

New Business Model: Electronic Word-of-Mouth Platforms Improvements in E-commerce Platforms

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Abstract

Electronic commerce (e-commerce) is an emerging field that applies technology in commerce. One of the concepts used in electronic commerce is an electronic word of mouth "EWOM". Technically, the concept is used to evaluate electronic commerce platforms, services/products, and behaviours. Sometimes EWOM is used as a government initiative to sensitize the citizens. The goal of this research is to improve the methods and activities used in Electronic word of mouth platforms for evaluating e-commerce platforms. Therefore, this research: 1) proposes a framework for Electronic word of mouth; 2) chooses "MAROOF.SA" as the system to be improved by the new EWOM business model based on the proposed framework; 3) verifies the new EWOM business model through two justifications plans: an experiment and survey. The proposed framework was derived from "Starbucks experiment of using electronic commerce", which highlighted three main elements that can be used in the proposed framework. In this paper, co-creations value, usability and payment methods were the three elements considered when improving the working of the MAROOF EWOM Platform.

Keywords: E-business, E-commerce, EWOM, Social Commerce, Information Systems, Computer Sciences

1.0 INTRODUCTION

The development of web 2.0 technology has continued to generate new avenues of interactions within users' technologies and applications. Such avenues include social forums, blogs, reviews, ratings, and communications channels. With this development, new concepts have emerged in the field of information systems. These are social commerce and electronic word of mouth "EWOM", which have new features and capabilities for the audience in order to provide new models of electronic commerce (O'Reilly, 2005; James et al., 2009). Indeed, word of mouth already exists

in economic and commerce fields, and refers to the oral or written communications between customers about specific commodities or sales brands (Lang et al., 2013).

EWOM is a subset of social commerce that is based on social support, interactions and structure. Moreover, it can also be considered as a combination of social media channels and platforms with electronic commerce. However, some researchers consider EWOM as an evolutionary case of electronic commerce that includes social interactions and support, which combine to improve product or services (Stephen et al., 2013). Considering an example, a traditional customer shopping alone will have a very different experience compared to the one shopping with friends. This is due to the fact that shopping with friends may influence the shopper's decision in choosing different products. The same case applies to electronic commerce and social commerce situations.

One of the main challenges in social commerce is gaining trust and its perspectives. For instance, it is challenging to gain trust with consumers, trust with platforms and trust with the social commerce activities. Many individuals build trust in electronic commerce or social commerce depending on their subjective norms. The subjective norms accumulate through the history of experiments that are related to the customers and those of others. A number of recent studies have delved on the subject of trust in order to improve the performance of social commerce (Farivar, 2017). Many researchers have tried to investigate social commerce perspectives and often, they have focused on the relationship between trust and intentions to buy from the customers' perspective. Other researches focus on a specific factor of social commerce. For instance, they investigate the effect of co-creation value using trust to support the intention to buy (Pappas, 2017; Wang, 2014) or even usability in social commerce and payment methods used in electronic commerce. However, few research endeavours have worked on utilization of social commerce such as electronic word of mouth. Besides, there is no much research that studies the practices of successful experiments of brands and companies that have converted to social commerce or electronic commerce in order to improve their outcomes.

Electronic word of mouth platform refer to any platform that provide exposing information about products or e-commerce behaviour. Social media platforms consider as EWOM platform and e-commerce platform include feedbacks or

evaluation the interactions between their clients and other selling companies. Such as Booking.com, they consider e-commerce platform (selling and buying) and EWOM platform in the same time. There are platforms only their role are provide information about e-commerce platforms that interact with the audience such as TripAdvisor, Trivago, Hotelscombined and MAROOF. Our theory is to develop these platforms and promote the work for them in order to provide a credit evaluation.

The intention of this research is to get a business model that can improve EWOM platforms, whose success will be evaluated based on the three main elements that define the success of firms when they are converting to electronic commerce (usability, payments and co-creation value). The three constructs have been derived from experiments of the global company, Starbucks, which has undertaken conversion to digitization in order to improve its reputation and outcomes.

As depicted above, this study is aiming to innovate a new way of operations in EWOM platforms. This will lead to increasing trust in electronic commerce and social commerce, and this new innovation will be more effective compared than primitive methods followed currently in EWOM platforms.

