



UNIVERSITI PUTRA MALAYSIA

***FACTORS INFLUENCING PURCHASE INTENTIONS THROUGH SOCIAL
NETWORKING WEBSITES AMONG MALAYSIAN STUDENTS***

SAEIDEH SHARIFI FARD

FBMK 2017 21



**FACTORS INFLUENCING PURCHASE INTENTIONS THROUGH SOCIAL
NETWORKING WEBSITES AMONG MALAYSIAN STUDENTS**

By

SAEIDEH SHARIFI FARD

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in
Fulfillment of the Requirements for the Degree of
Doctor of Philosophy**

January 2017

COPYRIGHT

All material contained within the thesis, including without limitation text, logos, icons, photographs, and all other artwork, is copyright material of Universiti Putra Malaysia unless otherwise stated. Use may be made of any material contained within the thesis for non-commercial purposes from the copyright holder. Commercial use of material may only be made with the express, prior, written permission of Universiti Putra Malaysia.

Copyright© Universiti Putra Malaysia



DEDICATION

Dedicated to
My beloved family

My parents ,my sister Mona and my brother Kazem , who have been patient, supportive and caring and a special thanks to my loving husband Hakim who have supported me throughout this journey with his endless love and sacrifice.



Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the degree of Doctor of Philosophy

FACTORS INFLUENCING PURCHASE INTENTIONS THROUGH SOCIAL NETWORKING WEBSITES AMONG MALAYSIAN STUDENTS

By

SAEIDEH SHARIFI FARD

January 2017

Chairman : Professor Ezhar Bin Tamam, PhD
Faculty : Modern Languages and Communication

As in many other countries, social media has today become one of the fastest and strongest networking and communication tools in Malaysia. This has facilitated the growth of online marketing and online shopping in the country. Realizing this development, companies have to venture into the world of social media. Identifying the factors influencing consumer online purchase intentions through social networking sites (SNSs) is essential in advancing online shopping via SNSs. This study explores the integration of trust into the extended unified theory of acceptance and use of technology (UTAUT2) in an attempt to investigate how the proposed model provides better explanation of the factors affecting purchase intention in the use of SNSs. To achieve the purpose of the study, a cross sectional survey using a self-administered questionnaire was carried to test the hypothesized model. Using a cluster sampling method, a total of 370 undergraduate and graduate students from four universities in Malaysia participated in the survey. Results of the descriptive analysis showed that (1) the level of online purchase intention was moderate to high, (2) the levels of performance expectancy and perceived ad informativeness were high, (3) the levels of effort expectancy, hedonic motivation, and habit were moderate, and (4) the level of social influence was low to moderate among students surveyed. Results of structural equation modeling analysis showed that the proposed model is relatively appropriate to explain the online consumer behavior ($\chi^2/df = 1.73$, $p < .005$, CFI = .943; IFI = .943, TLI = .936, RMSEA = .045). The results showed that performance expectancy, hedonic motivation, habit, and perceived ad informativeness positively affect consumer's intentions to use SNSs. However, effort expectancy and social influence factors do not influence consumer intention to use SNSs. Results of the Multi-group analysis of the moderating effect of trust on the relationships of the selected factors with purchase intention through SNSs revealed that trust in SNSs is a significant moderator when explaining online consumer behavior. The results of the study revealed that selected UTAUT2 constructs plus perceived ad informativeness has been found to explaining 0.60% variance in the direct model. In addition 63% and 54% of purchase intention through SNS variances are explained by moderation models, respectively. Recommendations for practice from the

findings of the study are offered. Online marketers and online advertisers must consider online shopper behavior in designing successful online marketing via SNSs.



Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Doktor Falsafah

FAKTOR MEMPENGARUHI TUJUAN PEMBELIAN MELALUI LAMAN WEB RANGKAIAN SOSIAL DALAM KALANGAN PELAJAR MALAYSIA

Oleh

SAEIDEH SHARIFI FARD

Januari 2017

Pengerusi : Profesor Ezhar Bin Tamam, PhD
Fakulti : Bahasa Moden dan Komunikasi

Seperti di kebanyakan negara lain, media sosial kini merupakan salah satu jaringan dan alat komunikasi yang terpanjang dan terkuat di Malaysia. Perkara ini telah memudahkan pertumbuhan pemasaran dan beli belah atas talian dalam negara ini. Menyedari akan perkembangan tersebut, syarikat telah turut serta ke dalam dunia media sosial. Pengenalpastian faktor yang mempengaruhi tujuan pembelian atas talian pengguna melalui laman rangkaian sosial (SNSs) adalah penting dalam memajukan beli belah atas talian melalui SNSs. Oleh sebab itu, kajian ini meneliti integrasi kepercayaan ke dalam teori gabungan lanjutan bagi penerimaan dan penggunaan teknologi (UTAUT2) dalam usaha untuk mengkaji bagaimana model yang dicadangkan dapat memberikan penjelasan yang lebih baik terhadap faktor yang mempengaruhi tujuan pembelian dari segi penggunaan SNSs. Bagi mencapai matlamat kajian ini, tinjauan keratan rentas menggunakan soal selidik yang diswatadbir telah dijalankan untuk menguji model berhipotesis. Dengan menggunakan kaedah persampelan kelompok, seramai 370 pelajar prasiswazah dan pascasiswazah dari empat buah universiti di Malaysia telah mengambil bahagian dalam tinjauan tersebut. Hasil keputusan analisis deskriptif menunjukkan bahawa (1) tahap tujuan pembelian adalah sederhana ke tinggi, (2) tahap jangkaan prestasi dan pemakluman iklan terjangka adalah tinggi, (3) tahap jangkaan usaha motivasi hedonik, dan tabiat adalah sederhana, dan (4) tahap pengaruh sosial adalah rendah ke sederhana dalam kalangan pelajar yang diselidiki. Dapatan analisis pemodelan persamaan struktur menunjukkan bahawa model yang dicadangkan secara relatifnya sesuai bagi menjelaskan tingkah laku pengguna atas talian ($\chi^2/df = 1.73$, $p < .005$, CFI = .943; IFI = .943, TLI = .936, RMSEA = .045). Dapatan kajian menunjukkan bahawa jangkaan prestasi, motivasi hedonik, tabiat, dan maklumat iklan terjangka secara positifnya mempengaruhi tujuan pengguna untuk menggunakan SNSs. Walau bagaimanapun, faktor jangkaan usaha dan pengaruh sosial tidak mempengaruhi tujuan pengguna untuk menggunakan SNSs. Dapatan analisis pelbagai kumpulan dalam memoderasikan kesan kepercayaan ke atas hubungan faktor yang dipilih dengan tujuan pembelian melalui SNSs memperlihatkan bahawa kepercayaan dalam SNSs merupakan moderator yang signifikan apabila menjelaskan tingkah laku pengguna atas talian.

Dapatan kajian ini juga memperlihatkan bahawa konstruk UTAUT2 yang dipilih berserta maklumat iklan terjangka didapati dapat menerangkan 0.60% varians dalam model langsung. Tambahan sebanyak 63% dan 54% tujuan pembelian melalui varians SNS dapat diperjelaskan, masing-masing oleh model moderasi. Rekomendasi bagi amalan daripada dapatan kajian ini telah diutarakan. Pemasar dan pengiklan atas talian harus mengambil kira tingkah laku pemasar atas talian dalam mereka bentuk pemasaran atas talian yang berjaya melalui SNSs.



ACKNOWLEDGEMENTS

All praise and thanks to God for granting me strength, wisdom, guidance, and the ability to sail through this challenging storm without incidence.

I would like to acknowledge and thank those who supported me, since without help and support of these individuals who guided me in this process, completing this thesis would have been a difficult task, if not impossible. My special thanks to Prof Dr.Ezhar Bin Tamam for his rational guidance, commitment, patience, during the whole period of my study. Specially for understanding my situation when I decided to change my field from “Gender and Development “to “Mass Communication”. Many thanks are also to my committee members Prof Dr.Md Salleh Hj Hassan, for his kindness, knowledge and valuable advice and Dr.Moniza Waheed for her novel ideas, assistant and continues encouragement which enable me to complete my thesis during PhD journey.

My appreciation also goes to Prof Dr. Laily Paim for her understanding, valuable advices during the first year of my study at Faculty of Human Ecology. I also would like to thanks my friends, Dr.Zienab and Dr.Farahnaz for always giving me warm and sincere friendship and helping me smile through the difficult times.

Many thanks are also extended to the government of Malaysia in giving me this opportunity to accomplish my study in universiti Putra Malaysia. I would also like to thank the students that participated in the survey.

Last but not least, I would like to thank my parents and my sibling for encourage me and give me motivation to study abroad. Specially, my sister Dr. Mona for her unlimited support despite her busy schedule and my kind brother Kazem. I am proud to be your daughter and sister. Thank you for being my biggest supporters. Without your unconditional love, emotional encouragement and faith, I would not be where I am today.

Lastly, I would like to convey my heartfelt thanks to my husband, Hakim, for his patience, support and love. I thank him for everything he has done for me. Without his love and support, I could not have achieved what I have today.

I certify that a Thesis Examination Committee has met on 10 January 2017 to conduct the final examination of Saeideh Sharifi Fard on her thesis entitled "Factors Influencing Purchase Intentions through Social Networking Websites among Malaysian Students" in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the Doctor of Philosophy.

Members of the Thesis Examination Committee were as follows:

Siti Zobidah binti Omar, PhD

Associate Professor
Faculty of Modern Languages and Communication
Universiti Putra Malaysia
(Chairman)

Jusang bin Bolong, PhD

Associate Professor
Faculty of Modern Languages and Communication
Universiti Putra Malaysia
(Internal Examiner)

Abdul Muati @ Zamri bin Ahmad, PhD

Professor
Faculty of Modern Languages and Communication
Universiti Putra Malaysia
(Internal Examiner)

Seon-Gi Baek, PhD

Professor
Sungkyunkwan University
Korea
(External Examiner)



NOR AINI AB. SHUKOR, PhD
Professor and Deputy Dean
School of Graduate Studies
Universiti Putra Malaysia

Date: 22 March 2017

This thesis submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfillment of the requirement for the degree of Doctor of Philosophy. The members of the Supervisory Committee are as follows:

Ezhar Bin Tamam, PhD

Professor
Faculty of Modern Language and Communication
Universiti Putra Malaysia
(Chairman)

Md.Salleh b Hj. Hassan, PhD

Professor
Faculty of Modern Language and Communication
Universiti Putra Malaysia
(Member)

Moniza Waheed, PhD

Senior Lecturer
Faculty of Modern Language and Communication
Universiti Putra Malaysia
(Member)

ROBIAH BINTI YUNUS, PhD

Professor and Dean
School of Graduate Studies
Universiti Putra Malaysia

Date:

Declaration by graduate student

I hereby confirm that:

- this thesis is my original work;
- quotations, illustrations and citations have been duly referenced;
- this thesis has not been submitted previously or concurrently for any other degree at any institutions;
- intellectual property from the thesis and copyright of thesis are fully-owned by Universiti Putra Malaysia, as according to the Universiti Putra Malaysia (Research) Rules 2012;
- written permission must be obtained from supervisor and the office of Deputy Vice-Chancellor (Research and innovation) before thesis is published (in the form of written, printed or in electronic form) including books, journals, modules, proceedings, popular writings, seminar papers, manuscripts, posters, reports, lecture notes, learning modules or any other materials as stated in the Universiti Putra Malaysia (Research) Rules 2012;
- there is no plagiarism or data falsification/fabrication in the thesis, and scholarly integrity is upheld as according to the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) and the Universiti Putra Malaysia (Research) Rules 2012. The thesis has undergone plagiarism detection software

Signature: _____ Date: _____

Name and Matric No : Saeideh Sharififard, GS34973

Declaration by Members of Supervisory Committee

This is to confirm that:

- the research conducted and the writing of this thesis was under our supervision;
- supervision responsibilities as stated in the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) were adhered to.

