MODELING THE NEXUS BETWEEN PERCEIVED VALUE, RISK, NEGATIVE MARKETING, AND CONSUMER TRUST WITH CONSUMERS' SOCIAL CROSS-PLATFORM BUYING BEHAVIOUR IN INDIA USING SMART-PLS

Ajit Kumar Singh, Sandeep Raghuwanshi, Sudarshana Sharma, Vikas Khare, Abhishek Singhal, Meenakshi Tripathi, Subhojit Banerjee

ABSTRACT

Purpose: The purpose of the study is to highlight the need for research on the relationship between consumer value, risk, and trust in the context of social cross-platform perceptions, specifically in India. The study aims to provide insights into how these factors influence consumers' cross-platform buying behavior, ultimately contributing to a better understanding of online shopping dynamics and informing strategies for building trust and enhancing consumer experiences in the online shopping environment.

Methodology: The research methodology involved conducting a survey among 320 online shoppers in India. The objective was to investigate the relationship between social cross-platform perceptions of consumer value, risk, and trust in the context of online shopping. The researchers developed a questionnaire to collect data on perceived value, risk propensity, trust, and cross-platform buying behavior. Partial least squares (PLS) path modeling were used to analyze the data, revealing significant effects of perceived value, risk propensity, and trust on consumers' cross-platform buying behavior.

Finding: This research focuses on the rise of social cross-platform buying behaviour in India and examines the influence of perceived risk, perceived value, trust, and marked negative reporting on consumer behaviour. The study found that consumers' perceptions of perceived risk and perceived value significantly impact their likelihood of using social e-commerce platforms like Meesho. Perceived risk refers to the level of uncertainty or potential harm associated with a purchase, while perceived value refers to the benefits or worth a consumer perceives from a product or service. Marked negative reporting refers to negative reviews or news articles that can impact a consumer's trust in a platform.
Managerial implication: The study's managerial implications highlight the importance of reducing perceived risk, increasing perceived value, and building trust to improve social e-commerce marketing strategies. Organizations should be cautious of negative reporting and its impact on consumer behavior. Researchers can gain insights into consumer behavior and the significance of trust and perceived risk in driving purchase decisions in the context of social e-commerce marketing. To encourage cross-platform purchases, companies should address negative reports from other platforms, establish trust with consumers, and find ways to minimize perceived risk associated with social media purchases.

Value: A significant contribution to the body of knowledge is achieved through testing and subsequent confirmation of the effects of online purchasing in the study model. This research enhances our understanding of the factors influencing online purchasing in the context of social cross-platform interactions. By investigating the relationship between Risk, Trust and various constructs within the social cross-platform framework, this study provides valuable insights into the dynamics of consumer behavior in the digital era.

Keywords: perceived value, risk, online purchase, social cross-platform, negative consumer experience.

MODELAR A RELAÇÃO ENTRE VALOR PERCEBIDO, RISCO, MARKETING NEGATIVO E CONFIANÇA DO CONSUMIDOR COM O COMPORTAMENTO DE COMPRA DE PLATAFORMAS SOCIAIS DOS CONSUMIDORES NA ÍNDIA USANDO SMART-PLS

RESUMO

Objetivo: O objetivo do estudo é destacar a necessidade de pesquisas sobre a relação entre valor ao consumidor, risco e confiança no contexto das percepções sociais entre plataformas, especificamente na Índia. O estudo tem por objetivo fornecer informações sobre a forma como estes fatores influenciam o comportamento de compra dos consumidores em todas as plataformas, contribuindo, em última análise, para uma melhor compreensão da dinâmica das compras em linha e informando estratégias para reforçar a confiança e melhorar as experiências dos consumidores no ambiente de compras em linha.

Metodologia: A metodologia de pesquisa envolveu a realização de uma pesquisa entre 320 compradores on-line na Índia. O objetivo era investigar a relação entre as percepções sociais multiplataformas do valor, risco e confiança dos consumidores no contexto das compras em linha. Os pesquisadores desenvolveram um questionário para coletar dados sobre valor percebido, propensão a risco, confiança e comportamento de compra em várias plataformas. A modelagem de caminho de mínimos quadrados parciais (PLS) foi usada para analisar os dados, revelando efeitos significativos do valor percebido, propensão ao risco e confiança no comportamento de compra dos consumidores em todas as plataformas.

Constatação: Esta pesquisa se concentra no aumento do comportamento social de compra em várias plataformas na Índia e examina a influência do risco percebido, do valor percebido, da confiança e de relatórios negativos marcados sobre o comportamento do consumidor. O estudo constatou que as percepções dos consumidores sobre a percepção do risco e o valor percebido impactam significativamente a sua probabilidade de usar plataformas sociais de comércio eletrônico como a Meesho. O risco percebido refere-se ao nível de incerteza ou dano potencial associado a uma compra, enquanto o valor percebido refere-se aos benefícios ou valor que um consumidor percebe de um produto ou serviço. Reportagens negativas marcadas referem-se a
revisões negativas ou artigos de notícias que podem afetar a confiança do consumidor em uma plataforma.