The case study of Starbucks and the scholarly papers reviewed describe the relationships between social commerce and other economic concepts. Such insights were very useful when determining the hypotheses in this research. The proposed framework for the hypothesis was based on the insights provided by the Social cognitive theory proposed by (Bandura, 1986). The empirical model of this research shows the relationships between the constructs of successful digital conversions to electronic commerce and how to employ them to be useful in EWOM business model. The ultimate goal will be to increase trust in Social Commerce.

One of the EWOM images is the "MAROOF.SA Saudi EWOM platform". The proposed framework is built through the hypothesis created in the literature review. Therefore, there are three research questions raised:

Q1. What are the constructs of successful digital conversions to electronic/social commerce?

Q2. How are constructs applied through an EWOM framework?

Q3. What are the practical implications of applying the new business model in MAROOF.SA Saudi EWOM platform?

2.0 RESEARCH METHODOLOGY

The goal of this paper is to find methods to improve EWOM platforms in Social commerce Communities. The flow of the research starts with successful case of Starbuck organization when they attempt to convert using a digital commerce. The case extract three components lead to success in electronic/ social commerce which are (co-creation value, usability and payment methods). In this paper, we proposed a hypothetical framework (e.g. framework depend on hypothesises) build by social cognitive theory proposed by (Bandura, 1986). The framework parts have been created depend on the results of the literature reviews which mean every part in framework is relate on another part see section 2.0.

Subjective norms lead to intention to pay in social electronic commerce platforms. Usability, co-creations value and payment methods are related on consistent EWOM platforms. Consistent EWOM platform and intention to pay consider the roles of social commerce Growth. Through, framework creating the three constructs. We found that each construct needs a norm which means approach to be assessment. For instance, payment methods, we can not compare social platform depend only on cash delivery against platform support all methods of pay such as (cash delivery, deposit, digital concurrencies etc.). Survey and experiment laboratory were both created to provide a result support the theory. First, laboratory experiment is prototype follow the theoretical framework. The prototype is improved "MAROOF.sa" examined on a group of participants. We performed a survey questions (see Appendix A) to gathered more data to applied on the study.

3.0 LITERATURE REVIEW

At present, the business model is still a relatively new concept, which has been introduced in the market during the last decades of the 20th century. Along with the effectiveness in businesses, it continues to receive more and more attention from the field of scientific research. As a result, many business model aspects such as characterization, its practical insights and useful perspectives are proposed and put into practice. However, there is no unique definition of the business model. For the traditional business system, the business model is the result of implementation of the traditional business analytical process. This section is an interrelated literature, reviews information regarding the scientific inventory of electronic commerce and

social commerce. In general, the goal is to discover the viewpoints of researchers and practitioners in the fields of economics and information systems, regarding the specific inferences of the previous opening case of Starbucks digital conversions. The literature follows the categorizing methods used in literature reviews, which means that the section will provide descriptions of the related concepts to identify the proposed framework. Therefore, a schedule of literature investigations about the topics that serves the proposed framework will be done. The literature will be focused on two scientific fields (economics field “concepts and initiatives” and information systems world).

| Literature Topic | Numbers of References | Related Fields |
|---|-----------------------|----------------|
| The electronic and social commerce growth | 2/ I | 1 |
| Government Role in E commerce and Social | 3/I | 1 |
| Commerce Growth | | |
| The role "Trust" of the social commerce and electronic commerce | 6/I | 1 |
| Economic initiatives | 4/E – 1/I | 1 & 2 |
| Electronic Word of Mouth | 3/E-8/I | 1 & 2 |
| Co-creation value | 2/E-8/I | 1 & 2 |
| Enhancement usage (Usability) | 3/I | 1 |
| Payment gateways and shopping Carts (Social Shopping) | 7/I | 1 |

Table 1. The establishment of research literature reviews. IS (information Systems field) =1, Economic Field= 2, (number of references = N/I (reference in IS) =N/E (reference in Economic)

The genesis of the discussion is the open case mentioned in (Turban, 2016) about the Starbucks, a leading coffee company, which is applying a business plan to convert to e-commerce. The solution for the company was "going digital and social". We extracted three main elements from the case that led Starbucks to a successful implementation of e-commerce. The elements are: 1- co-creations value; 2- usability and 3-payment methods.

Co-creation value is an economic strategy that focuses on customers’ engagement to produce the value of cooperation in products creation. The goal of the strategy is

customer satisfaction by engaging them in decisions of their own products or services (Prahalad et al., 2004).

