business success.* Hoboken, NJ: John Wiley & Sons.

Schmallegger, D. and Carson, D., 2008. *Blogs in tourism: Changing approaches to information exchange.* Journal of Vacation Marketing, 14 (2), (p 99).

Semana, 2016 El difícil salto del colegio a la educación profesional. Retrieved from https://www.semana.com/Item/ArticleAsync/539264

Shruti Gulati. (2017). "Impact of peer pressure on buying behavior" International Journal of Research - Granthaalayah, 5(6), https://doi.org/10.5281/zenodo.820988. (P 280-291).

Smudde, P. M., 2005. *Blogging, ethics and public relations: A proactive and dialogic approach*. Public Relations Quarterly, 50 (3), (p 34-38).

Soukup, P. A. (2014). *Looking at, with and through YouTube. Communication Research Trends*, 33(3), (p 3-34). Retrieved from http://search.proquest.com/docview/1566387376?pq-origsite=summon

Statista (2014*) Number of monthly active mobile VKontakte users from March 2014 to December 2017 (in millions).* (n.d.). Retrieved from https://www.statista.com/statistics/425429/vkontakte-mobile-mau/.

Statistics Laerd. *Multiple regression method.* Retrieved from https://statistics.laerd.com/premium/spss/mr/multiple-regression-in-spss.php

Thomas L. Mesenbourg, (2000) *Measuring Electronic Business: Definitions, Underlying Concepts, and Measurement Plans.*

Universal McCann (UM), 2010. *Wave 5: The socialization of brands. Social media tracker – 2010* [online]. New York: UM Available from: http://www.umww.com/global/ knowledge/download?id=1791&hash=F1C9F17E9E5CB4A2681D744A9AD018 B3413 C00BFad20708460e44685b4e8a7cb5612c496&fileName=Wave%205%20%20T he%20 Socialisation%20Of%20Brands.pdf [Accessed 31 October 2010].

Wilkie, W. L. 1994. Consumer Behavior, New York: John Wiley & Sons Inc.

William D. McIntosh & Brandon Schmeichel (2004) Collectors and Collecting: A Social Psychological Perspective, Leisure Sciences, 26:1, 85-97, DOI: 10.1080/01490400490272639

Wolfinbarger, M & Gilly, M. C. (2003). *eTailQ: dimensionalizing, measuring and predicting etail quality*, in: Journal of Retailing, Vol. 79 (2003), No. 3, (p. 183-198)

Worldometers. (2018) *Colombia Population.* Retrieved from http://www.worldometers.info/world-population/colombia-population/

Young Ae Kim & Jaideep Srivastava (2008). *Impact of Social Influence in E-Commerce Decision Making* Minnesota. Retrieved from http://www.site.uottawa.ca/~nelkadri/CSI5389/Papers/74-Impact of Social Influence in E-Commerce Decision Making.pdf (p 294).

Zorayda. Ruth. (2003). *E-commerce and e-business* (Unpublished master's thesis). UNDP- APDIP. (p 12)

APPENDICES

APPENDIX A: Survey questionnaire in English.

Age:

- o   16 to 19
- o   20 to 23
- o   24 to 27
- o   28 or above

Gender

- o   Masculine
- o   Feminine

Educational level

- o   0   to   781,242.00 COP
- o   781,242   to   1"562484 COP
- o   1"562.484 to   3"124.968 COP
- o   3"124.968 or more

How many collectibles you have?

- o   Only 1
- o   2 to 4
- o   5 or more

What kind of items do you collect?

- o   Figures
- o   Trading cards
- o   Scale models
- o   Video games and technology

- o Stamps
- o Paintings
- o Antiques
- o Comics and manga
- o Other_____

On what topic is based your collection

- o Sports
- o Movies
- o Tv Shows
- o Anime (Japanese cartoons)
- o Comic books
- o Video Games
- o Art
- o Other _____

Trust on purchasing products through social media

1) I rely on the quality of collectibles sold or promoted over the social media.
    - o Strongly agree
    - o Agree
    - o Undecided
    - o Disagree
    - o Strongly Disagree

2) Quality of the Collectables sold through social media never disappoints me.
    - o Strongly agree
    - o Agree
    - o Undecided
    - o Disagree
    - o Strongly Disagree

3) I feel confidence on purchasing collectibles through social media.
    - o Strongly agree
    - o Agree
    - o Undecided
    - o Disagree
    - o Strongly Disagree

65

4) Do you trust on information of collectible products available on social media?