Implicação gerencial: As implicações gerenciais do estudo destacam a importância de reduzir o risco percebido, aumentar o valor percebido e criar confiança para melhorar as estratégias de marketing social e-commerce. As organizações devem ser cautelosas em relação à comunicação de informações negativas e ao seu impacto no comportamento dos consumidores. Os investigadores podem obter informações sobre o comportamento dos consumidores e a importância da confiança e do risco percepcionado na condução das decisões de compra no contexto do marketing social do comércio eletrônico. Para incentivar compras em várias plataformas, as empresas devem tratar de relatórios negativos de outras plataformas, estabelecer confiança com os consumidores e encontrar maneiras de minimizar o risco percebido associado a compras em mídias sociais.

Valor: Uma contribuição significativa para o acervo de conhecimentos é obtida através de testes e subsequente confirmação dos efeitos da compra on-line no modelo de estudo. Esta pesquisa melhora a nossa compreensão dos fatores que influenciam as compras on-line no contexto de interações sociais entre plataformas. Ao investigar a relação entre Risco, Confiança e várias construções dentro da estrutura social multiplataforma, este estudo fornece informações valiosas sobre a dinâmica do comportamento do consumidor na era digital.

Palavras-chave: valor percebido, risco, compra on-line, plataforma social cruzada, experiência negativa do consumidor.

1 INTRODUCTION

In recent years, shopping online has become one of the most common and widely used methods of shopping for consumers (Morganti & Minelli, 2021). According to the TRAI report, the number of mobile phone Internet users in India increased from 491.2 million in December 2021 to 548.1 million in September 2019. This represents an increase of 56.9 million mobile phone Internet users, or 11.8% in nine months. India’s mobile subscriber base increased by 23.21 million during the years 2020–21, with an overall tele-density of 88.17% at the end of March 2021. 89.33 million subscribers submitted their porting requests to avail themselves of the Mobile Number Portability (MNP) facility. (TRAI Annual Report 2020-21, 2021). This is because there is a growing demand for convenience and ease of use, as well as the increased availability of mobile payment options and the rise of digital payment services such as Paytm, PhonePe, and Google Pay, which allow users to quickly and securely pay for goods or services (Munar & Jacobsen, 2014). Shopping habits have changed as a result of the shift from offline to online shopping, but even with the increased usage of digital payment services, there is still some level of insecurity when it comes to the protection of consumer data and financial information offline shopping, mobile payments have gradually replaced other forms of payment (Gaudel, 2019). Moreover, the implementation of government
initiatives like UPI (Unified Payment Interface) has contributed to this growth in mobile payments.

Social e-commerce has enabled the growth of mobile payments due to their convenience and ease of use (Gera, Fatta, Garg, & Malik, 2021). In India, a significant portion of the population is adopting social media like Facebook, Instagram, and even WhatsApp. This trend has enabled consumers to buy products and services directly from social media platforms, which in turn has been driving the growth of mobile payments.

In India, sellers follow a hybrid model of selling their products online on ecommerce websites and leveraging the reach of social media. Although globally this is how social ecommerce functions, in India the lines are blurred as many social media shopping features aren't yet introduced. Social e-commerce sites help to increase the reach of the product and, therefore, help sellers reach out to consumers outside their local markets. Sites like Meesho, Shopsy, DealShare, etc. have created strong platforms for Indian sellers and resellers to sell products. Electronic word of mouth (eWOM) plays an important role in social commerce as it enables consumers to share their experiences and connect with others who have similar interests (Levy, Gvili, & Hino, 2021). It is also known as "online recommendations" (Das, 2013), online virility (Lee et al., 2019), or "digital word of mouth" (DWOM) (Westby, 2020) eWOM is a form of marketing that relies on consumer feedback and online recommendations to promote products or services. This includes consumers sharing their experiences with others through forums, social media and online review websites. Electronic word-of-mouth (eWOM) can be extremely effective in influencing purchase decisions, as consumers trust their peer recommendations more than advertising (Siswadi, S., Jumaizi, J., Supriyanto, S., & Dewa, A. L. 2023). When searching for information on the Internet, consumers increasingly rely on reviews and feedback from other consumers to help them decide whether a product is worth buying. When making a purchase decision, it is possible that consumers will consult social media websites such as Facebook and Twitter. In this way, consumers are provided with valuable information from other people who have already tried the product or service in question. The use of social media to obtain information has been studied in many contexts, including academia (Kim et al., 2013), healthcare (Baudreau et al., 2022), (Robillard et al., 2018) and business (Robillard et al., 2018). Riu are included. , 2015). Social networks are used for a variety of purposes and their influence on society continues to grow. They are not only used for social networks, have
become a major influence in modern society, with users engaging in activities such as information search, leisure activities, and online shopping (Zhou, 2020). Internet use for informational searches, shopping, and entertainment is on the rise (Zhang & Sung, 2021). The sense of virtual community has a significant impact on perceived risk, which in turn influences behavior and intentions (Hisamuddin, S. B. et. al (2023).