The process of co-creation value is varied and depends on company confidence, honesty and commitment in meeting the customers' requirements. The difficulty in co-creation value lies in customers' regularity and expertise (Ramaswamy, 2009). Social Commerce has three constructs represented as characteristics of the co-creation's architecture. The three constructs are: behaviour alignment, empowerment, and control. The three constructs are integrated to achieve the structure of co-creation value in social commerce activities (Pappas et al., 2017).

H1: The Ability of Customers Engagement in designing the products of certain firm through EWOM Platform.

One of the major areas that research has focused on in the field of social commerce is the use of social commerce platform. Usability in social commerce is considered one of the main drivers to effective social activities. Usability, derived from human-computer interaction, refers to the design of social commerce transactions and the ability to use by the consumers (e.g. understandable, acceptable for all types of audience and compatible). Technically, usability has a number of factors that contribute to the use of any computer information system. One of the most popular factors or usability test is Heuristic Evaluations (Sivaji et al., 2011). This factor is used on e-commerce sites to test the impact of the traditional usability evaluations (Heuristic Evaluations consist of social usability factors which are social presence, social networking, trust, and offline/online communications). The results of previous studies using the evaluation suggest that more usability awareness leads to more social interactions and acceptance. The important construct in social commerce usability is mobile usage, since social commerce fits the mobile device lifestyle perfectly (Turban, 2012; Liang, 2012).

The factor "usability" in the proposed model consisted a combination of traditional heuristic evaluations of usability and new constructs used in many social commerce platforms. Usability will be divided into four sub factors: languages support, Mobility, compatibility, and accessibility (usability for disabilities) (Hajli et al., 2011).

H2: Usability in e commerce platforms is playing necessarily role to ensure customers usage.

The last element of the proposed framework is the methods of payment, which refers to the transactions between sellers and buyers in an acceptable way in social/electronic commerce platforms. Typical payment methods used in the modern business context include cash, checks, credit or debit cards, money orders, bank transfers, and online payment services such as PayPal.

Any electronic /social commerce platform uses a given method of payment to receive money from customers. The issue however is whether the customers will accept the method of pay or not. In other words, some customer not able to pay by the third party (e.g. visa or MasterCard). Moreover, it may be a cost to the platform preparing a secure environment to use a given method of payment (e.g. secure protocols in pages of payments) (Bai et al., 2015; Amblee et al., 2017). One of the reasons for not accepting third party payment is the culture of the community. For instance, in Saudi Arabia, the third-party payment is not popular because citizens prefer local third parties, for instance, SADAD, which may be more popular than Global payment companies (Alghamdi et al., 2017).

Cash delivery is the most effective payment system from the customer's perspective. However, online retailers found it not preferable mostly due to the fact that they cannot establish whether the customer is serious or not. The solution for the retailer point is creating a waiting list, though it is unacceptable for some products that need preparation (e.g. Products such as Foods, Plates etc.) (Alghamdi et al., 2017).

E-Cart is a method of gathering the products and obtaining a calculated total price, which reduces time and efforts. Thus, it also reduces the transaction packets and ensures a better decision is made. Moreover, E-cart provides opportunities in social commerce platform to concentrate on social interactions (Turban et al., 2016).

The advantage of using the previous methods in the customers' payment options is to increase trust and purchase intentions. Therefore, a successful platform should provide more than one option to pay. The choices of the methods of payment in the platform affect the efficiency, availability and the governance of the social commerce transactions.

H3: The payment methods staffing is important to the customers of e commerce platforms.

In section 4.0, the proposed framework will be created in line with insights from literature.

4.0 PROPOSED FRAMEWORK

The proposed framework is founded on the social cognitive theory (a theory proposed by (Bandura, 1986)). The primary objective of this framework is to gather between the constructs used in digital conversion to social/ electronic commerce and employ it to measure the business model of EWOM for the electronic/social commerce platforms.