Signature: _____

Name of Chairman
of Supervisory
Committee:

Professor Dr. Ezhar Bin Tamam

Signature: _____

Name of Member
of Supervisory
Committee:

Professor Dr. Md.Salleh b Hj. Hassan

Signature: _____

Name of Member
of Supervisory
Committee:

Dr. Moniza Waheed

TABLE OF CONTENTS

	Page
ABSTRACT	i
ABSTRAK	iii
AKNOWLEDGEMENTS	v
APPROVAL	vi
DECLARATION	viii
LIST OF TABLES	xiii
LIST OF FIGURES	xv
LIST OF ABBREVIATIONS	xvi
CHAPTER	
1 INTRODUCTION	1
Background of the Study	1
Problem statement	3
Research questions	5
Research Objectives	5
Significance of the Study	6
Limitation of the study	6
Organization of the Thesis	7
2 LITERATURE REVIEW	9
Introduction	9
Global e-commerce background	9
E-commerce in Malaysia	10
Overview of social media in Marketing	12
Review of the Literature on SNSs in E-Commerce	14
The Unified Theory of Acceptance and Use of Technology (UTAUT)	16
Extension of Unified Theory of Acceptance and Use of Technology Model (UTAUT2)	21
Previous Research in UTAUT2	23
Purchase Intention through SNSs	24
Determinant's of Purchase Intention	26
Performance expectancy	26
Effort expectancy	27
Social Influence	27
Hedonic Motivation	28
Habit	29
Perceived Ads Informativness	30
Trust toward SNSs (Moderator Variable)	31
Research Framework	33
Research Framework	34

3	METHODOLOGY	36
	Introduction	36
	Research Design	36
	The Study Population and Sample	36
	The Study Population	36
	Sample Size	37
	Sampling Procedure	38
	Operationalization of Research Variable	40
	Independent Variables	40
	Moderators Variable	41
	Dependent Variable	42
	Research Instrument	42
	Pilot Study Procedure	44
	Reliability Analysis	45
	Validity of the Instrument	46
	Ethical Consideration	46
	Data Collection Procedures	46
	Analyzing Data using SEM	47
	Model Fit Measures	48
	Criteria for Moderating Effect	50
	Statistical Significant Level	50
	Assessing the Multivariate assumption	51
	Missing Data	51
	Normality	51
	Outliers	51
	Multicollinearity	52
	Confirmatory Factor Analysis (CFA) Model	53
	Confirmatory Factor Analysis (CFA) for Exogenous Construct	53
	Performance Expectancy	53
	Effort Expectancy	54
	Social Influence	55
	Hedonic Motivation	57
	Habit	58
	Perceived Ads Informativness	59
	Confirmatory Factor Analysis for Endogenous Construct	60
	Purchase Intention	60
	Overall Measurement Model	61
	Construct validity	65
	Convergent validity	65
	Discriminant validity	65
4	RESULTS AND DISCUSSION	67
	Introduction	67
	Background of the Respondents	67
	Pattern of social networking websites Usage	68
	Frequency of Purchase Products through SNSs in the Last 6 Months	69
	Descriptive Statistics Of Independent Variables	70
	Level of Respondents Purchase Intention	72

Structural Models of Study	73
The Moderating Effect of Trust toward SNSs (Low Level, High Level)	76
Overall moderating model	79
Individual paths	80
Discussion of the Results	82
5 SUMMERYCONCLUSIONS, IMPLICATIONS ANDRECOMMENDATIONS	92
Introduction	92
Summary of the study	92
Problem statement	92
Research Objectives	93
Methodology	93
Research Findings	94
Conclusions	98
Implications of the study	100
Theoretical Implications	100
Practical Implications	101
Policy Makers	103
Methodology Implication	104
Limitations and Recommendation for Future Research	104
REFERENCES	107
APPENDICES	127
BIODATA OF STUDENT	144
LIST OF PUBLICATIONS	145

LIST OF TABLES

Table	Page
2.1. Basic Constructs and UTAUT Constructs	18
2.2. Definitions of the Seven Constructs to Consumer Technology Acceptance	22
3.1. Variables and Sources	44
3.2. Cronbach's Alpha Pilot Study	45
3.3. Model fit criteria	49
3.4. The Correlation Estimation among Constructs	53
3.5. Standardized factor loading Average Variance Extracted (AVE), and Construct Reliability (CR) of Study	54
3.6. Standardized factor loading, Average Variance Extracted (AVE), and Construct Reliability (CR) of Study	55
3.7. Standardized factor loading, Average Variance Extracted (AVE), and Construct Reliability (CR) of Study	56
3.8. Standardized factor loading, Average Variance Extracted (AVE), and Construct Reliability (CR) of Study	58
3.9. Standardized factor loading, Average Variance Extracted (AVE), and Construct Reliability (CR) of Study	59
3.10. Standardized factor loading, Average Variance Extracted (AVE), and Construct Reliability (CR) of Study	60
3.11. Standardized factor loading, Average Variance Extracted (AVE), and Construct Reliability (CR) of Study	61
3.12. Fit Indices for Overall Measurement Model	63
3.13. Squared Root of Average variance extracted (on the Off- Diagonal) and Correlation Coefficient (on the Diagonal)	66
4.1. Background of the Respondents	68
4.2. Pattern of social networking websites Usage	69
4.3. Frequency of Purchase Product through SNSs in the Last 6 Months	70
4.4. Descriptive Statistics of Independent Variables (n=370)	72

4.5.	Level of Respondents Purchase Intention	73
4.6.	Goodness-of-Fit Indexes for Structural Model	74
4.7.	Test of Relationships between the Constructs	75
4.8.	Level of Respondents Trust toward SNSs	76
4.9.	The Goodness-of-Fit Statistics for the Variant and Invariant Models	80
4.10.	Results of the moderation test of trust on the relationship between predictors and Purchase Intention	80
5.1.	Summary of All Hypotheses	96

LIST OF FIGURES

Figure		Page
2.1.	Original UTAUT model adopted from Vankatesh et.al, (2003)	17
2.2.	Unified Theory of Acceptance and Use of Technology Model	24
2.3.	Theoretical Model of the Relationships	34
3.1.	Sampling Frame	39
3.2.	Performance Expectancy CFA model	54
3.3.	Effort Expectancy Construct CFA Model	55
3.4.	Social Influence Construct CFA Model	56
3.5.	Hedonic Motivation Construct CFA Model	57
3.6.	Habit Construct CFA Model	58
3.7.	Perceived Ads Informativness Construct CFA Model	59
3.8.	Purchase Intention Construct CFA Model	61
3.9.	Measurement model of the Study	64
4.1.	The Structural Model of Factors Influence Purchase Intention	74
4.2.	High trust -Variant Model with Standard Regression Weight	77
4.3.	Low trust -Variant Model with Standard Regression Weight	78
4.4.	Invariant Model with Standard Regression Weight	79
5.1.	Summary of Result	79

LIST OF ABBREVIATIONS

Ads Info	Advertisements Informativeness
Amos	Analysis of Moment Structure
AVE	Average variance extracted
B2B	Business to Business
B2C	Business to Consumer
C2C	Consumer to Consumer
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CR	Composite reliability
EE	Effort Expectancy
FC	Facilitating Condition
GFI	Goodness-of-fit Index
H	Habit
HM	Hedonic Motivation
ICT	Information Communication Technology
IFI	Incremental Fit Index
IT	Information Technology
JARING	Joint Advanced Integrated Networking
LCC	Low Cost Carriers
M	Mean
MM	Motivation Model
MPCU	Model of PC Utilization
OECD	Organization for Economic Co-operation and Development
PE	Performance Expectancy
PI	Purchase Intention
PNFI	Parsimony Normed Fit Index
RMC	Resource Management Center
RMSEA	Root Mean Square of Estimation Approximation
SD	Standard Deviation
SEM	Structural Equation Modeling
SI	Social influence
SNSs	Social networking Sites
SPSS	Statistical Package For Social Science
TAM	Theory Acceptance Model
TLI	Tucker-Lewis Index
TPB	Theory of planned behavior
TRA	Theory of Reasoned Action
UTAUT	Unified Theory of Acceptance and Use of Technology Model

UTAUT2

Extended Unified Theory of Acceptance and Use of
Technology Model



© COPYRIGHT UPM

CHAPTER 1

INTRODUCTION

Background of the Study

For the past several decades, different kinds of activities have been featured on the Internet, which are predominantly focused at creating, processing, and sharing information. Whether these activities are connected to entertainment, education, or advertising and marketing, the Internet has been used as a very effective and efficient medium for the achievement of individual and organizational goals and objectives that are productivity oriented (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004; Guo, Wang, & Leskovec, 2011). Consistently, online purchasing has become one of the most prevalent socio-economic activities featured on the Internet. Invariably, online transactions have brought greater efficiency, increased responsiveness, and reduced costs of running businesses, and newcomers in the market can extend their reach far beyond what was previously possible. Also, consumers can gain from wider choices, increased availability of specialized products, more comprehensive product information, lower costs, and more responsive services (Rachagan, 1997; Guo et al., 2011). This implies that the recent migration of Internet technology to the Web 2.0 platform has widened the horizons of instant communications across the globe, and people can create and share information, cheaply, quickly, and more effectively from any location.