The study's key contributions are as follows:

1) The study provides a theoretical framework to better understand why consumers engage in social cross-platform purchase behavior in India.
2) The study analyzes the impact of various factors (value, risk, trust, negative marketing) on consumers' cross-platform purchase behavior.
3) The findings of the study can help businesses develop better service and marketing strategies for consumers.

2 LITERATURE REVIEW

The study adopted a theoretical approach that drew on research from related fields in order to better understand the underlying dynamics at play. Consumers' views of online social cross buying behaviour are shaped by theories of value, risk, trust, and negative reviews of the market. The study gathered data from consumers via a survey, looking at their perceived value of items purchased, their trust in the online marketplace, and their willingness to take risks.

2.1 PERCEIVED RISK

As the number of users rises, developers of social networks must be aware of how perceived risks associated with a platform can deter consumers from making purchases (Murhadi, W. R., Kencanasar, F. R., & Sutedjo, B. S. 2023). Perceived usefulness and performance expectancy, for example, are defined as the extent to which a person believes that using a specific IT will improve their online shopping experience (Hutahaean 2020). These three elements are particularly important when assessing user acceptance of IT and whether they will continue to use it in the future (Mackenzie, 2008) and how the extended theory of planned behaviour TPB model could satisfactorily predict the consumer's intention with up to 46% variation. Trust was identified as the most influential factor on consumer intention among all factors. The e-commerce logistics service industry has become the focus of development to enhance the overall level of developing countries e-
commerce service network system. According to the characteristics of e-commerce logistics services, consumer interaction focuses on the logistics network of the service process. It has important research value to study the impact of consumer interaction in a virtual service environment on the purchase intention of a service (Suh, Mun-Shik & Cho Sang-hyun, 2018).

Survey results show that consumers rely heavily on web-based information as compared to other channels and that ratings information is critical in the evaluation of the credibility of online commercial information (Flanagin et al., 2014). Experimental results indicate that ratings are positively associated with perceptions of product quality and purchase intention but that people only care about average product ratings (Mathur & Singh, 2021).

Consumers' sense of danger with regard to the network and individual apps is related. It also reflects the consumer's ambiguity about whether they will lose money or make money from a certain transaction. Hence, while ratings are important in terms of evaluating product quality and purchase intention, it is also important to consider the consumer's perception of risk (Murray, 1991).

The perceived effect of risk refers to consumers' concerns that products purchased through the Internet may be poor in terms of quality, functionality, and performance. "Consumer perception of risk" refers to the ability of consumers to judge products' quality and performance through direct contact, direct feeling, or trial (Agung Miftahuddin et al., 2022) but can also be applied to online shopping (Singh, A., & Banerjee, Dr. S. 2017). As a result, the term "product risk" refers to the perceived product effect risk caused by the inability to judge the quality or performance of a product in an online shopping environment (Abarna, K. R., Vijayalakshmi, V., & Andal, V. 2023). Social media can help reduce product effect risk by providing direct and immediate access to companies as well as consumer feedback on their products (Kim, Hwa-Dong, 2010).

Cross-platform buying behaviour refers to when Indian consumers look for helpful information about the target product on specific types of Social apps rather than the same product on other apps. With regard to gaining insight into the consumer journey, this phenomenon of cross-platform buying behaviour has presented a challenge to marketers because it may be challenging to determine which stage consumers are at during their purchase process.
H1: The Perceived risk perception effects for consumer has a positive impact on the online social cross-platform purchase behavior.

H2: Consumers' perceived risk will affect their trust in other platforms, as evidenced by social cross-platform purchasing behaviour.

2.2 PERCEIVED CONSUMER VALUE

A major problem in consumer value research is the difficulty of the construct and the interdependence of the components of perceived value such as quality, utility, and price (Harpe et al., 2003) (Lapierre et al., 1999) (Zeithaml, 1988) defined value as "the consumer’s overall assessment of the utility of a product based on perceptions of what is received and what is given." In a variety of ways other researchers have expanded it to tell the role of technology in consumer value taking into account perceptions of price, quality, benefit, and sacrifice (Parasuraman & Grewal, 2000) (Zeithaml, 1988). It is difficult to isolate the individual components of consumer value and exactly assess how they affect overall consumer perceptions towards the product (Salim, E., Ali, H., & Yulasmi 2023, Singh. A 2017). Research on banks stated that banks have adopted IT to connect services and consumers but are concerned about losing contact with customers. (Youngdahl and Loomba 2000).