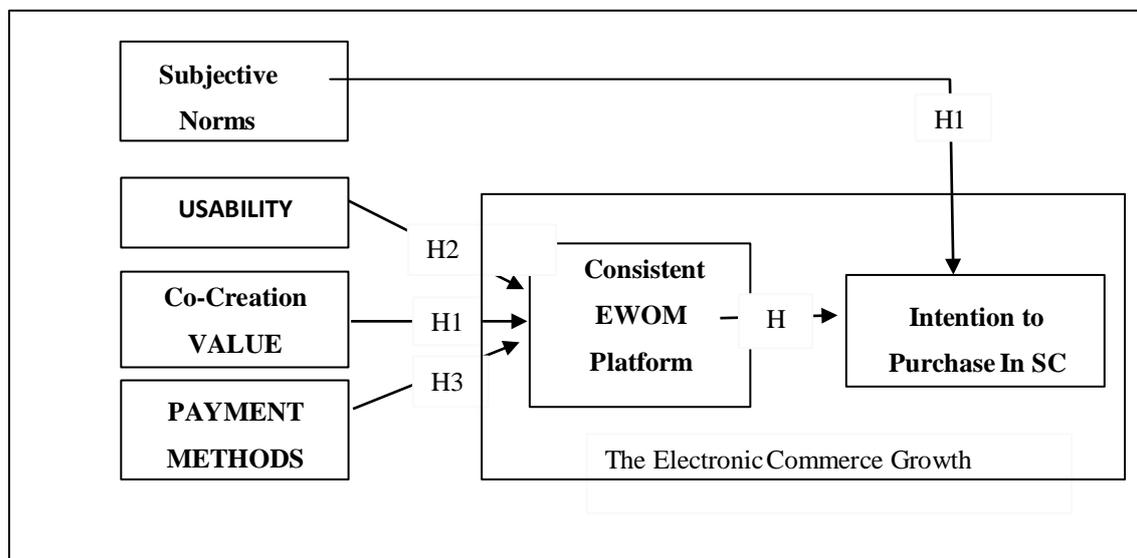


Figure 1. The proposed framework for building EWOM business model depend on the hypotheses of the interrelated literature.

The proposed framework describes the customer behaviour of using social commerce platforms. It is hypothesized that when the customer has the intention to buy through social commerce "H1", subjective norms must be there that are owned and accepted through personal conditions. For instance (a friend suggests buying from that platform, or he convinces one to make a purchase by the platform marketing). Otherwise, a customer requires a consistent EWOM platform "H1" which could be achieved by engaging the successful elements of e-commerce platforms (H1 co-creation value, H2: usability and H3: payment methods) into the evaluations of EWOM platform to social commerce platforms and their activities.

5.0 NEW BUSNIESS MODEL ARCHITECTURE

After establishing the proposed framework of EWOM platform, we will be designing the activities of the new business model. The business model acts as a map that shows how the elements of the proposed framework will be used. Table 2 describes the evaluation rate for each element of the proposed framework in the new business model. In addition, the algorithm in Figure 2 describes the sequences of business model once the elements of the proposed framework have been designed. We attempted to find mechanism or approach “Privileges” help us to build a simulated prototype for EWOM platform which is MAROOF.

Privileges are providing as approaches or standard to evaluate e-commerce platforms. Without privileges, we can not find a way to evaluate and apply our new proposed framework. Therefore, the privileges divided into the main part of the consistent EWOM platform in the framework. The privileges were existing in the original MAROOF. However, with primitive methods they follow, we developed our privileges as in Table 2 where we consider them as structure for building the prototype.

| Constructs | Number of privileges | Privileges used in Construct | Privileges Rating | Assessment Rating |
|-------------------|----------------------|------------------------------|-------------------|-------------------|
| Usability | 4 | Languages | 10% | 40% |
| | | Mobility | 10% | |
| | | Compatibility | 10% | |
| | | Accessibility | 10% | |
| Co-creation Value | 3 | Behavioural Alignment | 5% | 20% |
| | | Empowerment | 5% | |
| | | Controls | 10% | |
| Payments Methods | 5 | Cash delivery | 10% | 40% |
| | | Third Party | 8% | |
| | | Digital Currencies | 4% | |
| | | E-cart | 8% | |
| | | Rewards System | 10% | |

Table 2. The rate for each element of the proposed framework will be used in new business model of EWOM