As important as the Internet has become today, it was first introduced to Malaysia in 1995 (Paynter & Lim, 2001). Nonetheless, empirical evidence has shown that as of the year 2012, out of a total population of 28.73 million people in the country, 17,723,000 were Internet users with an overall penetration rate of 66.4% and an average usage of 19.8 hours per week (MDeS, 2014). Fortunately, most users are familiar with applications such as Facebook, Twitter, and other social networking sites (SNSs), where they can create, publish and share content across the world, without boundaries (Akar & Topçu, 2011). Social media has become one of the most commonly used virtual landscapes for quick and easy transmission of content. Social media allows users to form groups or communities, share common interests or goals, exchange opinions or suggestions, and form relationships with other users on such platforms (Akar & Topçu, 2011). Though the primary goal of social media is to facilitate networking among users, it has found its use in marketing, and it seems to have changed the way people discover, read, and share information and content (Solis, 2007). SNSs are part of the platforms that have emerged on the social media as mediums for commercial transactions which are easier, simpler, cheaper, and more accessible than the traditional value-added networks such as Twitter, Facebook, and Myspace (Cha, 2009; Vinerean, Cetina, Dumitrescu, & Tichindelean, 2013). However, their usage has not been much recognized like most other online shopping platforms, especially in Malaysia (Nor, Nazarie, & Yusoff, 2013; Lai, & Ngerng 2015). It

was reported that an amount of RM1.8 billion was spent through shopping on the Internet, and out of this amount, RM825 million was expended through local website transactions, while RM627 million was expended through foreign website transactions (Nielsen, 2012). Although there is a fair patronage of online purchasing among Malaysians, most of the transactions are with local online shops, rather than internationally oriented platforms such as SNSs. Comparatively, studies have shown that through online shopping, more than 71% of Europeans spent £101,840 million in 2011, while in 2013, almost USD 312 billion was spent in the United States (Retail Research Report, 2012; e-Marketers, 2014). This suggests that Malaysian online transaction turnout is still relatively low. Nevertheless, reports have shown that consumers created more than 500 billion impressions about products and services through social media in 2011 (Harridge & Quinton, 2012). In the same vein, impressions earned through the media significantly help people learn about products, hence ratings and reviews about online purchases through SNSs increased from 12% in 2009 to 54% in 2011 (Sarwar, Haque, & Yasmin, 2013).

Studies have shown that about 70 percent of active online social networking users are using SNSs as a place to shop (Nielsen, 2014). In the year 2013, estimated sales of \$2.69 billion were made directly through social media networks among 500 online marketers (Dusto, 2014). Various Social Networking Websites (SNSs) continually offer ad units that let sellers tailor their messages to consumers, and as a result, social ad spending has continued to increase. Similarly, spending money on social network ads among marketers worldwide increased by 37.3% in 2013 and 27.3% in 2014. In 2015, it was estimated to have increased by 25.4% (Dusto, 2014). Overall, e-commerce sales were estimated to have amounted to US\$1.7 trillion worldwide in 2015 (e-Marketers, 2014).

Out of a total population of 29.9 million Malaysians, 61.7%, or 17.7 million Malaysians, were Internet users, while 41%, or 15.2 million of them, were users of most popular SNSs. Also, young adults in the age category of 15-24 years formed the highest percentage of online users compared to the other categories (Wong, 2014). According to Forbes, on the whole, total e-commerce transactions in Malaysia were estimated at RM900 million (US\$253 million) in 2011 and RM5 billion (US\$1.4 billion) in 2015. This is an indication of growing acceptance of e-commerce among individuals in Malaysia.

Hitherto, models such as the Technology Acceptance Model (TAM), the Theory of Planned Behavior (TPB) and the Unified Theory of Acceptance and Use of Technology (UTAUT) have been applied to explain users' adoption of e-commerce in recent times. In the context of social media, this study applies the extended UTAUT2 to investigate online purchase intentions among university students in Malaysia (Venkatesh, Thong, & Xu, 2012). UTAUT2 incorporates several advances from the original UTAUT model to explain consumer behavior. However, although many studies have been conducted to examine the importance

of social media in e-commerce underpinned by various theories and models, most of these studies are dominated by Western perspectives. Given that a wide range of business opportunities are provided through SNSs, marketers and advertisers need to know what factors are likely to influence young online consumers' behavior and in what way consumers make decisions to buy products online through social networking websites. According to Lipsman, Mudd, Rich, and Bruich (2012), the emergence of social networks has led to changes in youths' lifestyles of digital living and the way youths obtain and share marketing information. These scholars also stated some of the reasons why youths like the social network marketing concept are based on the new and unique ways of sharing information with friends by "liking" a brand and taking pictures and uploading them, while freely giving comments on their experiences with the products used. These acts as an alternative means for marketers to spread marketing information to these target customers as youths generally share this information amongst themselves.

Problem Statement

Online purchasing is becoming popular among the Malaysians, yet empirical evidence has shown that its growth is still relatively slow compared to the global trend. This slow growth is due to consumers' perceived lack of confidence, perceived insecurity, and perceived breach of privacy in the transaction processes (Nor, Nazarie, & Yusoff, 2013). Correspondingly, despite the vast advantages of using social media environments for online purchases, Malaysians patronize local online platforms far more than the SNS platforms (Nor et al., 2013). In other words, even though SNS platforms are better at facilitating local and foreign transactions than traditional online shops (Anderson, Knight, Pookulangara, & Josiam, 2014), the growth of SNS usage among Malaysians is slower than the growth of their usage of traditional online shopping platforms (Chin, Wafa, & Ooi, 2009; Al-Swidi, Behjati, & Shahzad, 2012). Although, attempts have been made to investigate factors that influence individuals' online purchasing behaviour in Malaysia as the country aims at attaining a strong e-commerce/digital economy by 2020 (Chin et al., 2009; Delafrooz, Paim, & Khatibi, 2010; Haque, Sadeghzadeh, & Khatibi, 2011; Al-Swidi et al., 2012), most of the studies have focused on investigating traditional e-commerce (Ling, Chai, & Piew, 2010; Salehi, 2011; Jusoh & Ling, 2012; Zendehdel & Paim, 2012a). Factors affecting consumers' online purchases through SNSs are rarely investigated in Malaysia, even though the trend of SNS shopping has continued to increase (Khong, Onyemeh, & Chong, 2013; Lee, Khong, & Hong, 2014).

Additionally, most of the past studies on consumer purchase intention have emphasized factors such as perceived ease of use, perceived usefulness, and subjective norms (Sin, Nor, & Al-Agaga, 2012), with only few focusing on factors of consumer trust in online shopping through social networking sites (Nor et al., 2013; Adis, Ing, Osman, Razli, Pang, Sondoh & Majid, 2015). Hitherto, studies that investigated the influence of factors such as "Perceived Ad Informativness"

and “Consumers’ Trust toward SNSs” on online purchasing intentions of consumers were not prevalent, especially within the Malaysian context. However, numerous studies have recognized the importance of studying SNS users’ behaviour in applying effective marketing strategies in SNSs (Chu & Kim, 2011; Lorenzo-Romero, Constantinides, & Alarcón-del-Amo, 2011; Vinerean, Cetina, Dumitrescu, & Tichindelean, 2013). Interestingly, while university students are among the heaviest users of SNS purchasing platforms across the globe (Smith, Caruso, & Kim, 2010), in Malaysia, studies that investigated how students use SNSs as marketing platforms are very few. It is discussed that despite the fact that university students are not earning, they are illustrative of a future gaining population, and hence, their opinions can be considered valid (Chang and Chen, 2008; Su and Huang, 2011; Al-Maghrabi et al., 2011). Students are suitable, because online shoppers are generally young consumers and highly educated people (Chang and Chen, 2008). Consequently, it is crucial to discover the variables which impact students’ purchase intention if the government approach is to extend the group of online consumers and the amount of online shopping.

Given the relevance of online purchasing in facilitating e-commerce, the purpose of the current research is to propose a theoretical model based on the Extended Unified Theory of Acceptance and Use of Technology (UTAUT2), specifically, hypothesizing the association of performance expectancy, effort expectancy, social influence, hedonic motivation, and habit with online purchase intentions of consumers. The UTAUT2 suggests that habit influences the use of technology and the intention to use it. Unfortunately, replicated studies on the influence of constructs such as habit on use of technology within Malaysia are rare. Previous studies have found support that hedonic motivation and utilitarian motivation influence individual behaviour and contribute to a user’s acceptance of new Information Technology (Davis and Venkatesh, 2004; Kim and Malhotra, 2005; Kim, Malhotra, & Narasimhan, 2005; Limayem, Hirt, & Cheung, 2007; Venkatesh, Thong, & Xu, 2012; Tomás Escobar-Rodríguez & Carvajal-Trujillo, 2013; Wang et al., 2013); however, most of the previous studies scarcely focused on people’s online purchasing behaviours through SNSs (Khong, Onyemeh, & Chong, 2013; Nor et al., 2013; Adis et al., 2015). As a support to the theoretical underpinning of the study model, the perspectives of Business to Consumer (B2C) online shopping have been used in the current study (Khalifa & Limayem, 2003; Madlberger, 2004; Al-Maghrabi et al., 2011). Furthermore, the model is adjusted with additional factors relevant for purchasing intentions through SNSs. That is, trust in SNSs and perceived Ad Informativeness are further presumed to affect purchase intentions. Generally, these additional variables fall into two categories: additional predictor and moderator. According to previous studies (Ducoffe, 1996; Zhou & Bao, 2002), web advertisements may take advantage of addressable media technology to select appropriate advertisements that are congruent with consumers’ online behaviours, thereby making the advertisements more relevant to consumers. Ultimately, there is little academic research published in the area of consumer perceptions of advertising on SNSs.

Moreover, studies using the B2C online models on e-commerce have suggested that lack of trust constituted a key barrier to the use of Internet shopping as well as lack of long-term commitment to relationship building (Delafrooz et al., 2010; Haque, Sadeghzadeh, & Khatibi, 2011; Zendehtel & Paim, 2012b; Nor et al., 2013). However, among these studies none have attempted to investigate the moderating role of trust on consumers' intentions to make online purchases. Yet literature has revealed that Malaysians lack confidence in online purchasing (Khong, Onyemeh, & Chong, 2013; Nor et al., 2013). Therefore, in this study, trust in SNSs is included in UTAUT2 to test its moderating effects on the linkages between purchase intention through SNSs and its determinants (i.e., performance expectancy, effort expectancy, hedonic motivation, social influence, habit, and perceived ad informativeness).

Research Questions

Based on the above mentioned discussion, the below questions have arisen, which will be answered through this research:

1. What are the levels of perceived Ad Informativeness, performance expectancy, effort expectancy, hedonic motivation, social influence, and purchase intention of Malaysian students?
2. What are the relationships, if any, between perceived Ad Informativeness, performance expectancy, effort expectancy, social influence, hedonic motivation, and habit toward intentions to purchase through social networking websites?
3. Does trust moderate the relationships of perceived Ad Informativeness, performance expectancy, effort expectancy, hedonic motivation, social influence, and habit with purchase intention?

