

Adel M. Aladwani

Kuwait University
Kuwait

ANALYZING SOME CORRELATES OF FACEBOOK COMMERCE BELIEFS AND INTENTIONS

Key Words

***Management
Information Systems;
Facebook Commerce;
Kuwait.***

Abstract

Recently, Facebook has brought in features that allow users to purchase products/services from certain pages on the site. This study seeks to examine this particular phenomenon by testing a model connecting four social determinants with Facebook Commerce (F-Commerce)-beliefs and intentions. The analyses of a field survey reveal that: (1) beliefs about F-Commerce have a significant, positive influence on F-Commerce intentions, (2) while there are no differences between experienced and inexperienced online shoppers in terms of beliefs about F-Commerce, experienced online shoppers appear to have higher F-Commerce intentions, (3) there are no social class effects along the two outcome variables, (4) subjective norms influence F-Commerce intentions indirectly through beliefs, and (5) compliance predisposition significantly influences F-Commerce intentions. The implications of these findings are discussed in this paper.

Introduction

Facebook introduces valuable opportunities for commercial organizations particularly as a platform for social shopping. According to recent official Facebook statistics (Facebook, 2013, 2012), the worldwide number of Facebook users grew by almost 20% in 2013, compared with 2012. This sizable users' base

represents a promising market for almost all types of products and services. Therefore, Facebook has brought in features that allow users to purchase products/services from certain pages on the site to embark on what is currently known as Facebook Commerce (F-Commerce). Some businesses, such as [Submitted August, accepted November 2014.](http://</p></div><div data-bbox=)

www.facebook.com/1800flowers, are indeed profiting from their presence in the Facebook-sphere. However, recent reports suggest that customers are not accepting F-Commerce as expected (Rooke, 2013). Why is this so? This study tries to address this important question.

Several models have been suggested to understand why individuals accept or reject a new information technology (see for example, Venkatesh *et al.*, 2003; Igbaria, 1993; Davis *et al.*, 1989). Most of the application areas of these models (e.g., the Theory of Reasoned Action or TRA; and its derivative, the Technology Acceptance Model or TAM) have focused on pre-social commerce technologies, such as personal computers, office applications, the worldwide web, smart phones, email systems, and negotiation support systems, just to name a few. Recently, some interest in applying these models (e.g., TRA) to understand the acceptance of social networking sites such as Facebook has started to appear in the literature (Chen *et al.*, 2012; Guo & Barnes, 2011; Kwon & Wen, 2010; Shen & Eder, 2009). Still, scanty, if any, attention has been paid to analyze social determinants of F-Commerce intentions such as electronic purchasing (e-purchasing) experience, social class, subjective norms, and compliance predisposition.

Addressing the influence of certain social determinants on F-Commerce favorable beliefs and intentions in Kuwait gives some hints to interested businesses as to why Kuwaiti users are (are not) attracted to Facebook commerce. To achieve this goal, the rest of this paper is structured as follows. Next, the literature review and hypotheses about some of the salient social factors influencing F-Commerce intentions are presented. Then, a description of the methodology is provided. Third, the hypotheses-testing results are discussed. Finally, the implications and limitations of the findings are highlighted.

Background

Theory of Reasoned Action

Fishbein and Ajzen(1975) have developed TRA to understand human behavior. According to TRA, an individual's behavior is predicted by his or her intentions to behave in a certain way, which in turn can be predicted by attitudes and subjective norms. One's attitudes are favorable (or unfavorable) affective reactions toward the behavior itself. Subjective norms depict an individual's perception of significant others' view with regard to carrying out the behavior.

The applicability of the theory to information systems theories has been demonstrated through numerous stu-

dies which started three decades ago with Davis's (1986) TAM model. The model has been applied to numerous research settings including e-commerce website adoption and online shopping decisions, among many other research areas. However, only lately some researchers have tried to adapt TRA to Facebook and other social networking applications (Chen, *et al.*, 2012; Guo & Barnes, 2011; Kwon & Wen, 2010; Shen & Eder, 2009). Unfortunately, so far researchers have put very little effort into understanding what determines Facebook Commerce intentions.