Algorithm1: EWOM elements in business model

```
1: function Evaluate(E-store):
2: int usability_Evaluation_count = 0; // the part of usability methods evaluations
4: if (usability-language = "URL_Supported") // more than one language
5: usability_Evaluation_count ++;
6: else: return usability_Evaluation_count;
7: if (usability-Mobility = "URL_Supported") // support mobile, Tables, Smartphones
8: usability_Evaluation_count ++;
9: else: return usability_Evaluation_count;
10: if (usability-accessibility = "Fetch_admin_approve ") // support use of access for disables 11:
usability_Evaluation_count ++;
12: else: return usability_Evaluation_count;
13: if (usability-compatibility = "Fetch_admin_rate") // compatibility of images and files with e-store
14: usability_Evaluation_count ++;
15: else: return usability_Evaluation_count;
16: int payments_Evaluation_count = 1; // the part of payment methods evaluations
17: if (third-party = Fetch_admin_approve) // approve by the admins of platform of third-party
18: payments_Evaluation_count+0.8;
19: else: return payments_Evaluation_count;
20: if (digital-currencies = Fetch_admin_approve)
21: payments_Evaluation_count+0.4;
22: else: return payments_Evaluation_count;
23: if (E-cart = URL-supported)
24: payments_Evaluation_count+0.8;
25: else: return payments_Evaluation_count;
26: if (Reward-system = URL-supported)
27: payments_Evaluation_count+0.8;
28: else: return payments_Evaluation_count;
29: int co-creation-value-Evaluation_count= 0;
30: if (behavioural-alignment = URL-supported) // suggestions & complaints systems for the e store
31: co-creation-value-Evaluation_count +0.5;
32: else: return co-creation-value-Evaluation_count;
33: if (empowerment = Fetch_admin_rate) // defined by admin rates of e-store products and services
34: co-creation-value-Evaluation_count +0.5;
35: else: return co-creation-value-Evaluation_count;
36: if (control = Fetch_customer_rate) // define by customers rates of e-store products and services
37: co-creation-value-Evaluation_count +0.5;
38: else: return co-creation-value-Evaluation_count;
39: int total_Evaluation_Estore = usability_Evaluation_count + payments_Evaluation_count +
cocreation-value-Evaluation_count; 40: Total-rate = Evaluate(E-store);
```

Figure 2. Algorithm of evaluation e commerce platform in the new business model of EWOM

The algorithm is considered as a guide to creating EWOM platforms to ensuring that all parts of the framework such as "co-creation value, usability and payment methods" providing its benefit to improve the e-commerce platforms. To enhance the evaluations of e-store and e-commerce platforms, our developed algorithm can help significantly to lead increasing the results of the evaluations. The algorithm was justified through the prototype simulating the EWOM platform "MAROOF". The proposed prototype was built through this algorithm and it is processed. Therefore, the responses of the laboratory experiment that we built through the prototype, we were able to justify the enhancement of the developed algorithm.

The algorithm presents the practical implementation of the proposed framework. The main goal of the algorithm is to guide the electronic word of mouth platforms to build their own platforms according to the new idea. Explaining the developed algorithm, firstly, we open function to evaluate the e-stores. Inside the first function, there is a variable called usability with a default value "0". Then an "if statement " of evaluating usability with two conditions. Through the conditions, first if the e-store has more than one language and these conditions approve through URL page, then the variable will be added value for the evaluation. The second condition if there is no URL page for the language, and then it will return to 0 values as mentioned in Figure 2. The methods of evaluations applied to examine the usability to support mobility, accessibility, and compatibility. This approach repeated to all the three elements co-creation value and payment methods.

6.0 PROTOTYPE OF THE NEW BUSNIESS MODEL

The term "MAROOF" is derived from the Arab language word and it means "Known: For a clear understanding by the readers, "MAROOF" is an economic/Social initiative that can be considered to be an electronic word of mouth platform. It is governed and administered by the ministry of commerce and industry of Saudi Arabia that is responsible for e-commerce governance to identify and expose the e-commerce transactions and activities in the scope of Saudi Arabia (MAROOF 2018).

The process of "MAROOF" is limited to registration by sellers and buyers with limited features and privileges. For instance, as a seller, you create an account to authenticate your related accounts in Social networks. As a buyer, you create an

account that you can browse the seller's platforms that are signed in the MAROOF platform [FAQ in MAROOF 2018].

The main goal as mentioned in the FAQ official page of the platform is to increase the successful opportunities of the e-commerce/social commerce platforms. Besides, it facilitates the communications and interactions between sellers and buyers which reduce the previous problem of Saudi e-commerce growth mentioned in (Alghamdi et al., 2011). Moreover, 'MAROOF' platform increases the trust among consumers. (Hajli et al., 2014) identified the quality of your services which lead us to the next section of "co-creation value" (Pappas et al., 2017).

The main goal in this research is to enhance the methods used in "MAROOF" through a proposed a framework that includes a new rating of word of mouth.

7.0 THE JUSTIFICATION PLAN

Plans are designed to identify the implementation of the research. Besides, two key plans of implementation are identified. First, a laboratory experiment and a survey will be conducted for justification of the proposed framework. Secondly, data collections of the proposed framework will be evaluated to ensure its applicability.