- o Strongly agree
- o Agree
- o Undecided
- o Disagree
- o Strongly Disagree

Satisfaction on Purchasing through social media

5) I am satisfied with the idea of purchasing collectibles through social media.

- o Strongly agree
- o Agree
- o Undecided
- o Disagree
- o Strongly Disagree

6) I like the collectibles sales services provided by business through social media.

- o Strongly agree
- o Agree
- o Undecided
- o Disagree
- o Strongly Disagree

7) I am satisfied with all the information of collectible items (availability, shipping time, launch day) provided through social media.

- o Strongly agree
- o Agree
- o Undecided
- o Disagree
- o Strongly Disagree

8) Do you agree that social media provides an effective and powerful platform for consumers to communicate with the collectible business?

- o Strongly agree
- o Agree
- o Undecided
- o Disagree

      o Strongly Disagree

SOCIAL PRESSURE

9) Purchase Collectibles through social media is common in my circle of friends.
     o Strongly agree

     o Agree

     o Undecided

     o Disagree

     o Strongly Disagree

10) My friends Attitude are positive towards purchasing collectibles through social media.
     o Strongly agree

     o Agree

     o Undecided

     o Disagree

     o Strongly Disagree

11) People around me recommend to use Social media to purchase my Collectibles.
     o Strongly agree

     o Agree

     o Undecided

     o Disagree

     o Strongly Disagree

12) The popular Press and media have positives reviews towards purchasing collectables in social media.
     o Strongly agree

     o Agree

     o Undecided

     o Disagree

     o Strongly Disagree

13) The information of the collectables showed in social media for purchase is clear and easy to understand.
     o Strongly agree

     o Agree

- o Undecided
- o Disagree
- o Strongly Disagree

PERCEIVED CONVENIENCE

14) Purchasing collectables through social media takes less time compared to other methods.
   - o Strongly agree
   - o Agree
   - o Undecided
   - o Disagree
   - o Strongly Disagree

15) It is easy to choose and make comparison between collectables while purchasing on social media.
   - o Strongly agree
   - o Agree
   - o Undecided
   - o Disagree
   - o Strongly Disagree

16) I can purchase collectables in social media whenever i want
   - o Strongly agree
   - o Agree
   - o Undecided
   - o Disagree
   - o Strongly Disagree

17) I can order Collectables purchased in social media wherever i am.
   - o Strongly agree
   - o Agree
   - o Undecided
   - o Disagree
   - o Strongly Disagree

18) The social media pages are always accessible to purchase collectables.
   - o Strongly agree
   - o Agree

- o Undecided
- o Disagree
- o Strongly Disagree

INTENTION OF PURCHASE

19) Purchase Collectibles through social media is common in my circle of friends.
- o Strongly agree
- o Agree
- o Undecided
- o Disagree
- o Strongly Disagree
- o Strongly agree
- o Agree
- o Undecided
- o Disagree
- o Strongly Disagree

20) My friends Attitude are positive towards purchasing collectibles through social media.
- o Strongly agree
- o Agree
- o Undecided
- o Disagree
- o Strongly Disagree

21) People around me recommend to use Social media to purchase my Collectibles.
- o Strongly agree
- o Agree
- o Undecided
- o Disagree
- o Strongly Disagree

22) The popular Press and media have positives reviews towards purchasing collectables in social media.
- o Strongly agree
- o Agree
- o Undecided

Disagree

　Strongly Disagree

o

APPENDIX B: Main survey items

Variable	Description	Source
Perceived Trust	A) I rely on the quality of collectibles sold or promoted over the social media	Raziye et al (2016)
	B) Quality of the collectables sold through social media never disappoints me	
	C) I feel confidence on purchasing collectibles through social media	
	D) Do you trust on Information of collectibles products available on social media?	
Perceived Satisfaction	A) I am satisfied with the idea of purchasing collectibles through social media	Fang Xu et al (2008)
	B) I like the collectibles sales services provided by business through social media	
	c) I am satisfied with all the information of collectibles (availability, shipping time, launch day) provided through social media	
	D) Do you agree that social media provides an effective and powerful platform for consumers to communicate with the collectible business?	
Social Pressure	A) Purchase Collectibles through social media is common in my circle of friends.	Jarvelain (2007)
	B) My friends Attitude are positive towards purchasing collectibles through social media.	
	C)People around me recommend to use Social media to purchase my Collectibles.	
	D) The popular Press and media have positives reviews towards purchasing collectables in social media.	
Perceived Convenience	A) The information of the collectibles showed in social media for purchase is clear and easy to understand	Qin et al (2008)
	B) Purchasing collectibles through social media take less time compared to other methods	
	C) It is easy to choose and make comparison between collectibles while purchasing on social media	
	D)I can purchase collectibles in social media whenever i want	
	E) I can purchase collectibles in social media wherever i want	