Facebook Commerce

Consumers are quite active when it comes to how they buy products or services; they search for information, evaluate alternatives, develop attitudes, and make decisions (Pachauri, 2002; Howard & Sheth, 1969). To conclude a purchasing decision (or otherwise), they usually depend on social cues particularly in uncertain situations (Mitchell & McGoldrick, 1996) like when they buy a product or service via the internet. The same active behaviors are even more evident in a social commerce setting.

When Facebook introduced one form of social commerce called F-Commerce, it became a lively arena for potential customers to exchange views and information besides making

purchases directly from their Facebook page. Thus, Facebook has become a priceless strategic source of rich content about consumers' beliefs, evaluations, and behaviors (Aladwani, 2014a). F-Commerce is becoming a social occurrence that provides a full social experience which promotes continued interaction among potential consumers. Besides the size of the Facebook market, one potential reason for thinking in favor of social shopping is that it taps into the way humans like to interact. More often than not consumers shop collectively rather than individually. Most customers like to share their recommendations, evaluations, and questions about products and services with close ones. The popularity of Facebook among numerous internet users around the world should attract the attention of business managers interested in understanding what social factors determine F-Commerce acceptance.

The Socio-Cultural Factor

It has been argued that understanding socio-cultural factors is important for appreciating the efforts involved in implementing information and communication technologies (ICTs) in a global setting (Watson *et al.*, 1997). For example, societal values

can influence ICTs practices within organizations. Nonetheless, considering the link between national culture and ICTs at the individual level also may explain why individuals accept or reject new ICTs.

In Kuwait, like in any other developing country, socio-cultural factors such as social class and social relationships among individuals sometimes surpass the power of some civilian laws and regulations. This situation is more evident in collectivistic societies like Kuwait. According to Barakat(1993), the value given to social structures dominates and controls Arab societies. Moreover, the Kuwaiti culture, as suggested by the work of Hofstede(1983), is characterized by high collectivism; that is, the people in this small country tend to look after themselves and their immediate family more than anything else. Therefore, if one defies prevalent social norms, then Kuwaiti citizens or groups will view his or her behavior unfavorably and will pressure him or her to adhere to these norms. Socio-cultural factors play very important roles in shaping Kuwaitis' attitudes and behaviors in many situations.

Research Model and Hypotheses

In the past thirty years or so, the concept of information technology acceptance has received much atten-

tion from information systems scholars. Most of the efforts in the area have built on popular technology acceptance theories such as Fishbein and Ajzen's(1975) TRA and Davis's (1986) TAM. Both models have emphasized the importance of subjective norms, beliefs, and intentions for guiding behavior. The majority of past studies building on these two models usually employ usage intentions as a surrogate outcome variable and in some other less common cases they employ actual use (for a review see, Legris *et al.*, 2003). In a similar vein, numerous research endeavors building on the two models have recognized beliefs about a particular technology application as a very important predictor of subsequent technology acceptance behaviors (e.g., Aladwani, 2003; Lewis *et al.*, 2003; Venkatesh, *et al.*, 2003; Amoroso & Cheney, 1991; Davis, 1989). Furthermore, there is some evidence showing that certain social characteristics such as subjective norms (Venkatesh, *et al.*, 2003), compliance (Shen & Eder, 2009), and internet-related experience (Aladwani, 2003) can discriminate between users and non-users of an information technology. Moreover, consumer behavior research suggests that an individual's attitudes and purchasing decisions are usually shaped by a number of factors including his or her social class (Pachauri, 2002).

Figure 1 summarizes the research model in this study, which builds on TRA to argue that e-purchasing experience, social class, subjective norms, and compliance predisposition can influence beliefs about F-Commerce, which subsequently can determine F-Commerce usage intentions. The support for the research model and its variables will be provided next.