In the service supply chain of the banking industry, perceived consumer value (PCV) has been accepted as a tool to measure consumer value. The value of cross-platform online shopping can be judged by a few key metrics. The first metric is consumer loyalty, or the number of repeat customers who visit an online store. It is an indication of how successful a platform has been in providing value to its users and building trust in their services. The second metric is user experience: how easy it is for consumers to navigate the website, find the products they want, and make purchases quickly and securely. Finally, consumer satisfaction is another measure of perceived consumer value. This can be measured by surveys or reviews given by consumers about their experiences using the online store. Overall, a platform's success in providing value to consumers can be measured through consumer loyalty, user experience, and consumer satisfaction. These metrics can help businesses improve their online shopping experience and build trust with their customers.

There is no clear-cut answer to this query because it largely depends on the individual's personal preferences and values. Some people may prefer to purchase items
online from a variety of different platforms in order to get the best possible deal, while others may prefer to stick to a single platform in order to take advantage of loyalty programmes or other benefits. Ultimately, the value that a person perceives from an online store is subjective and can only be determined by each individual consumer's online cross-platform purchase.

H3: The Perceived Value of consumer has a positive impact on the online social cross-platform purchase behavior.

H4: Consumers' perceived value will influence their trust in other platforms for cross-platform purchasing behaviour.

2.3 TRUST

New technologies are opening up a wide range of market opportunities for businesses and governments around the world. One of the areas that researchers have focused on is developing a framework for mobile commerce (Shiau, et al., 2019). A review of the literature reveals that these values address explicit and implicit reasons for consumers to make purchase decisions (Kim, 2021) (Anonymous, 2020). Many studies have discovered that trust is an important factor for online shopping and consider it a key factor (Ling et al., 2010; Muhammad, 2021; Usman & Zillah, 2019). They then examined the correlation between recommendation, consumer satisfaction, online shopping experience, and trust. Making decisions while shopping online is popular because it undoubtedly has the recommendations, consumer satisfaction, online shopping experience, and trust needed to make wise decisions (Haraisa, Y. E. A. 2022). However, it is not only the recommendations but also the user's satisfaction, experience, and trust that are necessary for making a wise purchase when shopping online (Usman & Zillah, 2019).

This suggests that trust is a key element in online shopping decisions and that if an e-seller can earn the trust of their consumers, this will lead to higher consumer satisfaction and a greater likelihood of recommendation (Li, 2016). Trust is based on mutual understanding and ensuring that each side clearly understands the other's intentions and concerns (Haraisa, Y. E. A. 2022) Thus, trust plays a pivotal role in the decision-making process of online shopping, and it is essential for an e-seller to establish trust with their consumers in order to ensure high consumer satisfaction and a greater likelihood of a recommendation (MA & YAO, 2013).
According to the Electoral Commission (EU) and the British Chambers of Commerce (BCC), a party's willingness to be vulnerable to the actions of another party based on the expectation that the other will act in the best interests of the one trusting is a sign of trust. Therefore, it is essential for e-sellers to create an environment that encourages trust and builds positive relationships with consumers (Rousseau et al., 1998).

The definition of trust as a psychological state allows for institutions to be seen as sources of knowledge and stability that can be trusted with important decisions and responsibilities (Petrova & Mayia, 2020) i.e., trust is the intention of relying on others to be willing to take risks in exchange for their own safety and security (YAN & WU, 2016). To build trust in an e-commerce platform, it is important for the sellers to display good intentions and act in a way that makes consumers feel secure. Trust has been found to play an important role in the successful adoption of online shopping (Yang et al., 2016), with those who trust their exchange partner being more likely to take advantage of innovative technologies and ideas (Maman, 2022).

A consumer's decision to make an online cross-platform purchase is significantly influenced by how trustworthy the retailer is. The trustworthiness of an online store is determined by various factors, such as the security of the website, the quality of the products offered, the consumer service, and the return policy. If a consumer does not trust an online store, they are likely to avoid making a purchase from that store. This trustworthiness can be established through various methods, such as providing clear communication, delivering goods on time, and responding quickly to consumer inquiries.

H5: Consumers’ trust in other platforms will affect their cross-platform buying behaviour.