The plan consists of two key parts. First, there will be a laboratory experiment. It will consist of 21 participants testing the framework with a new version of EWOM platform "MAROOF" enhanced by the framework. The experiment includes IT professionals, e-commerce experts, and academic and technical students.

| | |
|-------------------------------|---|
| Implementation plan | Laboratory experiment |
| Implementation title | Enhance MAROOF through the proposed framework |
| EWOM platform sample | Alternative MAROOF prototype |
| Characteristics change | Proposed Framework |
| Material determine | Computers- internet – specific program for observation |
| Number of Participants | 21 |
| Type of Participants | 6 IT Agents, 3 e commerce experts, 5 social media users and 6 academic students |
| Experiment performance | Prototype |
| Type of experiments | monitor performance |
| Date of establishment | 15 august 2018 |

Table 3. Plan of the laboratory experiment of the proposed prototype

The second part is a questionnaire categorized into six categories of questions. Each group describes a specific construct of the proposed framework. The questionnaire will test through a statistical program "SurveyMonkey" to avoid bias and ensure a consistent conclusion.

| | |
|----------------|----------------------------------|
| Level 1 | Building a survey |
| Level 2 | Forms audition |
| Level 3 | Submit and survey allocations |
| Level 4 | Convert into statistical program |
| Level 5 | Result adoptions |

Table 4. Plan of research survey to support the justifications

8.0 RESULTS

To implement the prototype, we designed two environments that make the prototype pass through. The first environment considers the trial version. The trial version environment is a free domain with primitive space and storage size. The domain '<http://www.wix.com/cisahmedprototype>' has taken from Wix.com as a subdomain. The idea of this domain is to implement the design we create on it. The domain was temporary for design use.

Subsequently, we will have another domain to implement the prototype in the second environment "the real environment". The real environment is the domain that we will implement the prototype for the laboratory experiment use. We choose the domain from the famous website company called "Godaddy.com". The content management system "WIX", our design and the new domain are created by the IPs syncs in the folders of the new domain. The real environment domain is <http://www.prototypecis-ksu.com>

The second plan "Survey" of justifying the proposed framework is created through "SurveyMonkey.com". We created the questions of the survey depending on each object of the framework. Each question of the survey refers to the part of the framework. The reliability of the survey is centred on either option number 1 or 2. Other options will distort the reliability of the survey. Generally, the survey methods are primitive because it is considered a secondary justification for the theory.

However, the survey presents significant results and supports the credibility of the proposed framework.

First, we created a survey template from the website SurveyMonkey in the Arabic language. Thereafter, the questions were created through the template with the options and the answers for each question. Thereafter, we shared the survey template through email messages, WhatsApp's broadcasts and social media channels.

The Response of the survey was 89 responses. Separated between "78 males" and "11 females". The qualifications are of "11 high school", "5 diploma", "51 bachelor" and "22 advanced studies". The levels of e-commerce experience are "35 amateurs", "47 practitioners " and "7 experts". In the testing and evaluations, we will mention in detail all the answers to the questions mentioned in Table 5.

In the testing and evaluations section, we will present the results of both "laboratory experiment " and "Survey study". The main implementation of the theoretical justification is the laboratory experiment.

The prototype was proposed through the levels of system architecture, system design, and implementations. The laboratory experiment will test the prototype through 21 participants from IT educational industry called "Riyadh College of technology". The steps of the laboratory experiment were mentioned in the section solution. The Excel sheet also mentions the performance of the experiment. The results will be mentioned here in this section. Moreover, some of the feedbacks of the participants have been recorded as follows:

"Great experience, thank you. The website allows me to browse the products and compare between them. ". participant No 2

"Right now, I know about the events of some e-commerce platforms. It is amazing and better than the old one. ". participant No16

"The idea of exposing the e-store products, events and the assessments. It is really delegated and clear to the audiences ". participant No 22

The results of the laboratory experiment consist of the desired benefits which include the co-creation of value benefits, usability benefits and payment methods benefits.

Negative benefits refer to the non-reactions acted by the participant for using the prototype, which mean the rest of the desired benefits left. Co-creations value benefits refer to the products browsing in the prototype and the impressions of the participants. Usability benefits refer to the events browsing and assessments benefits refer to e-store assessments browsing. The elements accounted through excel sheet template already prepares for laboratory experiments for medical and chemistry experiments as a benchmark to appropriate information systems researches and experiments.