Beliefs about F-Commerce

Beliefs about F-Commerce reflect customers' confidence in Facebook as an e-commerce platform. Facebook has brought in a host of options to customers to rate, review, and recommend products, services, ads, and/or businesses, or using Facebook in a contemplative mode (Aladwani, 2014a). Together, these

activities can signal customers' beliefs about F-Commerce. In general, empirical studies examining the relationship between F-Commerce beliefs and intentions are scanty. In one such instance, Shen and Eder (2009) have found a positive relationship between beliefs about social shopping in general (i.e., enjoyment) and acceptance of social shopping websites. This result corroborates those reported by traditional technology acceptance research. For example, Davis (1989) reports that beliefs about computers have a greater correlation with current and future usage behavior than does any other studied variable. Guimaraes and Igbaria (1997) indicate that beliefs about computers have a significant, positive correlation with computer usage. Last, Rose and Straub (1998) in the case of computers, Alad-

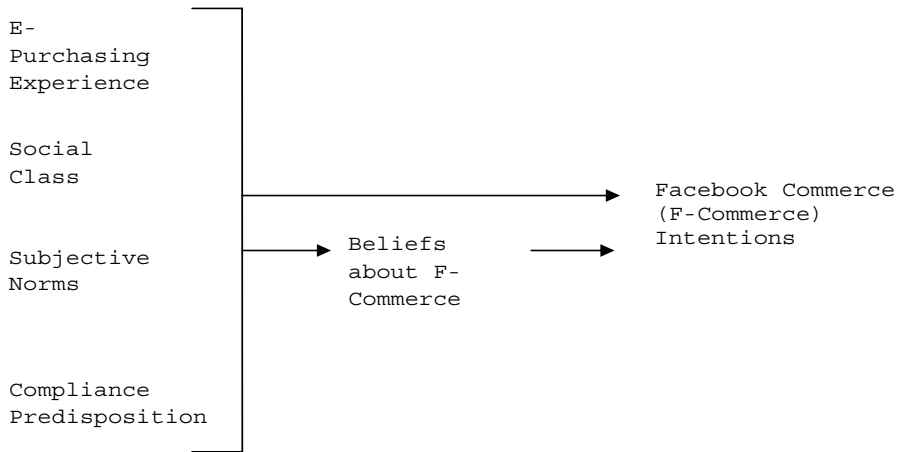


Figure 1: The Research Model

wani(2003) in the case of e-shopping, and Aladwani(2011) in the case of Web 2.0 usage, also support the same conclusion regarding the importance of beliefs about an information technology for achieving users' acceptance. Thus, the first hypothesis is:

H1: Beliefs about F-Commerce will positively influence F-Commerce intentions.

e-Purchasing experience reflects the familiarity of the consumer with online purchases. So far, no study, as far as I can tell, has tried to explore the influence of e-purchasing experience on F-Commerce acceptance. However, past information technology acceptance research has supported the fact that online experience of the user is an important predictor of technology beliefs and use. For example, the Unified Theory of Acceptance and Use of Technology (Venkatesh, et al., 2003) explicitly considers user experience as an important determinant of technology acceptance. In the context of Internet retailing, Jarvenpaa and Todd (1997) report a positive relationship between e-purchasing experience and acceptance. Aladwani(2003) shows that Internet experience is important for forming positive e-shopping attitudes. Thus, the second hypothesis is:

H2a: e-purchasing experience will positively influence beliefs about F-Commerce.

H2b: e-purchasing experience will positively influence F-Commerce intentions.

Little, if any, efforts have tried to explore the influence of social class on F-Commerce acceptance. However, it can be argued that social class of the user is important for understanding beliefs about technology acceptance. According to Rogers (1983), individuals from the high social class are more likely to be early adopters of an innovation. From a consumer behavior's point of view, shoppers' attitudes and decisions are usually shaped by a number of factors including their social class (Pachauri, 2002). It is possible that an individual from a high social class would be more willing to take some risk while transacting with F-Commerce to present himself or herself to others as an early Facebook shopper. Thus, the third hypothesis is:

H3a: Social class will positively influence beliefs about F-Commerce.

H3b: Social class will positively influence F-Commerce intentions.