2.4 NEGATIVE MARKETING REPORT

Online shopping is a fantastic way to fulfill your needs without leaving your home, and its popularity is growing daily. The evolution of contemporary society means that media usage is changing every day. You can shop for clothes, groceries, electronics, and more without having to go to a physical store (Alves et al., 2016). To find the best price, you can also compare prices across different websites. Social networks satisfy the need for interpersonal interactions at any time and anywhere in a society that is characterised by globalisation because they transcend spatial and temporal constraints (Alves et al.,
Several studies have shown the influence of other consumers' positive and negative online reactions on behaviour and attitudes (Blasco et al., 2012) (Blasco et al., 2012). Several studies report various aspects of online reviews for consumer behaviours, including the consideration of textual factors (Ghose & Ipeirotis, 2011), the effect of the level of detail of a product review and the level of review agreement on review credibility, and consumers' purchasing intentions when researching and experiencing products (Jiménez & Mendoza, 2013). This research was conducted with the objective of investigating consumers' behaviours toward online purchases and further exploring the different factors that restrict consumers from shopping online.

2.5 OBJECTIVES OF STUDY

1. To examine the relationship between perceived risk perception and online social cross-platform purchase behavior, and determine if there is a positive impact.
2. To investigate how consumers' perceived risk affects their trust in other platforms, and understand its influence on social cross-platform purchasing behavior.
3. To assess the impact of perceived value on online social cross-platform purchase behavior, and determine if there is a positive relationship.
4. To explore how consumers' perceived value influences their trust in other platforms for cross-platform purchasing behavior.
5. To examine the relationship between consumers' trust in other platforms and their cross-platform buying behavior.
6. To investigate the influence of negative market reports on online social cross-platform purchase behavior and determine if there is a positive effect.

2.6 CONTEXT

The social commerce industry in India is expected to grow steadily over the forecast period, recording a CAGR of 32.1% during 2022–2028. By 2028, the social commerce GMV in the nation will have grown from US$3933.4 million to US$19834.0 million. India's social commerce market is expected to grow rapidly, and major e-commerce firms are starting to take notice. Through acquisitions or the development of new verticals, large retailers are utilizing the potential of social commerce. For example
Myntra, an online fashion retailer, announced its foray into social commerce at scale in November 2021. M-Live is a groundbreaking interactive and real-time shopping experience for its consumers. This indicates that the social commerce market in India is growing at a rapid pace with influencer-led social commerce emerging as an important channel. The company has already seen its valuation increase from $2.1 billion in April to $4.2 billion in September. It has raised roughly $570 million in Series F funding and competes against major players like Flipkart.

2.7 QUESTIONNARE DESIGN

Questionnaire design is divided into two parts: collaborative and iterative processes. The collaborative questionnaire design defines the fundamental way that consumers use Messho, which includes how easy it is to use, how informative it is, and how much it makes them feel good. The first section of the collaborative questionnaire design examines how consumers’ subconscious motivations influence their perceptions of risks and perceived value in relation to moderating factors such as trust and negative marketing reports. The second section looks at how consumers’ subconscious motivational factors perceive risks and perceived value in relation to their social cross-platform purchasing behaviour, including on other platforms (including Shopsy, Shop101, and Sheros). The basic situation of consumers is surveyed in the second section. The authors of a book on the iterative development process describe how teams create, test, and revise products and services until they're satisfied with the end result. On perceived risk, trust, and consumer purchasing behaviour, the authors read widely in both domestic and foreign literature to determine how the perception of risk can influence consumers’ purchasing behaviour, and the role that trust plays in this process.
2.8 THEORTICAL FRAMEWORK

The main part of the study's questionnaire is a Likert five-level scale. Five different categories make up the scoring criteria. There are three or four sets of items on various scales, and scoring is used to determine how well each group of item statements performs. Participants are asked to choose one of the five categories for each item, ranging from strongly disagreeing to strongly agreeing. The data collected from the questionnaire can be used to provide a broad indication of attitudes, beliefs, and feelings regarding the item statements.

Table 1: Variable Code Measuring Project

<table>
<thead>
<tr>
<th>Variable</th>
<th>Item code</th>
<th>Measuring project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived Value</td>
<td>PV1</td>
<td>Shopping at Meesho's makes me happy.</td>
</tr>
<tr>
<td></td>
<td>PV2</td>
<td>Meesho's provides me with the new and latest products.</td>
</tr>
<tr>
<td></td>
<td>PV3</td>
<td>Meesho's firm offers me exactly what I need.</td>
</tr>
<tr>
<td></td>
<td>PV4</td>
<td>Products on Meesho's are reasonably priced.</td>
</tr>
<tr>
<td></td>
<td>PV5</td>
<td>Meesho's provides sufficient, useful, and informative product information.</td>
</tr>
<tr>
<td>Perceived Risk</td>
<td>PR1</td>
<td>I think Meesho's products have a quality issue.</td>
</tr>
<tr>
<td></td>
<td>PR2</td>
<td>I believe Meesho's consumer service staff responds inefficiently.</td>
</tr>
<tr>
<td></td>
<td>PR3</td>
<td>I believe Meesho is home to some subpar and fake goods.</td>
</tr>
<tr>
<td></td>
<td>PR4</td>
<td>Meesho's shoddy logistics distribution system, in my opinion</td>
</tr>
<tr>
<td>Trust</td>
<td>TR1</td>
<td>Compared with Meesho, I am more satisfied with the other shopping apps like Sopsy and Shop101 and can confidently trust them with my credit or debit card number.</td>
</tr>
<tr>
<td></td>
<td>TR2</td>
<td>Compared with Meesho, I trust other shopping apps like Sopsy and Shop101 to protect my privacy.</td>
</tr>
</tbody>
</table>
2.9 RESEARCH METHODOLOGY