Research Objectives

The research objective was to examine factors influencing consumer purchasing intentions through social networking websites among Malaysian students. The specific objectives of the study were:

1. To determine the levels of perceived Ad Informativeness, performance expectancy, effort expectancy, social influence, hedonic motivation, and habit on intentions to purchase through social networking websites among Malaysian university students.
2. To examine the levels of Malaysian university student consumers' intentions to purchase through social networking websites.
3. To examine the relationships of perceived Ad Informativeness, performance expectancy, effort expectancy, social influence, hedonic motivation, habit, and trust with intention to purchase through social networking websites.

4. To examine the moderating effect of trust on the relationships of perceived Ad Informativeness, performance expectancy, effort expectancy, social influence, hedonic motivation, and habit with purchase intention.

Significance of the Study

This study theoretically contributes to the general knowledge regarding potential mechanisms of SNSs by establishing a framework for increasing consumer purchase intentions situated in the Malaysian context. The proposed theoretical model adds the variable of consumers' perceived ad informativeness and trust to UTAUT2. The integrated model clarifies the roles of effort expectancy, performance expectancy, hedonic motivation, social influence habits, perceived Ad Informativeness, and trust in SNSs online purchase intentions. The study makes important contributions to the literature pertaining to intentions to purchase through SNSs by providing potentially generalizable quantitative data. Further, while most of the past literature on social media in the marketing domain rarely applies the theoretical work of Venkatesh et al. (2012), this research extended the applicability of the theory for studying intentions to purchase through SNSs. The findings of the study provide a practical framework for marketing via social media, which is lacking in this area. Thus, the current study has an important role in research because of its development of a framework for future research by combining empirically grounded findings together with theoretical explanations from the literature. In addition, this study establishes valid and reliable instrumentation and criteria for measuring purchase intention.

From a practical view point and in line with the government's plans to achieve a knowledge-based community through ICT, this study provides a more in-depth understanding of the nature and roles of social media in community development. Therefore, practical recommendations are suggested for use by donor agencies and governments involved in the development of e-commerce technology in the industrial and commercial sectors. The present research provides useful recommendations to enhance purchase behaviour in recent advanced media. The findings are beneficial to various groups that are directly or indirectly involved in the planning, execution, and evaluation ICT use in commerce.

Limitations of the Study

In the proposed integrated model, while pursuing the purpose of the study, limitations were expected. The limitations within a study include potential weaknesses that are beyond the control of the researchers (Simon & Goes, 2011). As with any research study, the limitations must be acknowledged. First, the use of self-administered data is a limitation of this study. That is, the use of self-reporting scales to measure study variables suggests the possibility of a common method bias for some of the results. According to Andrew, Pedersen, and McEvoy (2011), the incidence rate of social desirability, or the tendency of respondents to

answer questions to portray themselves in a favourable manner, will likely increase.

Second, a limitation of the study was the sampling limited to undergraduate and graduate students. Accordingly, the result of this study will not represent the whole population of the study. Future research should be conducted with a sample more representative of the entirety of online product buyers. More specifically, Schepers and Wetzels (2007) suggested that students are a more homogenous group than non-students and have a stronger tendency to comply with authority. Accordingly, using a student sample may inflate effect sizes of both social and technological constructs (Schepers & Wetzels, 2007). In order to eliminate such an interpretation limitation issue, the generalizability of the findings should be further validated with the different types of samples in future research.

Third, the nature of the study is cross sectional, indicating that the data was collected at one point in time. Cross sectional studies usually have some limitations. For example, consumers' online purchase patterns may vary depending on the economy at the particular point in time of the data collection. That is, participants may be less likely to buy products online during a recession, and thus, the recession may have influenced the responses of respondents. Future research can address this limitation through a longitudinal study in which online product purchase habits are measured at multiple points in order to reflect any changes that may occur.

Similar to the limitations associated with the use of a convenience sample, only four universities in Malaysia were selected for use within the study, further limiting the generalizability of the findings of the study. Although the measures and the model used in the present study performed well with the selected sample, replication with different population samples will be necessary to examine the generalizability of the research model.

Organization of the Thesis

The thesis consists of five chapters, the contents of which include the introduction, literature review, methodology, and results and discussion, followed by implications and suggestions for future research. This first chapter provides a brief overview of online shopping via social media with the theoretical rationale for the problem statement of the study, research questions, the objectives of the study, hypotheses development, the significance of the study, and limitations of the study.

The second chapter is divided into two parts, with the first part covering the general background about social media, specifically social networking sites, and e-

commerce in the world and Malaysia. The chapter then outlines and reviews previous research among studies in e-commerce and social media. Support is provided for employing the UTAUT2 model as a framework that seeks to fill the gaps in the extant literature.

The third chapter addresses the research design, population and sample, sampling procedure, operationalization of research variables, description and development of the research instruments, pilot study, and the final data collection procedures. More specifically, assessment of reliability and validity of the instrument are addressed. For assessment of reliability, the results of an internal inconsistency test are provided. For validity of the instrument, the results of content, face, and construct validities are also provided.

The fourth chapter includes, firstly, the profiles of the respondents. Secondly, the results of descriptive statistics are presented for the independent variables (exogenous variables) including performance expectancy, effort expectancy, social influence, hedonic motivation, habit, and perceived ad informativeness. Thirdly, the level of purchase intention as a dependent variable (indigenous variable) is discussed. Fourthly, the results of Structural Equation Modeling (SEM) analyses are provided to answer the study hypotheses. Then, discussions of the results based on the objectives and research findings are addressed. Finally, the fifth chapter presents a summary of the study, the conclusion, theoretical and practical implications of the study and recommendations, which is followed by limitations and recommendations for future studies.

REFERENCES

- AbuShanab, E., & Pearson, J. (2007). Internet banking in Jordan: The unified theory of acceptance and use of technology (UTAUT) perspective. *Journal of Systems and Information Technology*, 9(1), 78-97.
- Adis, A. A. A., Ing, G. P., Osman, Z., Razli, I. A., Pang, Y. X., Sondoh Jr, S. L., & Majid, M. R. A. (2015). Mediation Role of Attitude towards Product Placement in Social Media. *Journal of Sustainable Development*, 8(3), 79-88.
- Agarwal, R., & Karahanna, E. (2000). Time flies when you're having fun: Cognitive absorption and beliefs about information technology usage. *MIS quarterly*, 665-694.
- Ahmad, I. (2013). Most Amazing Twitter Statistics|Social Media Today. Social Media Today Community. Retrieved 15 Dec 2013, from <http://www.socialmediatoday.com/content/30-most-amazing-twitter-statistics-infographic>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.
- Akar, E., & Topçu, B. (2011). An examination of the factors influencing consumers' attitudes toward social media marketing. *Journal of Internet Commerce*, 10(1), 35-67.
- Al-Gahtani, S. S., Hubona, G. S., & Wang, J. (2007). Information technology (IT) in Saudi Arabia: Culture and the acceptance and use of IT. *Information & Management*, 44(8), 681-691.
- Al-Maghrabi, T., Dennis, C., & Halliday, S. V. (2011). Antecedents of continuance intentions towards e-shopping: the case of Saudi Arabia. *Journal of Enterprise Information Management*, 24(1), 85-111.
- Al-Swidi, A. K., Behjati, S., & Shahzad, A. (2012). Antecedents of online purchasing intention among MBA students: The case of university Utara Malaysia using the partial least squares approach. *International Journal of Business and Management*, 7(15), 35-49.
- AlKhasawneh, M., & Shuhaiber, A. (2013). A comprehensive model of factors influencing consumer attitude towards and acceptance of SMS advertising: An empirical investigation in Jordan. *Research and Development (IJSMMRD)*, 3(2), 1-22.
- Alam, . S., Bakar, Z., Ismail, H. B., & Ahsan, M. (2008). Young consumers online shopping: an empirical study. *Journal of Internet Business*, 5(1), 81-98.
- Ally M and Gardiner M (2012). The moderating influence of device characteristics and usage on user acceptance of smart mobile devices. In: 23rd Australasian

Conference on Information Systems (ACIS), 3-5 December 2012. Geelong: ACIS, 1–10.

- Amato-McCoy, D. (2011). The new era: Digital shoppers. *Apparel Magazine*, 52(6), 10-12.
- Anderson, K. C., Knight, D. K., Pookulangara, S., & Josiam, B. (2014). Influence of hedonic and utilitarian motivations on retailer loyalty and purchase intention: a facebook perspective. *Journal of Retailing and Consumer Services*, 21(5), 773-779.
- Andrew, D. P., Pedersen, P. M., & McEvoy, C. D. (2011). *Research methods and design in sport management*. Champaign, IL: Human Kinetics.
- Ariaeinejad, R., & Archer, N. (2014). Importance of Mobile Technology in Successful Adoption and Sustainability of a Chronic Disease Support System. *World Academy of Science, Engineering and Technology, International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering*, 8(4), 899-904.
- Ary, D., Jacobs, L. C., & Razavieh, A. (1972). *Introduction to research in education*. New York: Holt, Rinehart and Winston.
- Babbie, E. (1998). *The practice of social research (7th Ed.)*. California: Wadsworth publishing company.
- Babbie, E. (2004). *The Practice of Social Research (10th Ed.)*. California: Wadsworth publishing company.
- Babin, B. J., Darden, W. R., & Griffin, M. (1994). Work and/or fun: measuring hedonic and utilitarian shopping value. *Journal of consumer research*, 20(1), 644-656.
- Bagozzi, R. P. (2007). The Legacy of the Technology Acceptance Model and a Proposal for a Paradigm Shift. *Journal of the association for information systems*, 8(4), 244-254.
- Bahmanziari, T., Pearson, J. M., & Crosby, L. (2003). Is trust important in technology adoption? A policy capturing approach. *The Journal of Computer Information Systems*, 43(4), 46-57.
- Baker, B. (2009). Your customer is talking-to everyone; Social media is the new channel for Customer connection. *Information management*, 19(4), 1-4.
- Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of personality and social psychology*, 51(6), 1173-1182.
- Baptista, G., & Oliveira, T. (2015). Understanding mobile banking: The unified theory of acceptance and use of technology combined with cultural moderators. *Computers in Human Behavior*, 50, 418-430.

