

**THE IMPACT OF THE FACEBOOK WEBSITE QUALITY ON USER'S
PERCEIVED ATTITUDE, INTENTION AND LOYALTY AMONG
STUDENTS OF UTM**

TAMER ADEL SALEH ALAJRAMI

**A dissertation submitted in fulfillment of the requirements for the award of the
degree of Master of Management and Human Resources Development**

**Faculty of Management and Human Resource Development
Universiti Teknologi Malaysia**

August 2013

This dissertation is dedicated to my family for their endless support and encouragement.

ACKNOWLEDGEMENT

Thanks to be given to the almighty Allah most gracious most merciful for giving me the strength, guidance, perseverance, and wisdom in his abundance throughout my study time.

Although this dissertation has my name on it, it is undeniably the result of teamwork. Individuals who played a part in the completion of this work are many.

At UTM, I am extremely thankful to my supervisor, Assoc. Prof. Dr. Saif-Ur-Rehman Khan, for his support and encouragement throughout the candidacy, field research and dissertation writing phases of my program of master degree. His insights and experience were invaluable in helping me take my research in directions that I had neither considered nor expected. Dr. Saif, thank you for providing me with autonomy and latitude in conducting my research, for your constant support, for being consistently confident that I could make it through, and for all of your constructive comments on the manuscript during the final ‘push’ towards completion. Without your support, I’m certain that I would not have completed this dissertation.

I am also greatly appreciative of the tireless support provided by committee members Dr. Noriza Mohd Jamal and Dr. Inda Sukati. Dr Noriza gave generously of her time by providing substantial comments on the final draft, comments which proved indispensable. I thank you for your thoroughness, innovative ideas and patience throughout the years. I give special thanks to Dr. Inda Sukat for providing constant support and making himself available for my ongoing queries. I am grateful that you shared your experience in management field and for your encouragement of my own

research at online website quality. Many thanks for your enthusiasm and for your faith in my ability to complete this work.

This research was spiritually supported by a heartfelt sympathy from my family in Malaysia, my father Mr. Ayah Abdul Wahab Yahya and my mother Madam Ibu Roshadah Ishak as friends and informants. I do not forget my young brother Alif Abdul Matin Bin Abdul Wahab and the little brother Nufael Bin Abdul Wahab. The same goes to my two sisters Nabilah Binti Abdul Wahab and Lina Khalida Binti Abdul Wahab.

In the Department of Human Resources Development at Faculty of Management, I wish to warmly thank Assoc. Prof. Dr Khalil Md Nor, Assoc. Prof. Dr. Nur Naha Abu Mansor, and Dr Ahmad Jusoh for always being there for everything related to academic and Admin duties. And to Assoc. Prof. Dr. Mohd Zin bin Kandar from Faculty of Build Environment-UTM, for sometimes being the only contact I had with “planet UTM”. You are assured of my sincere thanks. Also, I am deeply and truly indebted to uncle Mr. Azhari Bin Mustapha who served as an incredibly supportive, mentor and a dear friend. Special thanks are also in order to Dr. Muhammad Shakil Ahmad, who helped me in a way he could especially on how to use SPSS for data analysis and who has become dear friend. I also take this opportunity to thank the wonderful human being Dr. Noor Aireen Ibrahim - Language Academy - UTM who took the time to talk to me and provide constant encouragement. This especially made me closer to the desire of getting near to the ending of writing up of this thesis. It was a privilege to learn from and work with you, and I wonder where and when I will be able to see you all again.

To this day, I sincerely thank dear colleagues whom I met at UTM for their friendship and moral support: Ibrahim, Sanwoolu, Helena, Sujanthi, Farah, Shiraz, Sulaiman, and Malihe. Also, I thank dear friends and neighbors for domesticating the life inside the campus: Patrick, Henry, Adesina, Mustafa, Suhail, Saber, Merwan, Sanwoolu, and Sulaiman. Thank you all personally. I dream of the day when we can get together again!

I have a word for my aunt Heidi Ajrami, an Associate Professor of English in the Arts, Humanities, and Social Sciences Division of Victoria College, for adding her rich flavors to my thesis _ “Shukran!”

My deepest appreciation goes to my family. I would like to thank my father, my sister “Amal” and also my brothers, Hamada, Hatem, Samer, and Ahmed for their support and for always stand by my side. To my mother who is a special person “I love you”. Furthermore I would also like to acknowledge with much appreciation the crucial role of my beloved friend Reem.

ABSTRACT

Loyalty of patrons, especially online ones, is an essential, effective and dynamic factor not only for development of social community but also for the development of a nation. Loyalty of the Facebook users is the most obvious one among loyalty of other websites. This research investigates the association between the criteria of the Facebook website's quality and online users' loyalty. It focuses on the development of an evaluation model that is not only responsible for the generation of a robust set of evaluation metrics but also highlights the influential constraints, success criteria and tangible outcomes of influence of the Facebook website's quality on users' loyalty. To develop this model, a paper-based questionnaire was used. A total 236 responses were collected among students of Universiti Teknologi Malaysia. Analyses were performed to test the data such as descriptive analysis, confirmatory factor analysis, and hierarchical multiple regression analysis. This study found that, General Content Quality, Appearance Quality, and Reputation were significantly influenced an individual's attitude. Also, both of Appearance Quality and Attitude influenced an individual's intention to use the Facebook website. In addition, this study found that Intention is a strong predictor of social media loyalty. However, all of the Technical Quality, Specific Content Quality, and Information Quality had no significant influence on the Facebook user's attitude and intention. Based on the findings of this study, implications of this study are classified into academic research and field practices. For academic implication, it contributes to the historical contributions on the theory of Technology Acceptance Model in explaining the relationship between an individual's beliefs and actual behavior in the information system context. On the other hand, the practical implication of this study recommends the website quality criteria in the electronic service industry. In the end, future research is recommended with respect to the limitations of the study.