Subjective norms is the extent to which an individual perceives social pressure to engage (or not to engage) in an action (Fishbein & Ajzen, 1975). One is inclined sometimes to identify herself or himself with significant others who can, to some extent, shape one's views, feelings, or actions (Festinger *et al.*, 1950). This is also true in the case of technology acceptance

decisions, as reported by past research. For example, Davis's (1986) technology acceptance model takes into account subjective norms, a construct borrowed from Theory of Reasoned Action (Fishbein & Ajzen, 1975) and Theory of Planned Behavior (Ajzen, 1985). Similarly, Venkatesh, Morris, Davis, and Davis (2003) highlight the importance of social influence (subjective norms) for system acceptance. Aladwani (2003) also finds that social support is important for creating positive e-shopping attitudes and intentions. Moreover, it has been shown that the existence of external help for online customers in the form of peer reviews and the like produces a positive evaluation towards the site (Kumar & Benbasat, 2006). Although the nature of the link between subjective norms and F-Commerce beliefs and intentions is not clear yet, it can be inferred from the findings of past empirical investigations focusing on traditional technologies. Thus, the fourth hypothesis is:

H4a: Subjective norms will positively influence beliefs about F-Commerce.

H4b: Subjective norms will positively influence F-Commerce intentions.

According to Kelman (1958), individuals accept influence mainly through compliance, besides identification and internalization. In compliance, an individual agrees to be

influenced to get approval from other people or when the individual seeks to avoid disapproval. Based on this theory, the author expects that compliance predisposition will influence F-Commerce beliefs and intentions. In this study, compliance predisposition reflects one's tendency to follow the steps of significant others in accepting or not accepting F-Commerce. Some readers may mistakenly see subjective norms and compliance predisposition to be close in nature. The fact of the matter is that the two variables are different since the former is a belief construct while the latter is a personality trait. As far as I can tell, no previous study has explicitly examined this variable. Some attempts have been made to examine other variables that are close in nature, however. For example, in technology acceptance research, Malhotra and Galletta (1999) have found support for the premise that social influence processes like compliance impact an individual's decision to use an information technology. Similarly, F-Commerce beliefs and intentions can be induced by an individual's predisposition to comply with social influences of a person or group. Shen and Eder (2009) have reported that individuals who tend to compare and are more prone to being influenced by the views of other people find social shopping

enjoyable. Thus, the fifth hypothesis is:

H5a: Compliance predisposition will positively influence beliefs about F-Commerce.

H5b: Compliance predisposition will positively influence F-Commerce intentions.

Methodology

This study has used a convenience sampling approach to gather data from Facebook users from the targeted population. Seventy-nine questionnaires were distributed to a sample of undergraduate students enrolled in an introductory information systems course. Of the seventy-nine questionnaires distributed, seventy-four usable questionnaires were returned (approximately a ninety-four percent response rate). Among the participants, forty are females and thirty-four are males. The average age of the respondents is approximately twenty years and the standard deviation is approximately 1 year.

Predictor variables in this study include e-purchasing experience, social class, subjective norms, compliance predisposition, and beliefs about F-Commerce. For the sake of parsimony, single item questions were used to ascertain participants' e-purchasing experience, social class, and compliance predisposition. e-Purchasing experience is measured by asking the

participants whether they have shopped online and their answer is coded (1) for yes and (0) for no. Social class is measured by asking respondents how often they buy luxury merchandise of well-known brands and their answer is coded (1) for high social class (often) and (0) for low social class (not often). To measure compliance predisposition, the respondents are asked to answer this question: "The views of other people with regard to shopping via Facebook is very important for me". The response format is: (1) "Strongly disagree", (2) "Disagree", (3) "Neutral", (4) "Agree", and (5) "Strongly agree".