- Benbasat, I., & Barki, H. (2007). Quo vadis TAM?. *Journal of the association for information systems*, 8(4), 211-218.
- Bentler, P. M. (1990). Comparative fit indexes in structural models. *Psychological bulletin*, 107(2), 238.
- Bentler, P. M., & Bonett, D. G. (1980). Significance tests and goodness of fit in the analysis of covariance structures. *Psychological bulletin*, 88(3), 588-606.
- Bentler, P. M., & Yuan, K.-H. (1999). Structural equation modeling with small samples: Test statistics. *Multivariate Behavioral Research*, 34(2), 181-197.
- Berg, B. (1998). *Qualitative Research Methods for the Social Sciences*. Needham Heights: Viacom.
- Bevan-Dye, A. L. (2013). Black Generation Y Students' Attitudes towards Web Advertising Value. *Mediterranean Journal of Social Sciences*, 4(2), 155.
- Blunch, N. (2008). *Introduction to structural equation modelling using SPSS and AMOS*. Thousand Oaks: Sage.
- Bojei, J., & Alsheikh, L. (2013). The value perspective to adopt mobile banking. *Pertanika Journal of Social Sciences & Humanities*, 21(S), 57-64.
- Brenner, J., & Smith, A. (2013). 72% of online adults are social networking site users. *Washington, DC: Pew Internet & American Life Project*.
- Brown, S. A., & Venkatesh, V. (2005). Model of adoption of technology in households: A baseline model test and extension incorporating household life cycle. *MIS quarterly*, 399-426.
- Browne, M. W., Cudeck, R., Bollen, K. A., & Long, J. S. (1993). Alternative ways of assessing model fit. *Sage focus editions*, 154, 136-136.
- Byrne, B. M. (2010). *Structural equation modeling with AMOS; basic concepts, applications, and programming* (second edition ed.). New York, London: Taylor and Francis Group.
- Carmines, E. G., & McIver, J. P. (1981). Analyzing models with unobserved variables: Analysis of covariance structures. *Social measurement: Current issues*, 65-115.
- Casey, T., & Wilson-Evered, E. (2012). Predicting uptake of technology innovations in online family dispute resolution services: An application and extension of the UTAUT. *Computers in Human Behavior*, 28(6), 2034-2045.
- Cha, J. (2009). Shopping on social networking Web sites: Attitudes toward real versus virtual items. *Journal of Interactive Advertising*, 10(1), 77-93.
- Chang, H. H., & Chen, S. W. (2008). The impact of customer interface quality, satisfaction and switching costs on e-loyalty: Internet experience as a moderator. *Computers in Human Behavior*, 24(6), 2927-2944.

- Chang, H. H., & Wong, K. H. (2010). Adoption of e-procurement and participation of e-marketplace on firm performance: Trust as a moderator. *Information & Management*, 47(5), 262-270.
- Chau, P. Y. (1997). Reexamining a model for evaluating information center success using a structural equation modeling approach. *Decision Sciences*, 28(2), 309-334.
- Chen, L.-d., & Nath, R. (2004). A framework for mobile business applications. *International Journal of Mobile Communications*, 2(4), 368-381.
- Chen, T. B., & Chai, L. T. (2010). Attitude towards the environment and green products: consumers' perspective. *Management science and engineering*, 4(2), 27-39.
- Chen, Y., Yan, X., Fan, W., & Gordon, M. (2015). The joint moderating role of trust propensity and gender on consumers' online shopping behavior. *Computers in Human Behavior*, 43, 272-283.
- Childers, T., Carr, C., Peck, J., & Carson, S. (2001). Hedonic and utilitarian motivations for online retail shopping behavior. *Journal of Retailing*, 77(4), 511- 535.
- Chin, A. J., Wafa, S. A. W. S. K., & Ooi, A.Y. (2009). The effect of internet trust and social influence towards willingness to purchase online in Labuan, Malaysia. *International Business Research*, 2(2), 72-81.
- Chiu, C. M., & Wang, E. T. (2008). Understanding Web-based learning continuance intention: The role of subjective task value. *Information & Management*, 45(3), 194-201.
- Chiu, C. M., Lin, H. Y., Sun, S. Y., & Hsu, M. H. (2009). Understanding customers' loyalty intentions towards online shopping: an integration of technology acceptance model and fairness theory. *Behaviour & Information Technology*, 28(4), 347-360.
- Chung, C., & Austria, K. (2010). Social media gratification and attitude toward social media marketing messages: A study of the effect of social media marketing messages on online shopping value. *Proceedings of the Northeast Business and Economics Association*, 581–586.
- Cody-Allen, E. & Kishore, R. (2006). An extension of the UTAUT model with e-quality, trust, and satisfaction constructs. *Proceedings of the 2006 ACM SIGMIS CPR conference on computer personnel research: Forty four years of computer personnel research: achievements, challenges & the future*. Claremont, California, USA, ACM Press.
- Cohen, L., Manion, L., & Morrison, K. (2011). *Research Methods in Education* (5th Ed.) London: Routledge Falmer.

- Collis, J., & Hussey, R. (2009). *Business Research* (3th Ed.) Houndmills: Palgrave MacMillan.
- Cooper, D. R., & Schindler, P. S. (2003). *Research methods*. Boston, MA: Irwin.
- Creswell, J. (2009). *Research design: Qualitative, quantitative, and mixed methods approaches*: SAGE Publications, Incorporated.
- Curtis, L., Edwards, C., Fraser, K. L., Gudelsky, S., Holmquist, J., Thornton, K., & Sweetser, K. D. (2010). Adoption of social media for public relations by nonprofit organizations. *Public Relations Review*, 36(1), 90-92.
- David Jr. (2015). Malaysia social media statistics 2014 [Web log post]. Retrieved from <http://blog.malaysia-asia.my/2015/03/malaysia-social-media-statistics-2014.html>
- 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.
- De Guinea, A. O., & Markus, M. L. (2009). Why break the habit of a lifetime? Rethinking the roles of intention, habit, and emotion in continuing information technology use. *MIS quarterly*, 33(3), 433-444.
- Deci, E. L. (1975). *Intrinsic motivation*. New York: Plenum.
- Delafrooz, N., Paim, L. H., & Khatibi, A. (2010). Students' online shopping behavior: An empirical study. *Journal of American Science*, 6(1), 137-147.
- Dillman, D. A. (1978). *Mail and telephone surveys* New York: Wiley & Sons.
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of marketing research*, 28(3), 307-319.
- Duan, W., Gu, B., & Whinston, A. B. (2008). The dynamics of online word-of-mouth and product sales—An empirical investigation of the movie industry. *Journal of Retailing*, 84(2), 233-242.
- Ducoffe, R. H. (1995). How consumers assess the value of advertising. *Journal of Current Issues & Research in Advertising*, 17(1), 1-18.
- Dunn, D. S. (2001). *Statistics and data analysis for the behavioral sciences*. Boston: McGraw-Hill.
- Dusto, A. (2014). Retailers focus on social media results. Retrieved March 11, 2014, from <https://www.internetretailer.com/marketing/>
- e-Marketers. (2014). Key Digital Trends for 2014 Retrieved December 12, 2013, from <http://www.emarketer.com/Webinar/Key-Digital-Trends-2014/4000075>

- Eckhardt, A., Laumer, S., & Weitzel, T. (2009). Who influences whom? Analyzing workplace referents' social influence on IT adoption and non-adoption. *Journal of Information Technology*, 24(1), 11-24.
- Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210-230.
- Eleventh National Plan. (2015). Eleventh Malaysia plan 2016-2020: Anchoring growth on people. Retrieved from <http://rmk11.epu.gov.my/book/eng/Eleventh-Malaysia-Plan/>
- Engel, C. J., Bell, R. L., Meier, R. J., Martin, M. J., & Rumpel, J. H. (2011). Young consumers in the new marketing ecosystem: an analysis of their usage of interactive technologies. *Academy of Marketing Studies Journal*, 15(2), 23-66.
- Escobar-Rodríguez, T., & Carvajal-Trujillo, E. (2013). Online drivers of consumer purchase of website airline tickets. *Journal of Air Transport Management*, 32, 58-64.
- Escobar-Rodríguez, T., & Carvajal-Trujillo, E. (2014). Online purchasing tickets for low cost carriers: An application of the unified theory of acceptance and use of technology (UTAUT) model. *Tourism Management*, 43, 70-88.
- Fam, K. S., Waller, D. S., & Erdogan, B. Z. (2004). The influence of religion on attitudes towards the advertising of controversial products. *European Journal of Marketing*, 38(5-6), 537-555.
- Farrell, A.M., & Rudd, J.M. (2009). Factor Analysis and Discriminant Validity: A Brief Review of Some Practical Issues. *Australia-New Zealand Marketing Academy Conference (ANZMAC)*, December, Melbourne, Australia.
- Ferdinand, A. (2000). *Structural Equation Modelling dalam Penelitian Manajemen*. Semarang : Badan Penerbit Universitas Diponegoro.
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of marketing research*, 18(1), 39-50.
- Frankfort-Nachmias, C., & Nachmias, D. (2007). *Study guide for research methods in the social sciences*. (7th Ed.): Macmillan Higher Education.
- Frazier, P. A., Tix, A. P., & Barron, K. E. (2004). Testing moderator and mediator effects in counseling psychology research. *Journal of counseling psychology*, 51(1), 115-134.
- Gambi, S. (2009). The development of trust within close relationships formed within social network sites', In: Proceedings of the WebSci'09: Society On-Line, Supplemented to the *Web Science Repository*, Athens, 18-20 March, 428-438.
- Gan, S.-L (1999). An overview of information technology and education in Malaysia In: *Information technology diffusion in the Asia Pacific: perspectives on*

policy, electronic commerce and education. Ed, FB Tan & YY Wong. USA: Idea Group Publishing, 208-220.

- Gao, S., Mokhtarian, P., & Johnston, R. (2008). Nonnormality of data in structural equation models. *Transportation Research Record: Journal of the Transportation Research Board* (2082), 116-124.
- Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in online shopping: An integrated model. *MIS quarterly*, 27(1), 51-90.
- Greig, A. (2013). Twitter overtakes Facebook as the most popular social network for teens, according to study Retrieved 24 October 2013, from <http://www.dailymail.co.uk/news/article-2475591/Twitter-overtakes-Facebook-popular-social-network-teens-according-study.html>
- Gundlach, G. T., & Murphy, P. E. (1993). Ethical and legal foundations of relational marketing exchanges. *The Journal of marketing*, 57(4), 35-46.
- Guo, S., Wang, M., & Leskovec, J. (2011). The role of social networks in online shopping: information passing, price of trust, and consumer choice. In *Proceedings of the 12th ACM conference on Electronic commerce*, 157-166.
- Ha, S., & Stoel, L. (2009). Consumer e-shopping acceptance: Antecedents in a technology acceptance model. *Journal of Business Research*, 62(5), 565-571.
- Haghirian, P., & Inoue, A. (2006). An advanced model of consumer attitudes toward advertising on the mobile internet. *International Journal of Mobile Communications*, 5(1), 48-67.
- Hair, J. F., Anderson, R. E., Tatham, R. L., & William, C. (1998). Black (1998), *Multivariate data analysis* (5th Ed.). Upper Saddle River, New Jersey: Pearson Prentice Hall.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2010). *Multivariate data analysis* (7th Ed.). Upper Saddle River, New Jersey: Pearson Prentice Hall.
- Hanson, C., West, J., Neiger, B., Thackeray, R., Barnes, M., & McIntyre, E. (2011). Use and acceptance of social media among health educators. *American Journal of Health Education*, 42(4), 197-204.
- Haque, A., Al Mahmud, S., Tarofder, A. K., & Ismail, A. Z. H. (2007). Internet advertisement in Malaysia: a study of attitudinal differences. *The Electronic Journal of Information Systems in Developing Countries*, 31(9), 1-15.
- Haque, A., Sadeghzadeh, J., & Khatibi, A. (2011). Identifying potentiality online sales in Malaysia: a study on customer relationships online shopping. *Journal of Applied Business Research (JABR)*, 22(4), 119-130.
- Harn, A. C. P., Khatibi, A., & Ismail, H. (2006). E-Commerce: A study on online shopping in Malaysia. *Journal of Social Sciences*, 15(5), 232-242.