Through the development of computing and technologies in the individual's life, mobility devices are important in the social commerce evaluations. The e-commerce platform that not supported to the mobile environment or does not include mobile version for their software or system, they could not evaluated as e-commerce at this level. Therefore, the mobile in social commerce is important and we refer in this paper to evaluate using mobility in the social commerce platforms.

| Participants results | | | | | | |
|----------------------|-------------------------|-------------------|----------------------------|----------------------|--------------|--|
| Negative reponse | Payment methods reponse | usability reponse | co-creations value reponse | the desired benefits | Participants | |
| 50.00 | 5.00 | 10.00 | 35.00 | 50.00 | P1 | |
| 32.00 | 8.00 | 10.00 | 50.00 | 68.00 | P2 | |
| 30.00 | 10.00 | 20.00 | 40.00 | 70.00 | P3 | |
| 10.00 | 20.00 | 20.00 | 50.00 | 90.00 | P4 | |
| 30.00 | 20.00 | 10.00 | 40.00 | 70.00 | P5 | |
| 45.00 | 10.00 | 10.00 | 35.00 | 55.00 | P6 | |
| 10.00 | 10.00 | 20.00 | 60.00 | 90.00 | P7 | |
| 3.00 | 10.00 | 10.00 | 77.00 | 97.00 | P8 | |
| - | 10.00 | 10.00 | 80.00 | 100.00 | P9 | |
| 35.00 | 5.00 | 15.00 | 45.00 | 65.00 | P10 | |
| 10.00 | 10.00 | 10.00 | 70.00 | 90.00 | P11 | |
| 10.00 | 10.00 | 15.00 | 65.00 | 90.00 | P12 | |
| 35.00 | 20.00 | 5.00 | 40.00 | 65.00 | P13 | |
| 3.00 | 5.00 | 2.00 | 90.00 | 97.00 | P14 | |
| 20.00 | 20.00 | 10.00 | 50.00 | 80.00 | P15 | |
| 20.00 | 10.00 | 10.00 | 60.00 | 80.00 | P16 | |
| 36.00 | 4.00 | 10.00 | 50.00 | 64.00 | P17 | |
| 15.00 | 5.00 | 10.00 | 70.00 | 85.00 | P18 | |
| - | 10.00 | 10.00 | 80.00 | 100.00 | P19 | |
| 20.00 | 10.00 | 25.00 | 45.00 | 80.00 | P20 | |
| 15.00 | 10.00 | 10.00 | 65.00 | 85.00 | P21 | |

Table 5. Results of time amounts took by the participants for each part of the prototype

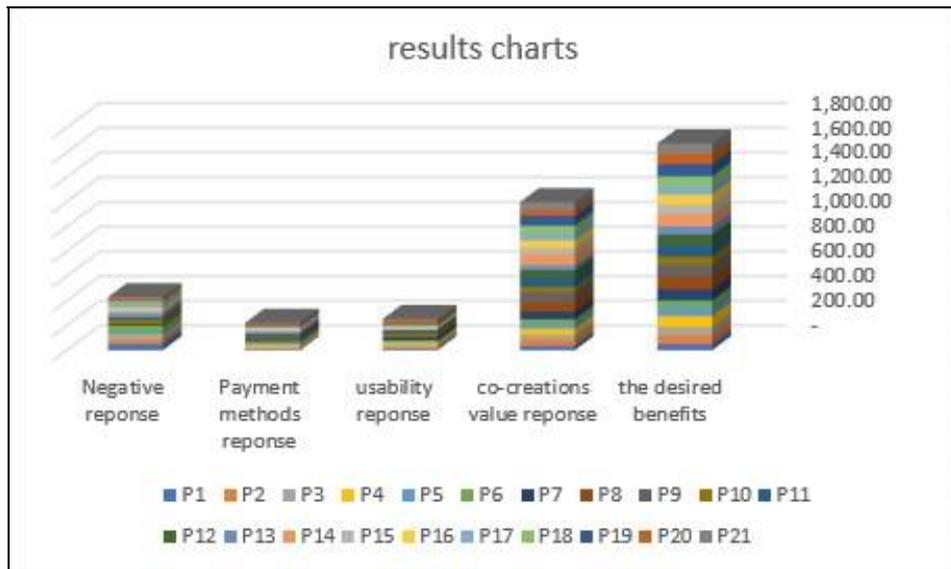


Figure 3. Results of the laboratory experiment

9.0 CONCLUSIONS AND FUTURE WORK

The research is worth explorations in the field of e-business and e-commerce. The main goal is to find consistent methodology used in EWOM platforms and to enhance the results of evaluations in Social/Electronic commerce platforms. The benefits are the reinforcement of the trust in social commerce growth, increasing the ability to change the primitive methods used in EWOM platform. "MAROOF" is an example of the EWOM platforms (Al-Ghamdi, 2016) used as an experiment for the proposed framework.