The subjective norms scale has three items which are borrowed from Venkatesh et al. (2003) and modified to suit the context of this study. A sample statement included in the scale is "People who influence my behavior think that I should try shopping via Facebook". The beliefs about F-Commerce scale taps user's beliefs about adopting Facebook in shopping tasks. The instrument also consists of three items: "Facebook has many features that are beneficial for shopping online", "Facebook has many worthwhile features for shopping through the internet", and "Facebook has many valuable features for buying products and/or services online". The F-Commerce intentions scale measures the extent to which the user

intends to use Facebook for shopping. The instrument consists of three items which are borrowed from past research (Venkatesh, et al., 2003) and modified to suit the current setting. A sample item is: "I plan to shop via Facebook in the near future". In all three scales, a likert-type response format is used with five anchors: (1) "Strongly disagree", (2) "Disagree", (3) "Neutral", (4) "Agree", and (5) "Strongly agree".

Data Analysis & Results

This study has used structural equation modeling (SEM) to test the proposed nine relationships. SEM is a widely used technique to test causal models. The model postulates that e-purchasing experience, social class, subjective norms and compliance predisposition can influence beliefs about F-Commerce, which in turn can influence F-Commerce intentions. The support for this causal ordering

scheme has been provided in the previous paragraphs.

Table 1 summarizes the inter-correlations among predictor variables (i.e., e-purchasing experience, social class, subjective norms, compliance predisposition, and beliefs about F-Commerce), as well as F-Commerce intentions. The figures indicate an absence of multi-collinearity among study variables.

Moreover, convergent and discriminant validity were tested. Table 2 reports CR (Composite Reliability) and AVE (Average Variance Extracted) values, as well as the square root of the variance shared between the constructs and their AVE (diagonal values). All CR and AVE values of multi-item factors are well above .70 and .50, respectively. Furthermore, the square root of the variance shared between the construct and its AVE exceeds correlations between the construct and any other multi-attribute

Table 1
The Inter-correlations Matrix (* $p \leq .05$)

	1	2	3	4	5	6
Social Class	1					
e-Purchasing Experience	.202	1				
Compliance Predisposition	.405*	.182	1			
Subjective Norms	-.005	.093	.150	1		
Beliefs about F-Commerce	.153	.153	.230*	.475*	1	
F-Commerce Intentions	.067	.309*	.304*	.102	.316*	1

Table 2
Convergent & Discriminant Validity of Latent Constructs

	CR	AVE	1	2	3
Beliefs about F-Commerce	0.847	0.648	0.805		
Subjective Norms	0.881	0.711	0.544	0.843	
F-Commerce Intentions	0.882	0.713	0.370	0.122	0.844

construct in the model. Thus, no validity problems can be observed.

Table 3 summarizes the different unstandardized estimates for the F-Commerce beliefs and intentions models. The findings in the table show that e-purchasing experience (.50, $p < .05$), beliefs about F-Commerce (.38, $p < .05$), and compliance predisposition (.22, $p < .05$) are significant predictors of F-Commerce

intentions. The results also reveal that subjective norms significantly influence beliefs about F-Commerce (.54, $p < .05$). The squared multiple correlations for the beliefs and intentions models are .38 and .28, respectively. All item loadings of multi-item factors are well above .70. The overall fit of the model seems to be adequate as Chi-square/degrees of freedom = 1.4, Comparative fit index

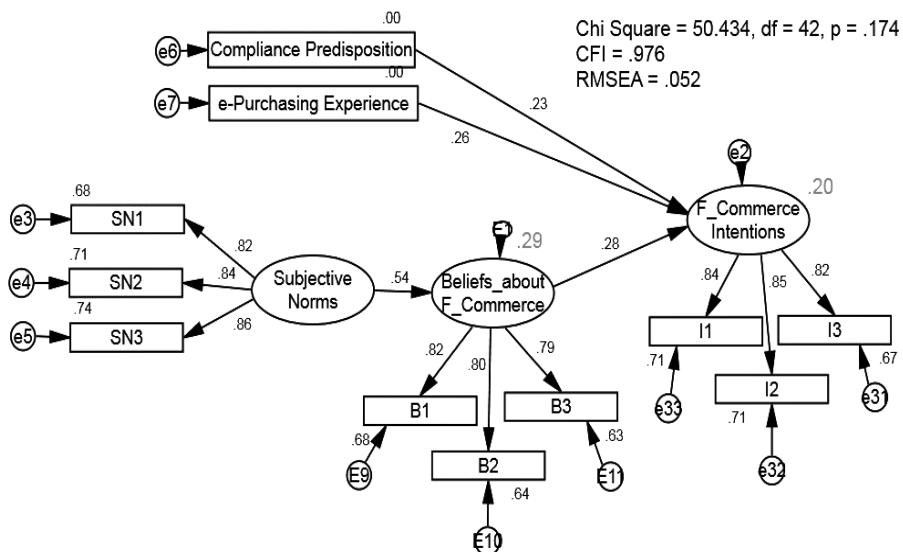


Figure 2: Standardized Results (all structural paths are significant at .05)