- Hanushek, E. A., & Jackson, J. E. (2013). *Statistical methods for social scientists*. New York: Academic.
- Harridge-March, S., & Quinton, S. (2009). Virtual snakes and ladders: Social networks and the relationship marketing loyalty ladder. *The Marketing Review*, 9(2), 171–181.
- Hashim, A., Ghani, E. K., & Said, J. (2009). Does Consumers' Demographic Profile Influence Online Shopping?: An Examination Using Fishbein's Theory. *Canadian Social Science*, 5(6), 19-31.
- Hatcher, L. (1994). *A step-by-step approach to using SAS for factor analysis and structural equation modeling*. Cary, NC: SAS Publishing, SAS Institute.
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet? *Journal of Interactive Marketing*, 18(1), 38-52.
- Hertzog, M. A. (2008). Considerations in determining sample size for pilot studies. *Research in nursing & health*, 31(2), 180-191.
- Hinton, P., Brownlow, C., McMurray, I., & Cozens, B. (2004). *SPSS explained*. East Sussex, UK: Routledge.
- Ho, R. (2006). *Handbook of univariate and multivariate data analysis and interpretation with SPSS Approach*. Rockhampton: Central Queensland University.
- Hoffman, D. L., & Novak, T. P. (1996). Marketing in hypermedia computer-mediated environments: Conceptual foundations. *The Journal of Marketing*, 60(3), 50-68.
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of interactive marketing*, 28(2), 149-165.
- Holden, R. J., & Karsh, B.-T. (2010). The technology acceptance model: its past and its future in health care. *Journal of Biomedical Informatics*, 43(1), 159-172.
- Hu, L. t., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, 6(1), 1-55.
- Im, I., Hong, S., & Kang, M. S. (2011). An international comparison of technology adoption: Testing the UTAUT model. *Information & Management*, 48(1), 1-8.
- Internet Society. (2015). *Global Internet Report 2015: Mobile Evolution and Development of the Internet*. Retrieved from

http://www.internetsociety.org/globalinternetreport/assets/download/IS_web.pdf

- Internet Society. (2014). Global Internet Report 2014: Open and Sustainable Access for All. Retrieved from https://www.internetsociety.org/sites/default/files/Global_Internet_Report_2014
- Internet Worlds Stats (2015). Internet usage statistics: The Internet Big Picture. Retrieved from <http://www.internetworldstats.com/stats3>
- Internet Worlds Stats (2014). Internet Usage in Asia: Internet Users, Facebook Subscribers & Population Statistics for 35 countries and regions in Asia. Retrieved from <http://www.internetworldstats.com/stats3.htm>
- Jackson, D. L., Gillaspay Jr, J. A., & Purc-Stephenson, R. (2009). Reporting practices in confirmatory factor analysis: an overview and some recommendations. *Psychological methods*, 14(1), 6-23.
- James, L. R., & Brett, J. M. (1984). Mediators, moderators, and tests for mediation. *Journal of Applied Psychology*, 69(2), 307-321.
- Jariah, M., Husniyah, A., Laily, P., & Britt, S. (2004). Financial behavior and problems among university students: Need for financial education. *Journal of personal finance*, 3(1), 82-96.
- Jarvenpaa, S. L., Tractinsky, N., & Saarinen, L. (1999). Consumer trust in an internet store: a cross-cultural validation. *Journal of Computer-Mediated Communication*, 5(2), 1-33.
- Joreskog, K. G., & Sorbom, D. (1993). *LISREL 8: Structural equation modeling with the SIMPLIS command language*. Hillsdale, New Jersey: Erlbaum.
- Jusoh, Z. M., & Ling, G. H. (2012). Factors influencing consumers' attitude towards e-commerce purchases through online shopping. *International Journal of Humanities and Social Science*, 2(4), 223-230.
- Kaba, B., & Touré, B. (2014). Understanding information and communication technology behavioral intention to use: Applying the UTAUT model to social networking site adoption by young people in a least developed country. *Journal of the Association for Information Science and Technology*, 65(8), 1662-1674.
- Kabani, S. (2013). *Ten Tactical Ways to Market Your Apparel Brand Using Social Media*. Retrieved March 21, 2013, from <http://apparel.edgl.com/news/Ten-Tactical-Ways-to-Market-Your-Apparel-Brand-Using-Social-Media-85428>
- Kalakota, R., & Whinston, A. B. (1996). *Frontiers of electronic commerce*: Addison Wesley Longman Publishing.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59-68.

- Kaplan, A. M., & Haenlein, M. (2011). The early bird catches the news: Nine things you should know about micro-blogging. *Business Horizons*, 54(2), 105-113.
- Kelly, L., Kerr, G., & Drennan, J. (2010). Avoidance of advertising in social networking sites: The teenage perspective. *Journal of Interactive Advertising*, 10(2), 16-27.
- Kerpen, D. (2015). *Likeable social media: How to delight your customers, create an irresistible brand, and be amazing on Facebook, Twitter, LinkedIn, Instagram, Pinterest, and more (2nd Ed.)*. United States of America: McGraw-Hill Education.
- Khong, K. W., Onyemeh, N. C., & Chong, A. Y.-L. (2013). BSEM estimation of network effect and customer orientation empowerment on trust in social media and network environment. *Expert Systems with Applications*, 40(12), 4858-4870.
- Kim, G., Shin, B., & Lee, H. G. (2009). Understanding dynamics between initial trust and usage intentions of mobile banking. *Information Systems Journal*, 19(3), 283-311.
- Kim, H. Y., & Kwon, Y. J. (2011). Soul mates, best friends, and casual buddies: The relationship of U. S. college students to retailer brands. *Clothing and Textiles Research Journal*, 29(1), 67-82.
- Kim, J. U., Kim, W. J., & Park, S. C. (2010). Consumer perceptions on web advertisements and motivation factors to purchase in the online shopping. *Computers in Human Behavior*, 26(5), 1208-1222.
- Kim, S. S., & Malhotra, N. K. (2005). A longitudinal model of continued IS use: An integrative view of four mechanisms underlying postadoption phenomena. *Management science*, 51(5), 741-755.
- Kim, S. S., Malhotra, N. K., & Narasimhan, S. (2005). Research note—two competing perspectives on automatic use: A theoretical and empirical comparison. *Information systems research*, 16(4), 418-432.
- Kline, R. B. (2005). *Principles and practice of structural equation modeling. (3th Ed.)*. New York : Guilford Press.
- Kline, R. B. (2015). *Principles and practice of structural equation modeling. (4th Ed.)*. New York : Guilford Press.
- Koivumäki, T., Ristola, A., & Kesti, M. (2008). The perceptions towards mobile services: an empirical analysis of the role of use facilitators. *Personal and Ubiquitous Computing*, 12(1), 67-75.
- Korgaonkar, P. K., & Wolin, L. D. (1999). A multivariate analysis of web usage. *Journal of Advertising Research*, 39(2), 53-68.

- Kraemer KL, Dedrick J, Melville NP, Zhu K. (2006). *Global E-Commerce: Impacts of National Environment and Policy*. Cambridge, UK: Cambridge University Press.
- Kucuk, S. U., & Krishnamurthy, S. (2007). An analysis of consumer power on the Internet. *Technovation*, 27(1), 47-56.
- Lacy, K. (2010). 25 case studies using twitter to increase business and sales. Retrieved from <http://kylelacy.com/25-case-studies-using-twitter-to-increase-business-and-sales>
- Lai, W. F., & Ngerng, M. H. (2015). Analysis of Decision Making on Selection of the Social Networking Sites by College Students. *Pertanika Journal of Social Sciences & Humanities*, 23(S), 23-32.
- Laudon, K.C. and Traver, C.G. (2007). *E-commerce: Business. Technology. Society*. (3rd Ed.), New Jersey: Prentice-Hall.
- Lee, C., & Green, R. T. (1991). Cross-cultural examination of the Fishbein behavioral intentions model. *Journal of international business studies*, 22(2), 289-305.
- Lee, H.S.S., Khong, K.W., & Hong, J.L. (2014). Influence of online shopping enjoyment and trust towards purchase intention in social commerce sites. *Proceedings in Handbook on the Emerging Trends in Scientific Research (International Conference on Emerging Trends in Scientific Research)*, 355-362. Kuala Lumpur: Malaysia
- Lee, J.-O., & Kim, Y.-M. (2013). A Study on the Impact of the App-Book Purchasing Behavior of Smart phone Users in Korea. *The Journal of Society for e-Business Studies*, 18(3), 45-67.
- Lehmann, D. R., & Hulbert, J. (1972). Are three-point scales always good enough?. *Journal of Marketing Research*, 9(4), 444-446.
- Li, J. and Kishore, R. (2006) How Robust is the UTAUT Instrument? A Multi group Invariance Analysis in the Context of Acceptance and Use of Online Community Web log Systems. [Internet] *Proceedings of the 2006 ACM SIGMIS CPR conference on computer personnel research*. Claremont, California USA, 183-189.
- Limayem, M., Hirt, S. G., & Cheung, C. M. (2007). How habit limits the predictive power of intention: the case of information systems continuance. *MIS quarterly*, 31(4), 705-737.
- Ling, K. C., Chai, L. T., & Piew, T. H. (2010). The effects of shopping orientations, online trust and prior online purchase experience toward customers' online purchase intention. *International Business Research*, 30(3), 63-76.
- Ling, K. C., Piew, T. H., & Chai, L. T. (2010). The determinants of consumers' attitude towards advertising. *Canadian Social Science*, 6(4), 114-126.