Since Meesho is the top social online shopping platform in India, Meesho users make up the majority of the study's sample. In other words, the respondent would continue to complete the questionnaire if they used Meesho. The study used convenient sampling techniques to compile a diverse sample, and respondents completed an online survey. 390 questionnaires in total were gathered. After screening and rejection of the returned ones, there were 320 valid questionnaires. "Do you use the Meesho application?" was the criteria used to screen the data.

2.10 MEASUREMENT AND THE STRUCTURAL MODEL

We have used the models SmartPLS (NASIDI, 2021) to examine the impact of Meesho on consumers' satisfaction with their online shopping experience in order to statistically analyse the measurement of relationships among the conceptual factors underlying each construct and structural models in order to assess the validity and reliability of the outer models' construct measures. The convergent validity was tested through the factor loadings and the average variance extracted (AVE), as well as the composite reliability (CR), to measure the internal consistency of the items used to assess each construct (Hair et al., 2009). The model had high levels of validity and reliability. From the table 2 results, we can see that all constructs were kept because all the factor loadings were above 0.7 (Fornell & Larcker, 1981) (Hair et al., 2009) (Malhotra & Das, 2011). The Cronbach's alpha was also higher than the recommended minimum value of 0.6 (Malhotra & Das, 2011) (Hair et al., 2009). Smart PLS was used to run the path
analysis, and the Bootstrap method was employed to calculate the confidence intervals of all estimated parameters.

Table 2: Variable Code Construction measurements

<table>
<thead>
<tr>
<th>Variables</th>
<th>Item code</th>
<th>Item description</th>
<th>Factor loading</th>
<th>Cronbach’s alpha</th>
<th>AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived Value</td>
<td>PV1</td>
<td>Shopping at Meesho's makes me happy.</td>
<td>0.88</td>
<td>0.92</td>
<td>0.76</td>
</tr>
<tr>
<td></td>
<td>PV2</td>
<td>Meesho's provides me with the new and latest products.</td>
<td>0.93</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PV3</td>
<td>Meesho's firm offers me exactly what I need.</td>
<td>0.929</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PV4</td>
<td>Products on Meesho's are reasonably priced.</td>
<td>0.908</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PV5</td>
<td>Meesho's provides sufficient, useful, and informative product information.</td>
<td>0.688</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived Risk</td>
<td>PR1</td>
<td>I think Meesho's products have a quality issue.</td>
<td>0.533</td>
<td>0.773</td>
<td>0.71</td>
</tr>
<tr>
<td></td>
<td>PR2</td>
<td>I believe Meesho's consumer service staff responds inefficiently.</td>
<td>0.864</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PR3</td>
<td>I believe Meesho is home to some subpar and fake goods.</td>
<td>0.943</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PR4</td>
<td>Meesho's shoddy logistics distribution system, in my opinion</td>
<td>0.872</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trust</td>
<td>TR1</td>
<td>Compared with Meesho, I am more satisfied with the other shopping apps like Sopsy and Shop101 and can confidently trust them with my credit or debit card number.</td>
<td>0.931</td>
<td>0.772</td>
<td>0.701</td>
</tr>
<tr>
<td></td>
<td>TR2</td>
<td>Compared with Meesho, I trust other shopping apps like Sopsy and Shop101 to protect my privacy.</td>
<td>0.824</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>TR3</td>
<td>Compared with Meesho, I am confident that other shopping apps like Sopsy and Shop101 will continue to deliver the size, quality, and freshness of the delivered product.</td>
<td>0.634</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>TR4</td>
<td>Compared with Meesho, I am confident that the other shopping apps like Sopsy and Shop101 will always deliver the ordered product.</td>
<td>0.671</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Negative marketing report</td>
<td>NMR1</td>
<td>I believe Meesho occasionally receives negative consumer feedback about the quality of consumer service.</td>
<td>0.832</td>
<td>0.842</td>
<td>0.759</td>
</tr>
<tr>
<td></td>
<td>NMR2</td>
<td>I think Meesho has a high level of negative market news</td>
<td>0.927</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NMR3</td>
<td>Meesho's negative publicity will have an impact on my online purchase</td>
<td>0.85</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consumer cross-platform buying behaviour</td>
<td>BB1</td>
<td>Meeso, in my opinion, serves more as a platform for price sharing on social media than as a shopping platform.</td>
<td>0.726</td>
<td>0.873</td>
<td>0.804</td>
</tr>
<tr>
<td></td>
<td>BB2</td>
<td>I will suggest other to purchase the online shopping through Meesho</td>
<td>0.968</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>BB3</td>
<td>I will repeatedly look for helpful information about my favourite products on Meesho before making purchases of the items I locate on other platforms.</td>
<td>0.973</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Prepared by the authors based on the data analysis, made using SMART PLS software