Table 3
Unstandardized Paths in the F-Commerce Beliefs and Intentions
Models (* $p < .05$)

Exogenous		Endogenous	Un-Standardized Estimates
Subjective Norms	→	Beliefs	.544 *
Compliance Predisposition	→	Beliefs	.090
e-Purchasing Experience	→	Beliefs	.151
Social Class	→	Beliefs	.181
Beliefs	→	Intentions	.379 *
Compliance Predisposition	→	Intentions	.221 *
e-Purchasing Experience	→	Intentions	.499 *
Social Class	→	Intentions	-.266
Subjective Norms	→	Intentions	-.163

= .95, and Root mean square residual = .074.

After trimming the model, the standardized results came out as follows: (1) e-purchasing experience (.26, $p < .05$), beliefs about F-Commerce (.28, $p < .05$), and compliance predisposition (.23, $p < .05$) significantly predict F-Commerce intentions; and (2) only subjective norms significantly predict beliefs about F-Commerce (.54, $p < .05$). The squared multiple correlations for the beliefs and intentions models are .29 and .20, respectively. The overall fit of the model seems to be adequate as Chi-square/degrees of freedom = 1.20, Comparative fit index = .98, and Root mean square residual = .05. Figure 2 summarizes these results.

Discussion and Conclusions

The goal of this study was to examine the effects of four determinants on beliefs about F-Commerce and on F-Commerce intentions. The results reveal that:

- (1) Beliefs about F-Commerce have a significant, positive influence on F-Commerce intentions;
- (2) While there are no differences between experienced and inexperienced online shoppers in terms of beliefs about F-Commerce, experienced online shoppers appear to have higher F-Commerce intentions;
- (3) There are no social class effects along all endogenous variables, i.e., F-Commerce beliefs and intentions;

- (4) Subjective norms influence F-Commerce intentions indirectly through beliefs; and
- (5) Compliance predisposition significantly influences F-Commerce intentions.

It has been found that beliefs about F-Commerce have a significant, positive influence on F-Commerce intentions. This finding corroborates the findings of previous research in the context of traditional information technologies (e.g., Aladwani, 2003; Davis, *et al.*, 1989) and in the context of social media (Aladwani, 2011; Shen & Eder, 2009). This finding clearly confirms the importance of favorable beliefs about F-Commerce for securing higher F-Commerce acceptance. The implication here is that businesses must find ways to cultivate customers' positive beliefs about the F-Commerce page. For example, businesses could open communication channels with their customers to convey F-Commerce benefits to them and to overcome any psychological barriers they would have.

The variable e-purchasing experience is found to directly influence F-Commerce intentions. No relationship is found between experience and F-Commerce beliefs, though. More specifically, experienced people are found to have higher F-Commerce intentions than inexperienced people. This result contradicts the finding of

Aladwani(2003) in the context of e-shopping. It seems that experienced respondents in this sample are familiar with what it takes to carry out an electronic shopping transaction; thus, they are not afraid of the idea of trying F-Commerce.

Social class is found to affect neither F-Commerce beliefs nor intentions. Since high and low class users have reported similar F-Commerce beliefs and intentions patterns, I further tested the differences between the two classes along the two variables using a series of t-tests and found support for the similarity assertion. One should note that the sample was drawn from a pool of users from one college in one university.