- Lipsman, A., Mudd, G., Rich, M., & Bruich, S. (2012). The Power of “Like”. *Journal of Advertising research*, 52(1), 40-52.
- Lien, M. C., McCann, R. S., Ruthruff, E., & Proctor, R. W. (2005). Dual-task performance with ideomotor-compatible tasks: is the central processing bottleneck intact, bypassed, or shifted in locus?. *Journal of Experimental Psychology: Human Perception and Performance*, 31(1), 122.
- Lorenzo-Romero, C., Constantinides, E., & Alarcón-del-Amo, M. D. C. (2011). Consumer adoption of social networking sites: implications for theory and practice. *Journal of Research in Interactive Marketing*, 5(2-3), 170-188.
- Lu, J., Yao, J. E., & Yu, C.-S. (2005). Personal innovativeness, social influences and adoption of wireless Internet services via mobile technology. *The Journal of Strategic Information Systems*, 14(3), 245-268.
- MacCallum, R. C., Browne, M. W., & Sugawara, H. M. (1996). Power analysis and determination of sample size for covariance structure modeling. *Psychological methods*, 1(2), 130-149.
- McKnight, D. H., Choudhury, V., & Kacmar, C. (2002). Developing and validating trust measures for e-commerce: *An integrative typology*. *Information systems research*, 13(3), 334-359.
- MDeC (Multimedia Development Corporation) (2014), *Digital Malaysia Progress Report 2013*, MDeC: Cyberjaya, Malaysia.
- Maheswaran, M., Tang, H. C., & Ghunaim, A. (2007). Towards a gravity-based trust model for social networking systems. *In 27th International Conference on Distributed Computing Systems Workshop*, 24–31, Toronto, Canada, June 2007.
- Mallat, N., Rossi, M., & Tuunainen, V. K. (2004). Mobile banking services. *Communications of the ACM*, 47(5), 42-46.
- Mandal, D., & McQueen, R. J. (2012). Extending UTAUT to explain social media adoption by microbusinesses. *International Journal of Managing Information Technology*, 4(4), 1-11.
- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357-365.
- Margherio, L. (1999). *The emerging digital economy*: US Department of Commerce.
- Mao, E., & Zhang, J. (2015, January). What Drives Consumers to Click on Social Media Ads? The Roles of Content, Media, and Individual Factors. *In Proceedings of the 2015 48th Hawaii International Conference on System Sciences*, 3405-3413.
- Marsh, H. W., & Hocevar, D. (1985). Application of confirmatory factor analysis to the study of self-concept: First-and higher order factor models and their invariance across groups. *Psychological bulletin*, 97(3), 562-680.

- Martins, C., Oliveira, T., & Popovič, A. (2014). Understanding the Internet banking adoption: A unified theory of acceptance and use of technology and perceived risk application. *International Journal of Information Management*, 34(1), 1-13.
- Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An integrative model of organizational trust. *Academy of management review*, 20(3), 709-734.
- McCann, U. (2008). When did we start trusting strangers. *New York: Universal McCann*.
- McGrath, F. (2015, January, 22). GlobalWebIndex informs WeAreSocial's new digital, social and mobile in 2015 report [Web log post]. Retrieved from <https://www.globalwebindex.net/blog/globalwebindex-informs-wearesocial-new-digital-social-and-mobile-in-2015-report>
- Miyazaki, A. D., & Fernandez, A. (2001). Consumer perceptions of privacy and security risks for online shopping. *Journal of Consumer Affairs*, 35(1), 27-44.
- Motiwalla, L. F. (2007). Mobile learning: A framework and evaluation. *Computers & Education*, 49(3), 581-596.
- Mróz-Gorgoń, B. (2014). Marketing Aspects of Using Social Media by Fashion Brands in Poland. In *Human Capital without Borders: Knowledge and Learning for Quality of Life; Proceedings of the Management, Knowledge and Learning International Conference 2014*. ToKnowPress. 957-962.
- Muijs, D. (2010). *Doing quantitative research in education with SPSS*: Sage.
- Negahban, A., & Chung, C.-H. (2014). Discovering determinants of users perception of mobile device functionality fit. *Computers in Human Behavior*, 35, 75-84.
- Neuman, W. L. (2009). *Social research methods: Quantitative and qualitative methods*. New York: Pearson Education.
- Neuman, W. L., & Robson, K. (2012). *Basics of social research: Qualitative and quantitative approaches*. New York: Pearson Education.
- Nielsen. (2014). Malaysians rank among the world's most avid online shoppers. Retrieved from <http://www.nielsen.com/my/en/press-room/2014/e-commerce.html>
- Nielsen. (2014). Southeast Asian consumers flock online to purchase products and services. Retrieved from <http://www.nielsen.com/apac/en/insights/news/2014/southeast-asian-consumers-flock-online-to-purchase-products-and-services.html>
- Nor, K. M., Nazarie, W. N. F. W. M., & Yusoff, A. A. A. M. (2013, April). Factors influencing individuals' trust in online purchase through social networking

- sites. In *e-Commerce in Developing Countries: With Focus on e-Security (ECDC), 2013 7th International Conference on*, 1-18.
- Noyes, D. (2015). The Top 20 Valuable Facebook Statistics. Retrieved February 2015, from www.zephoria.com/social-media/top-15-valuable-facebook-statistics
- Nunnally, J. (1978). *Psychometric theory (3rd Ed.)*. New York: McGraw-Hill.
- Oh, L-B. and Xu, H. (2003) 'Effects of multimedia on mobile consumer behavior: an empirical stud of location-aware advertising', *Proceedings of 24th International Conference on Information Systems*, Seattle, WA.
- Omar, B., & Subramanian, K. (2014). Addicted to Facebook: Examining the roles of personality characteristics, gratifications sought and Facebook exposure among youths. *GSTF Journal on Media & Communications (JMC)*, 1(1), 54-65.
- Park, J., & Stoel, L. (2005). Effect of brand familiarity, experience and information on online apparel purchase. *International Journal of Retail & Distribution Management*, 33(2), 148-160.
- Park, J., Yang, S., & Lehto, X. (2007). Adoption of mobile technologies for Chinese consumers. *Journal of Electronic Commerce Research*, 8(3), 196-206.
- Pascual-Miguel, F. J., Agudo-Peregrina, Á. F., & Chaparro-Peláez, J. (2015). Influences of gender and product type on online purchasing. *Journal of Business Research*, 68(7), 1550-1556.
- Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model. *International Journal of Electronic Commerce*, 7(3), 101-134.
- Pavlou, P. A., & Chai, L. (2002). What Drives Electronic Commerce across Cultures? Across-Cultural Empirical Investigation of the Theory of Planned Behavior. *J. Electron. Commerce Res.*, 3(4), 240-253.
- Paynter, J., & Lim, J. (2001). Drivers and Impediments to E-commerce in Malaysia. *Malaysian Journal of Library & Information Science*, 6(2), 1-19.
- Perea y Monsuwé, T., Dellaert, B. G., & De Ruyter, K. (2004). What drives consumers to shop online? A literature review. *International journal of service industry management*, 15(1), 102-121.
- Pookulangara, S., & Koesler, K. (2011). Cultural influence on consumers' usage of social networks and its' impact on online purchase intentions. *Journal of Retailing and Consumer Services*, 18(4), 348-354.
- Pousttchi, K. (2008). A modeling approach and reference models for the analysis of mobile payment use cases. *Electronic Commerce Research and Applications*, 7(2), 182-201.

- Putit, L., & Arnott, D. C. (2007). Micro-Culture and Consumers' Adoption of Technology: A Need to Re-evaluate the Concept of National Culture. *Academy of Marketing Science Review*, 11(6), 1-15.
- Raacke, J., & Bonds-Raacke, J. (2008). MySpace and Facebook: Applying the uses and gratifications theory to exploring friend-networking sites. *Cyberpsychology & behavior*, 11(2), 169-174.
- Rachagan, S. (1997). Consumer Law in Malaysia: The Need For Change. Paper presented in Seminar Kebangsaan Undang-undang Pengguna di Malaysia: Satu Reformasi. UKM Bangi 22 March.
- Rahim, H. L., & Rosly, H. E. (2014). Psychographic Characteristics Influencing Consumer Behavior towards Online Purchase Intention: A Study on Gender Differences. *Journal of Technology Management and Business*, 1(2), 101-112.
- Raman, A., & Don, Y. (2013). Preservice teachers' acceptance of learning management software: An Application of the UTAUT2 Model. *International Education Studies*, 6(7), 157-164.
- Riemenschneider, C. K., Jones, K., & Leonard, L. N. (2009). Web trust—A moderator of the web's perceived individual impact. *Journal of computer information systems*, 49(4), 10-18.
- Riffai, M. M. M. A., Grant, K., & Edgar, D. (2012). Big TAM in Oman: Exploring the promise of on-line banking, its adoption by customers and the challenges of banking in Oman. *International Journal of Information Management*, 32(3), 239-250.
- Rotzoll, K. B., & Christians, C. G. (1980). Advertising agency practitioners' perceptions of ethical decisions. *Journalism and Mass Communication Quarterly*, 57(3), 425.
- Ryan, C., & Rao, U. (2008). Holiday users of the Internet—ease of use, functionality and novelty. *International Journal of Tourism Research*, 10(4), 329-339.
- Sabri, M. F., & MacDonald, M. (2010). Savings behavior and financial problems among college students: The role of financial literacy in Malaysia. *Cross-Cultural Communication*, 6(3), 103-110.
- Salehi, M. (2011). Consumer buying behavior towards online shopping stores in Malaysia. *International Journal of Academic Research in Accounting, Finance & Management Sciences*, 1(2), 393-403.
- Salleh, H. S., & Muhammad, A. (2012). *Emerging green product buyers in Malaysia: Their profiles and behaviors*. Paper presented at the Proceedings of 3rd International Conference on Business and Economic Research, Bandung, Indonesia.
- San Martín, H., & Herrero, Á. (2012). Influence of the user's psychological factors on the online purchase intention in rural tourism: Integrating innovativeness to the UTAUT framework. *Tourism Management*, 33(2), 341-350.

- Sapio, B., Turk, T., Cornacchia, M., Papa, F., Nicolò, E., & Livi, S. (2010). Building scenarios of digital television adoption: a pilot study. *Technology Analysis & Strategic Management*, 22(1), 43-63.
- Sarwar, A., Haque, A., & Yasmin, F. (2013). The usage of social network as a marketing tool: Malaysian muslim consumers' perspective. *Int J Acad Res Econ Manage Sci*, 2(1), 93-102.
- Schaupp, L. C., Carter, L., & McBride, M. E. (2010). E-file adoption: A study of US taxpayers' intentions. *Computers in Human Behavior*, 26(4), 636-644.
- Schiffman, L. G. & Kanuk, L. (2007): Consumer behavior (9th Ed.). New Jersey: Prentice Hall.
- Schumacker, R. E., & Lomax, R. G. (2010). *A beginner's guide to structural equation modeling*. (3rd Ed.). Mahwah, New Jersey: Lawrence Erlbaum Associates.
- Schiffman, L. G., & Wisenblit, J. L. (2015). Consumer behaviour (11th Ed.). Harlow, England: Pearson.
- Segars, A. H., & Grover, V. (1993). Re-examining perceived ease of use and usefulness: A confirmatory factor analysis. *Management Information Systems Quarterly*, 17(4), 517-525.
- Schepers, J., & Wetzels, M. (2007). A meta-analysis of the technology acceptance model: Investigating subjective norm and moderation effects. *Information & management*, 44(1), 90-103.
- Shahnaei, S. (2012). The impact of individual differences on green purchasing of Malaysian consumers. *International Journal of Business and Social Science*, 3(16), 132-140.
- Sheppard, B. H., Hartwick, J., & Warshaw, P. R. (1988). The theory of reasoned action: A meta-analysis of past research with recommendations for modifications and future research. *Journal of consumer research*, 15(3), 325-343.
- Shin, D.-H. (2010). The effects of trust, security and privacy in social networking: A security-based approach to understand the pattern of adoption. *Interacting with Computers*, 22(5), 428-438.
- Siau, K., & Shen, Z. (2003). Building customer trust in mobile commerce. *Communications of the ACM*, 46(4), 91-94.
- Simon, M. K., & Goes, J. (2011). *Dissertation and Scholarly Research: Recipes for Success*: Dissertation Success. Seattle, WA: Dissertation Success, LLC.
- Sin, S. S., Nor, K. M., & Al-Agaga, A. M. (2012). Factors Affecting Malaysian young consumers' online purchase intention in social media websites. *Procedia-Social and Behavioral Sciences*, 40, 326-333.