The laboratory experiment and survey study is implemented to get the results that support the justifications. The proposed framework was extracted from the case study of "Starbucks" experiment of converting from traditional commerce into electronic commerce and has been reviewed to support the validations. Therefore, the framework has been designed depending on the theory of social cognitive theory created by (Bandura, 1986). The research provides an algorithm to guide for each part of the framework. Generally, the proposed framework for EWOM improvement is considered as guidance for designing platforms that compare the products and events for e-commerce platforms.

The future work in the framework is a key focus on the proposed framework. The cloud computing technology will provide electronic commerce community for e-stores and EWOM platforms. The idea of cloud e-commerce platforms guarantees the EWOM platforms and e-commerce platform. Moreover, finding a confident environment assures the audience that the products and events are qualified and guaranteed. However, studies and research on the topic are still underway. In addition, the recommendations for the future works are to develop the proposed framework by the new technologies such as data mining and artificial intelligence to apply them in other EWOM platforms as opposed to only the government and private industries.

Appendix A

| No | Proposed questions | Multi-choice answers | Dependent on other questions | Importance of questions |
|--|---|--|------------------------------|-------------------------|
| General Identifications | | | | |
| 1 | Defined your gender | 1- Male 2- Female | NO | 2 |
| 2 | My major is | 1- High school 2- Diploma 3- Bachelor 4- High degrees | NO | 1 |
| 3 | My experience in Electronic Commerce platforms | 1- beginning 2- shopper 3- expert | NO | 1 |
| Subjective Norms Questions | | | | |
| 4 | Are you ready to buy or sell through E-commerce platforms in personal conviction | 1- ready 2- not care 3- I'm hesitating 4- No ready | NO | 4 |
| 5 | Are you ready to buy from e-commerce platform through friend advise or advertise from famous social media account | 1- ready 2- not care 3- I'm hesitating 4- No ready | YES | 5 |
| Electronic word of mouth (EWOM) platforms Questions | | | | |
| 6 | What you think about the websites of compare | 1- Great 2- Useful | NO | 4 |

| | | | | |
|-------------------------------|--|--|----|---|
| | products and evaluating e commerce platforms such as (TripAdvisor, Trivago, hotel combined) | 3- Need to develop 4- Not useful at all | | |
| 7 | Do You know "MAROOF.sa" presented by Saudi Ministry of commerce | 1- Yes 2- I heard about it 3- No | NO | 4 |
| Co-Creations Questions | | | | |
| 8 | E commerce platforms that includes replies and suggestions and compliant systems | 1- Are Necessary 2- Useful 3- Not useful 4- Annoying | NO | 4 |
| 9 | E commerce platforms includes ideas polarization "ideas systems" | 1- Are Necessary 2- Useful 3- Not useful 4- Annoying | NO | 4 |
| Usability Questions | | | | |
| 10 | E commerce platforms includes more than Arabic language | 1- Are Necessary 2- Useful 3- Not useful 4- Should not be exist | NO | 4 |
| 11 | E commerce platforms compatible with Mobility devices such as (phones – Tablets) | 1- Are Necessary 2- Useful 3- Not useful 4- Annoying | NO | 4 |
| 12 | E commerce platforms compatible with Disabilities (Accessibility) | 1- Are Necessary 2- Useful 3- Not useful 4- Annoying | NO | 4 |
| 13 | Photos and multimedia that presents products in e commerce platforms should be real or sufficient sample (fake but point to the products) | 1- Are necessary to be real 2- It's O.K. to be fake but present a product 3- Not big deal 4- Should be not compatible | NO | 4 |
| Payments | | | | |

| | | | | |
|----|--|--|----|---|
| 14 | What are the best methods of pay in e commerce platforms | 1- Cash delivery 2- Deposit (SADAD, VISA..) 3- Digital Currencies 4- Others | NO | 4 |
| 15 | Do you think e commerce platforms dealing with all payment methods are better than another platform dealing with one or tow | 1- Much better 2- Better 3- Not important 4- Should not | NO | 4 |
| 16 | Do you agree of existing that 'Loyalty systems' system of discounts and rewards for regular customers in e commerce platform | 1- Most Agree 2- Agree 3- Maybe 4- Disagree | NO | 4 |

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