The model's R2 values, or coefficients of determination, were also investigated. These R2 values provide an indication of how much of the variance is explained by the model, allowing for an evaluation of its efficacy. As part of the model, R2 values were also examined. Perceived value accounted for 67.6% of the variance in consumers' cross-platform purchase behaviour. In total, 79.1% of the variance in consumers' cross-platform
purchase behaviour is explained by risk. Marketing negative reports account for 57.5% of the variance, and consumer trust in other platforms accounts for 36.8%.

3 RESULT AND DISCUSSION

According to the table 3, perceived risk has a regression coefficient value of (t = 6.422, p = 0.0), which indicates that consumers' social cross-platform purchasing behaviour will be significantly influenced favourably by the perceived risk. The H1 hypothesis is further supported by the low p-value, which indicates that the perceived risk variable is a significant predictor of consumers' social cross-platform purchasing behaviour, which means the lower the perceived risk, the higher the chance that consumers will be willing to purchase products through social cross-platforms. Results suggest that the degree of trust variables for other social platforms (e.g., Shopsy, Sheros, and Shop101) add an explanatory meaning to the model. Further results suggest that a value of F (p<0.05) is associated with higher levels of trust in social media platforms such as Shopsy, Sheros, and Shop101. The trust coefficient in relation to these other social E-Commerce platforms is 0.760, and it exhibits a significantly positive relationship with company performance, as measured by return significance (t = 10.779, p <0.05) for other platforms. This study suggests that social e-commerce platforms have a stronger correlation between consumer behaviour and platform trust than other platforms do. The
findings of this study support the idea that consumers' assessments of social e-commerce sites like Shopsy, Sheros, and Shop101 heavily depend on their perceptions of the brands they can trust. The data provides additional evidence in support of the H2 hypothesis, showing that consumer perceptions of the risk associated with product effects have an impact on their trust in other platforms, which in turn influences their cross-platform purchasing behaviour. The regression coefficient value for perceived value is 0.395 (t = 3.958, p = 0.0), indicating that perceived value significantly influences consumers' social cross-platform purchasing behaviour. Accordingly, Hypothesis H3 contends that one of the major variables affecting consumer behaviour in cross-platform transactions is perceived value. Results further suggest that perceived value (p<0.05) is associated with higher levels of trust in social media platforms such as Shopsy, Sheros, and Shop101. Thus, it supports hypothesis H4: The perceived value of a consumer will affect consumers’ trust in other platforms for cross-platform buying behaviour. This implies that for marketers to influence consumer behaviour, it is essential for them to focus on creating an environment where the consumer feels valued and respected. From the table 3, it is concluded that consumers’ trust in other platforms will affect their cross-platform buying behaviour. With an increased understanding of the relationship between trust and consumer behaviour (Rani, N. M., & S, C. 2023), marketers have realised that a strong foundation of trust is needed to encourage consumers to buy from different platforms, as indicated by the regression coefficient value of 0.530 (t = 3.958, p 0.05), and the market negative report has the opposite impact on the online social cross-platform purchase behaviour as the hypothesis is not supported as (p >.05), which is p =.42. The results of the study do not support Hypothesis H6, that a negative market report affects cross-platform buying behaviour and has a positive impact on it. The results of the study suggest that negative market reports are a significant factor in influencing their social cross-platform buying behaviour.