	F) The social media pages are always accessible to purchase collectibles	
Intention of purchase	A) I intend to purchase collectibles products from social media sites	Rodney Graeme (2014)
	B) İ have a strong possibility to purchase in the near future my collectibles products from social media	
	C) Whenever i need to purchase a collectible item, i always purchase it through social media	
	D) Although there are other options as good as purchasing collectibles products from social media sites (specialized websites or physical store), would prefer to purchase them from social media	

APPENDIX C: List of collectables

☐ Action Figures
☐ Advertising Items
☐ Almanacs
☐ Americana
☐ Antiques
☐ Arrowheads
☐ Art
☐ Art Glass
☐ Artifacts
☐ Atlases & Maps
☐ Autographed Sports Balls
☐ Autographs
☐ Baseball Cards
☐ Baskets
☐ Beads
☐ Bells
☐ Books
☐ Bottles
☐ Brass
☐ Belts & Buckles
☐ Buttons
☐ Cameras
☐ Carriages
☐ Cars
☐ Cartoon Figurines
☐ Cartoons
☐ Cassettes
☐ Clocks
☐ Clothing & Costumes
☐ Coin-operated Banks
☐ Coins & Tokens
☐ Comic Books
☐ Commemoratives
☐ Compact Discs
☐ Cookie Cutters
☐ Coverlets
☐ Cross-Stitching
☐ Cups
☐ Currency
☐ Decoys

☐ Disneyana
☐ Doll Houses
☐ Dolls
☐ Door Knockers
☐ Drawings
☐ Egg Cups
☐ Egg Rocks
☐ Elvis Memorabilia
☐ Embroidery
☐ Exposition Ribbons
☐ Farm Collectibles
☐ Figurines
☐ Fishing Tackle
☐ Flasks
☐ Football Cards
☐ Fossils
☐ Games
☐ Garage Signs
☐ Genealogy
☐ Glassware
☐ Goblets
☐ Gold & Silver
☐ Golf Cards
☐ Golf Clubs
☐ Graphics
☐ Hats & Caps
☐ Hockey Cards
☐ Inkwells
☐ Insects
☐ Jars
☐ Jewelry
☐ Jukeboxes
☐ Lamps
☐ Leaves
☐ Letter Openers
☐ License Plates
☐ Magazines
☐ Marbles
☐ Matchbooks
☐ Medallions

T.C.
İSTANBUL AYDIN ÜNİVERSİTESİ REKTÖRLÜĞÜ
Sosyal Bilimler Enstitüsü Müdürlüğü

Sayı : 88083623-044-3209   11/06/2018
Konu : JUAN SEBASTIAN VIUCHE
NIETO'nun Etik Onay Hk.

Sayın JUAN SEBASTIAN VIUCHE NIETO

Enstitümüz Y1612.130132 numaralı İşletme (İngilizce) Anabilim Dalı İşletme Yönetimi (İngilizce) tezli yüksek lisans programı öğrencilerinden JUAN SEBASTIAN VIUCHE NIETO'nun "THE IMPACT OF SOCIAL MEDIA ON THE PURCHASING BEHAVIOR OF UNIVERSITY STUDENTS WHO COLLECTS ITEMS AS A HOBBY IN COLOMBIA" adlı tez çalışması gereği anketi 07.06.2018 tarihli ve 2018/15 sayılı İstanbul Aydın Üniversitesi Etik Komisyon Kararı ile etik olarak uygun olduğuna karar verilmiştir.
Bilgilerinizi rica ederim.

Prof. Dr. Özer KANBUROĞLU
Müdür

09/06/2018 Enstitü Sekreteri
11/06/2018 Müdür Yardımcısı   NESLİHAN KUBAL
                                                     Dr.Öğr.Üyesi Çiğdem ÖZARI

RESUME

Name surname: Juan Sebastian Viuche Nieto

Place and date of birth: Cartagena 21th April 1990

E-Mail: jviuche@hotmail.com

Education:

- **Bachelor:** 2013, Universidad Del Norte, Social Sciences, International Business.

Professional experience and rewards publications/presentations on the thesis:

- Yesılkoy school. Spanish teacher. Since September of 2017
- Arkham hobby store. Manager and owner. October 2014 – January 2017
- Philip Morris international Colombia. Business Builder. October 2013 – September 2014