- Slade, E., Williams, M., Dwivedi, Y., & Piercy, N. (2015). Exploring consumer adoption of proximity mobile payments. *Journal of Strategic Marketing*, 23(3), 209-223.
- Smith, A. N., Fischer, E., & Yongjian, C. (2012). How does brand-related user-generated content differ across YouTube, Facebook, and Twitter? *Journal of Interactive Marketing*, 26(2), 102-113.
- Smith, S. D., & Caruso, J. B. (2010). The ECAR study of undergraduate students and information technology. Boulder, Co: Educause.
- Solis, B. (2007). Defining Social Media: 2006–2010. [Online]. Available:<http://www.briansolis.com/2010/01/defining-social-mediathe-saga-continues/>.
- Steiger, J. H., & Lind, J. C. (1980). *Statistically based tests for the number of common factors*. In *annual meeting of the Psychometric Society*, Iowa City, IA, May.
- Su, D., & Huang, X. (2010). Research on online shopping intention of undergraduate consumer in China--based on the theory of planned behavior. *International Business Research*, 4(1), 86-95.
- Suliman, A., & Iles, P. (2000). Is continuance commitment beneficial to organizations? Commitment-performance relationship: A new look. *Journal of Managerial Psychology*, 15(5), 407-422.
- Tabachnik, B., & Fidell, S. (2007). *Discriminant analysis. Using multivariate statistics*. Boston: Pearson Education Inc, 201(3), 377-438.
- Tan, G. W. H., Chong, C. K., Ooi, K. B., & Chong, A. Y. L. (2010). The adoption of online banking in Malaysia: an empirical analysis. *International Journal of Business and Management Science*, 3(2), 169-193.
- Tan, P. J. B. (2013). Applying the UTAUT to understand factors affecting the use of English e-learning websites in Taiwan. *SAGE Open*, 3(4),1-12.
- Taylor, D. G., & Strutton, D. (2010). Has e-marketing come of age? Modeling historical influences on post-adoption era Internet consumer behaviors. *Journal of business research*, 63(9), 950-956.
- Taylor, D. G., Lewin, J. E., & Strutton, D. (2011). Friends, fans, and followers: do ads work on social networks?. *Journal of Advertising Research*, 51(1), 258-275.
- Taylor, S., & Todd, P. A. (1995). Understanding information technology usage: A test of competing models. *Information systems research*, 6(2), 144-176.
- Teo, T., & Noyes, J. (2014). Explaining the intention to use technology among pre-service teachers: a multi-group analysis of the Unified Theory of Acceptance and Use of Technology. *Interactive Learning Environments*, 22(1), 51-66.

- Urbach, N., & Ahlemann, F. (2010). Structural equation modeling in information systems research using partial least squares. *JITTA: Journal of Information Technology Theory and Application*, 11(2), 5-39.
- Van der Heijden, H., Verhagen, T., & Creemers, M. (2003). Understanding online purchase intentions: contributions from technology and trust perspectives. *European journal of information systems*, 12(1), 41-48.
- Van der Walldt, D., Rebello, T., & Brown, W. (2009). Attitudes of young consumers towards SMS advertising. *African Journal of Business Management*, 3(9), 444.
- Varshney, U. (2003). Location management for mobile commerce applications in wireless internet environment. *ACM Transactions on Internet Technology (TOIT)*, 3(3), 236-255.
- Venkatesh, V., & Davis, F. D. (2000). A theoretical extension of the technology acceptance model: Four longitudinal field studies. *Management science*, 46(2), 186-204.
- Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: toward a unified view. *Management Information Systems Quarterly*, 27(3), 425-478.
- Venkatesh, V., Thong, J. Y., & Xu, X. (2012). Consumer acceptance and use of information technology: extending the unified theory of acceptance and use of technology. *MIS quarterly*, 36(1), 157-178.
- Vinerean, S., Cetina, I., Dumitrescu, L., & Tichindelean, M. (2013). The effects of social media marketing on online consumer behavior. *International Journal of Business and Management*, 8(14), 66-79.
- Wang, B. R., Park, J.-Y., Chung, K., & Choi, I. Y. (2014). Influential factors of smart health users according to usage experience and intention to use. *Wireless Personal Communications*, 79(4), 2671-2683.
- Wang, H.-Y., & Wang, S.-H. (2010). User acceptance of mobile internet based on the unified theory of acceptance and use of technology: Investigating the determinants and gender differences. *Social Behavior and Personality: an international journal*, 38(3), 415-426.
- Weber, L. 2009. *Marketing to the Social Web: How digital customer communities build your business*. Second Edition. N.J, USA: John Wiley and Sons.
- Williams, M. D., Rana, N. P., Dwivedi, Y. K., & Lal, B. (2011). *Is UTAUT really used or just cited for the sake of it? a systematic review of citations of UTAUT's originating article*. ECIS Proceedings.
- Wimmer, Roger D & Joseph.R.Dominick (1997): *Mass Media Research: An Introduction*. Belmont, MA: Wadsworth.

- Wolin, L. D., & Korgaonkar, P. (2003). Web advertising: gender differences in beliefs, attitudes and behavior. *Internet Research*, 13(5), 375-385.
- Wong C.K. (2014) E-Commerce Infographic: Understanding Online Shoppers in Malaysia Retrieved October 30, 2014 from <http://www.ecommercemilo.com/2014/01/e-commerce-infographic-malaysia-understanding-online-shoppers.html>
- Wong, C. H., Tan, G. W.-H., Tan, B.-I., & Ooi, K.-B. (2015). Mobile advertising: The changing landscape of the advertising industry. *Telematics and Informatics*, 32(4), 720-734.
- Wood, W., & Neal, D. T. (2009). The habitual consumer. *Journal of Consumer Psychology*, 19(4), 579-592.
- Wood, W., Quinn, J. M., & Kashy, D. A. (2002). Habits in everyday life: thought, emotion, and action. *Journal of personality and social psychology*, 83(6), 1281-1297.
- Xu, H., & Gupta, S. (2009). The effects of privacy concerns and personal innovativeness on potential and experienced customers' adoption of location-based services. *Electronic Markets*, 19(2-3), 137-149.
- Xu, X. (2014). Understanding users' continued use of online games: An application of UTAUT2 in social network games. In *MMEDIA 2014, The Sixth International Conferences on Advances in Multimedia*, 58-65.
- Yoon Kin Tong, D. (2009). A study of e-recruitment technology adoption in Malaysia. *Industrial Management & Data Systems*, 109(2), 281-300.
- Yu, C.-S. (2012). Factors affecting individuals to adopt mobile banking: Empirical evidence from the UTAUT model. *Journal of Electronic Commerce Research*, 13(2), 104-121.
- Yang, S. (2013). Understanding Undergraduate Students' Adoption of Mobile Learning Model: A Perspective of the Extended UTAUT2. *Journal of Convergence Information Technology*, 8(10), 969-979.
- Zaltman, G., & Moorman, C. (1988). The importance of personal trust in the use of research. *Journal of Advertising Research*, 28(5), 16-24.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *The Journal of marketing*, 52(3), 2-22.
- Zendehdel, M., & Paim, L. H. (2012). Determinants of behavioural attitude to accept E-shopping among the students in Malaysia'. *Life Science Journal*, 9(3), 2441-2445.
- Zhang, Z., & Won, D. (2010). Buyer or browser? An analysis of sports fan behaviour online. *International Journal of Sports Marketing & Sponsorship*, 11(2), 124.

Zhou, T., Lu, Y., & Wang, B. (2010). Integrating TTF and UTAUT to explain mobile banking user adoption. *Computers in Human Behavior*, 26(4), 760-767.

Zwass, V. (1996). Electronic commerce: structures and issues. *International Journal of Electronic Commerce*, 1(1), 3-23.



LIST OF PUBLICATIONS

Sharifi fard, S., Tamam, E., Hj Hassan, M. S., Waheed, M., & Zaremohzzabieh, Z. (2016). Factors affecting Malaysian university students' purchase intention in social networking sites. *Cogent Business & Management*, 3(1), 1182612.

Sharifi fard, S., Tamam, E., Hj Hassan, M. S., & Waheed, M. (2017). Determinants of Online Purchase Intention and Moderating Role of Trust in Social Network Websites in Malaysia, *International Journal of Advertising*, Submitted





UNIVERSITI PUTRA MALAYSIA

STATUS CONFIRMATION FOR THESIS / PROJECT REPORT AND COPYRIGHT

ACADEMIC SESSION : SECOND SEMESTER 2016/2017

TITLE OF THESIS / PROJECT REPORT :

FACTORS INFLUENCING PURCHASE INTENTIONS THROUGH SOCIAL NETWORKING WEBSITES AMONG MALAYSIAN STUDENTS

NAME OF STUDENT: SAEIDEH SHARIFI FARD

I acknowledge that the copyright and other intellectual property in the thesis/project report belonged to Universiti Putra Malaysia and I agree to allow this thesis/project report to be placed at the library under the following terms:

1. This thesis/project report is the property of Universiti Putra Malaysia.
2. The library of Universiti Putra Malaysia has the right to make copies for educational purposes only.
3. The library of Universiti Putra Malaysia is allowed to make copies of this thesis for academic exchange.

I declare that this thesis is classified as :

*Please tick (v)

CONFIDENTIAL

(Contain confidential information under Official Secret Act 1972).

RESTRICTED

(Contains restricted information as specified by the organization/institution where research was done).

OPEN ACCESS

I agree that my thesis/project report to be published as hard copy or online open access.

This thesis is submitted for :

PATENT

Embargo from _____ until _____
(date) (date)

Approved by:

(Signature of Student)
New IC No/ Passport No.:

Date :

(Signature of Chairman of Supervisory Committee)
Name:

Date :

[Note : If the thesis is CONFIDENTIAL or RESTRICTED, please attach with the letter from the organization/institution with period and reasons for confidentially or restricted.]