Table 3 Results for hypotheses tested

<table>
<thead>
<tr>
<th>S.no.</th>
<th>Hypothesis Relationship</th>
<th>Original sample mean</th>
<th>Sample mean</th>
<th>Standard deviation</th>
<th>T statistics</th>
<th>P value</th>
<th>Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>Perceived Risk -&gt; Buying Behaviour for Social E-commerce</td>
<td>0.672</td>
<td>0.671</td>
<td>0.105</td>
<td>6.422</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>H2</td>
<td>Perceived Risk -&gt; Trust</td>
<td>0.716</td>
<td>0.728</td>
<td>0.066</td>
<td>10.779</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>H3</td>
<td>Perceived Value -&gt; Buying Behaviour for Social E-commerce</td>
<td>0.249</td>
<td>0.247</td>
<td>0.063</td>
<td>3.958</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>H4</td>
<td>Perceived Value -&gt; Trust</td>
<td>0.266</td>
<td>0.275</td>
<td>0.135</td>
<td>1.968</td>
<td>0.049</td>
<td></td>
</tr>
<tr>
<td>H5</td>
<td>Trust -&gt; Buying Behaviour for Social E-commerce</td>
<td>0.026</td>
<td>0.026</td>
<td>0.052</td>
<td>0.498</td>
<td>0.019</td>
<td></td>
</tr>
</tbody>
</table>
4 CONCLUSION

This research starts with the rise of social cross-platform buying behaviour in India. To find out whether consumers' perceptions of perceived risk, perceived value, trust, and marked negative reporting affect their behaviour for social cross-platform purchases, the researcher developed the research's objective from the problems. We conducted a survey using an online questionnaire to collect data about the subject. Through the online questionnaire survey, we collected quantitative data to measure the different constructs used in this research, such as perceived risk, perceived value, trust, and marked negative reporting which would then be further analysed in order to meet the research objective.

Cross-platform e-commerce has also emerged with the Internet's rapid development, with an increase in both the number of products and their prices. Meesho, a social app platform, offers some shopping options as well. This article investigates the relationship between cross-platform purchasing behaviour and consumer perceptions of perceived risk and perceived value. Consumers' opinions of risk and value play a significant role in determining whether they will use Meesho for cross-platform e-commerce.

Additionally, this study found that people perceive more risk when making socially connected purchases online, see more advertisements for high-quality products, and benefit from using those products. As a result, consumers are more likely to buy a product if they believe that using it will make them happier or more successful and reduce the likelihood of a quality issue.

It is crucial to keep in mind for all cross-platform online sellers that perceived value plays a significant role in influencing Indian consumers to buy a product through a social e-commerce app like Meesho. It's good news for producers that consumer perceptions of value are positively influencing purchases made on social media platforms. However, Meesho also needs to focus on developing features that improve the shopping experience and engagement on its platform, as this market is emerging in India and has a long way to go. This can include creating more engaging content and strengthening social interactions between buyers and sellers. Additionally, Meesho could explore ways to incentivize consumers to make more purchases through the app. This might involve
offering loyalty rewards or exclusive discounts to consumers who make the majority of their purchases through Meesho.

Based on the findings of the analysis mentioned above and the research hypotheses summarized in this section, it is concluded that the effects of perceived risk and perceived value for the consumer have a positive impact on online social cross-platform purchase behavior. Furthermore, the study found that trust and significant negative reporting have a significant impact on cross-platform social online purchases. This research has revealed that consumers’ perceptions of perceived risk, perceived value, trust, and marked negative reporting all play a key role in influencing their purchase behaviour on social cross-platforms.

Trust in other platforms will also have an impact on how consumers behave when making online cross-platform purchases. However, this influence is both positive and negative, depending on how many negative reports there are. Consumers who experience more negative reports from other platforms may be more likely to reduce their purchase intentions on social cross-platforms, as they are more distrustful of the products and services available on them. This is due to the fact that negative reports can be seen as signs of low quality and/or fraudulent products and services, resulting in an increased perception of risk for the consumer.

**MANAGERIAL IMPLICATION**

This study provides key insights for organisations that are looking to improve their social e-commerce marketing strategies. It shows that reducing the perceived risk, increasing the perceived value, and building trust are all important factors in encouraging consumers to make purchases via social media. Furthermore, organisations should be aware of the negative impact that marked negative reporting can have on purchase behaviour. This study is also relevant to researchers who are interested in understanding consumer behaviour when it comes to social e-commerce marketing. It demonstrates the importance of trust and perceived risk in driving purchase behaviour and highlights the need for organisations to consider ways of reducing perceived risk when it comes to social media purchases. Negative marketing reports are an issue, so companies need to take into account the impact of negative reports from other platforms in order to create a sense of trust with consumers and encourage them to make cross-platform purchases.
REFERENCES


Fornell, C., & Larcker, D. F. (1981). Structural equation models with unobservable variables and measurement error: Algebra and statistics.


https://doi.org/10.2139/ssrn.2388196
https://doi.org/10.7176/jmcr/68-05


Mohammad, N. (2021, July 10). Pengaruh shopping orientation Dan online trust Terhadap online shopping intention platform Shopee, performa. 6(2), 180–188. https://doi.org/10.37715/jp.v6i2.2087