The findings also reveal that subjective norms influence F-Commerce intentions only indirectly through beliefs about F-Commerce. This finding partially supports the findings of Aladwani(2003) but strongly corroborates the general premises of TAM and UTAUT models. It illustrates the importance of subjective norms for F-Commerce acceptance. Family, friends and significant others are more likely to succeed in influencing beliefs of potential consumers about F-Commerce and ultimately in influencing their F-Commerce acceptance.

Compliance predisposition is found to influence only F-Commerce

intentions; it does not impact beliefs about F-Commerce. The higher compliance consumers show, the more likely they accept F-Commerce. These findings partially support the findings of the study by Shen and Eder (2009) who report no significant relationship between tendency to social comparison and social shopping intentions. A possible explanation for this finding is that compliance predisposition may influence intentions and beliefs about F-Commerce indirectly through other mediating variables.

Similar to every other research inquiry, the present investigation is bounded by few limitations that may open up likely avenues for further research. First, the tested research model in the current investigation focuses on five correlates of F-Commerce intentions, namely, e-purchasing experience, social class, subjective norms, compliance predisposition, and beliefs about F-Commerce. The author suggests that, in future research attempts, other emergent constructs such as Gravitation towards Facebook or GoToFB(Aladwani,

2014b), which depicts an individual's deep motives for using Facebook, be included and examined. Second, beliefs could refer to many things and the current study focuses only on one of its manifestations. Therefore, future research may need to revisit the beliefs construct and consider this limitation. Third, the small study sample may need to be revisited in future studies since it includes students only, and thus its results cannot be generalized to all Facebook shoppers. Therefore, future research may need to focus on other types of potential Facebook shoppers and to collect a larger sample. Finally, since using multiple items to tap a latent variable in SEM represents a sound measurement practice, future studies may need to rethink the e-purchasing experience, social class, and compliance predisposition scales by incorporating multiple items to offset any possible limitations.

Acknowledgements

This work was supported by Kuwait University (Grant no.IQ01/12).

References

- Ajzen, I. 1985. From intentions to actions: A theory of planned behavior. In J. Kuhl & J. Beckmann (Eds.), *Action-control: From cognition to behavior* (pp. 11-39). Heidelberg, Germany: Springer.
- Aladwani, A. M. 2003. An empirical investigation of electronic shopping in Ku-

- wait. *Journal of the Gulf and Arabian Peninsula Studies*, 29(109): 43-49.
- Aladwani, A. M. 2011. Analyzing the role of some personal determinants in Web 2.0 applications usage. *Issues in Information Systems*, 12(1): 483-488.
- Aladwani, A. M. 2014a. The 6As model of social content management. *International Journal of Information Management*, 34(2): 133-138.
- Aladwani, A. M. 2014b. Gravitating towards Facebook (GoToFB): What it is? and How can it be measured? *Computers in Human Behavior*, 33: 270-278.
- Amoroso, D. L., & Cheney, P. H. 1991. Testing a causal model of end-user application effectiveness. *Journal of Management Information Systems*, 8(1): 63-89.
- Barakat, H. 1993. The Arab world: Society, culture, and state. Retrieved July 19, 2010, from <http://ark.cdlib.org/ark:/13030/ft7d5nb4ss/>
- Chen, S.-C., Yen, D. C., & Hwang, M. I. 2012. Factors influencing the continuance intention to the usage of Web 2.0: An empirical study. *Computers in Human Behavior*, 28(3): 933-941.
- Davis, F. D. 1986. *A technology acceptance model for empirically testing new end-user information systems: Theory and results*. Doctoral dissertation, Sloan School of Management, Massachusetts Institute of Technology, Cambridge, MA.
- Davis, F. D. 1989. Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3): 319-340.
- Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. 1989. User acceptance of computer technology: A comparison of two theoretical models. *Management Science*, 35(8): 982-1003.
- Facebook Inc. 2012. Company info: Fact sheet. Retrieved March 16th, 2012, from <http://newsroom.fb.com/content/default.aspx?NewsAreaId=22>
- Facebook Inc. 2013. Key facts. Retrieved April 28th, 2013, from <http://newsroom.fb.com/key-facts>
- Festinger, L., Schachter, S., & Back, K. 1950. *Social pressures in informal groups*. New York, NY: Harper and Brothers.
- Fishbein, M., & Ajzen, I. 1975. *Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research*. Reading, MA: Addison-Wesley.
- Guimaraes, T., & Igbaria, M. 1997. Assessing user computing effectiveness: An integrated model. *Journal of End User Computing*, 9(2): 3-14.
- Guo, Y., & Barnes, S. 2011. Purchase behavior in virtual worlds: An empirical investigation in Second Life. *Information & Management*, 48(7): 303-312.
- Hofstede, G. 1983. National cultures in four dimensions: A research-based theory of cultural differences among nations. *International Studies of Management & Organization*, 13(1/2): 46-74.
- Howard, J. A., & Sheth, J. N. 1969. *The theory of buyer behavior*. New York, NY: John Wiley.

- Igbaria, M. 1993. User acceptance of microcomputer technology: An empirical test. *Omega*, 21(1): 73-90.
- Jarvenpaa, S., & Todd, P. 1997. Is there a future for retailing on the Internet? In R. Peterson (Ed.), *Electronic Marketing and the Consumer*. Thousand Oaks, CA: Sage.
- Kelman, H. C. 1958. Compliance, identification, and internalization: Three processes of attitude change. *Journal of Conflict Resolution*, 2: 51-60.
- Kumar, N., & Benbasat, I. 2006. The influence of recommendations and consumer reviews on evaluations of websites. *Information Systems Research*, 17(4): 425-439.
- Kwon, O., & Wen, Y. 2010. An empirical study of the factors affecting social network service use. *Computers in Human Behavior*, 26: 254-263.
- Legris, P., Ingham, J., & Colletette, P. 2003. Why do people use information technology? A critical review of the technology acceptance model. *Information & Management*, 40(3): 191-204.
- Lewis, W., Agarwal, R., & Sambamurthy, V. 2003. Sources of influence on beliefs about information technology use: An empirical study of knowledge workers. *MIS Quarterly*, 27(4): 657-678.
- Malhotra, Y., & Galletta, D. F. 1999. *Extending the technology acceptance model to account for social influence: Theoretical bases and empirical validation*. Paper presented at the 32th Hawaii International Conference on System Sciences.
- Mitchell, V., & McGoldrick, P. 1996. Consumers' risk-reduction strategies: A review and synthesis. *International Review of Retail, Distribution and Consumer Research*, 6(1): 1-33.
- Pachauri, M. 2002. Consumer behavior: A literature review. *Marketing Review*, 2(3): 319-346.
- Rogers, E. M. 1983. *Diffusion of Innovations*. (3rd ed.). New York: The Free Press.
- Rooke, P. 2013. Why is Facebook's e-commerce offering so disappointing? Retrieved December 30th, 2013, from <http://gigaom.com/2013/02/17/why-is-facebooks-e-commerce-offering-so-disappointing>
- Rose, G., & Straub, D. W. 1998. Predicting general IT use: Applying TAM to the Arabic world. *Journal of Global Information Management*, 6(3): 39-46.
- Shen, J., & Eder, L. B. 2009. *Determining factors in the acceptance of social shopping websites*. Paper presented at the Fifteenth Americas Conference on Information Systems, San Francisco, California August 6th-9th. <http://aisel.aisnet.org/amcis2009/290>
- Venkatesh, V., Morris, M., Davis, G., & Davis, F. 2003. User acceptance of information technology: Toward a unified view. *MIS Quarterly*, 27(3): 425-478.
- Watson, R. T., Kelly, G. G., Galliers, R. D., & Brancheau, J. C. 1997. Key issues in information systems management: An international perspective. *Journal of Management Information Systems*, 13(4): 91-115.

Adel M. Aladwani (Doctor of Business Administration, SIUC, USA, 1996). Professor of Information Systems at Kuwait University. His publications have appeared in leading Information Systems journals such as the Journal of Management Information Systems, European Journal of Information Systems, Information Systems Journal, Information & Management, International Journal of Information Management, and several other scholarly publications. His current research interests focus on social media, website quality, and the performance of IT projects.