TABLE OF CONTENTS

Acknowledgement	V
Abstract	Viii
Abstrak	ix
Table of Contents	x
List of Tables	xiii
List of Figures	xv
List of Appendixes	xvi
1. INTRODUCTION	1
1.1 Introduction	1
1.2 Background of the Study	2
1.3 Problem Statement	6
1.4 Research Questions	9
1.5 Objectives of the Study	9
1.6 Scope of the Study	10
1.7 Contribution of the Study	10
1.7.1 Academic Contribution	11
1.7.2 Industry Contribution	11
1.8 Key Concepts Definition	11
1.9 Structure of Thesis	14
2. LITERATURE REVIEW	15
2.1 Introduction	15

2.2	Social Media Literature	16
2.3	Social Presence Theory	17
2.4	Social Media and the Facebook	19
2.4.1	Facebook Fever	22
2.5	Theories and Models of Technology Acceptance	24
2.5.1	Technology Acceptance Model (TAM)	28
2.5.2	Perceived Usefulness (PU)	30
2.5.3	Perceived Ease of Use (PEOU)	31
2.5.4	Attitude	32
2.5.5	Behavioral Intention (BI)	33
2.6	Technology Acceptance Model Limitation	33
2.7	Adoption of Technology Acceptance Model	34
2.8	Website Quality	37
2.8.1	The Facebook Website Quality Criteria	45
2.8.1.1	Technical Quality	48
2.8.1.2	General Content Quality	57
2.8.1.3	Specific Content Quality	60
2.8.1.4	Appearance Quality	63
2.8.1.5	Information Quality	68
2.8.1.6	Reputation	73
2.9	Attitude	75
2.10	Intention	78
2.11	User Loyalty	80
2.12	Conclusion	89
	The Proposed Conceptual Framework	90
3.	RESEARCH METHODOLOGY	92
3.1	Research Process	93
3.2	Research Methodology	94
3.3	Method of Study	96
3.4	Instrument Development	97

3.5	Survey Administration	103
3.6	Data Analysis	103
3.7	Summary of Data Analysis Techniques	105
4.	DATA ANALYSIS AND FINDINGS	107
4.1	Introduction	107
4.2	The Questionnaire Distribution Process and Responses	108
4.3	Screening and Cleaning Data	108
4.4	The Respondents Characteristics	109
4.5	The Social Media Used	110
4.6	General Skills in Computer Usage	111
4.7	Frequency of Users Signing in to the Facebook	111
4.8	Internet Use and Experience	112
4.9	Validity Test	113
4.10	Descriptive Analysis on Perceived Quality on the Facebook Website	121
4.11	Multicollinearity Test	126
4.12	Multiple Regression Analysis	127
4.13	Correlationl Analysis	129
4.14	Quadratic Effects	129
4.18	Additive Effects of the Facebook Website Quality Criteria	136
5.	CONCLUSION AND RESEARCH RECOMMENDATION	141
5.1	Discussion of the Main Findings	142
5.2	Implication for Academic Research	147
5.3	Practical Implication	148
5.4	Limitation	149
5.5	Future Research	150
5.6	Conclusion	151
	References	152

LIST OF TABLES

TABLE NO.	TITLE	PAGE
1.1	Rank of social media as a marketing tool	4
1.2	List of 15 most Popular Social Media Sites	5
1.3	List of Key Concepts Definitions	12
2.1	List of Studies Utilized TAM	35
2.3	List of Studies on Social Media, Attitude and User's Loyalty Intention	85
2.4	List of the Hypotheses of the Study	91
3.1	Likert Scale in the Proposed Questions	100
3.2	Cronbach's Alpha Scale	101
3.3	Cronbach's Alpha of the Proposed Framework	102
3.4	Reliability Statistics for the Study	102
3.5	Summary of Data Analysis Technology	106
4.1	Questionnaire Response Rate	108
4.2	The Respondent's Demographic Data	109
4.3	Social Media Website	110
4.4	Respondent's Knowledge in Computer Usage	111
4.5	The Frequency of Users Singing in to the Facebook	112
4.6	Internet Experience and Use	112
4.7	KMO's and Bartlett's Test	114
4.8	Communalities of Each Item	116
4.9	Total Variance Explained	117
4.10	Rotated Components Matrix	120
4.11	Means Interval Levels	122

4.12	Descriptive Analysis on the Facebook Website Perceived Quality Criteria	123
4.13	Correlation Matrix for all Variables of the Study	129
4.14	Multiple Regression Analyses of the FWQC on Users' Attitude	131
4.15	Multiple Regression Analyses of the FWQC on Users' Intention	132
4.16	Multiple Regression Analyses of the FWQC on Users' Loyalty	133
4.17	Linear Regression Analyses of the FWQC on Users' Attitude	134
4.18	Linear Regression Analyses of the FWQC on Users' Intention	135
4.19	Linear Regression Analyses of the FWQC on Users' Loyalty	136
4.20	Hierarchical Multiple Regression Analyses of the FWQC on Users' Attitude	137
4.21	Hierarchical Multiple Regression Analyses of the FWQC on Users' Intention	138
4.22	Hierarchical Multiple Regression Analyses of the FWQC on Users' Loyalty	140

LIST OF FIGURES

TABLE NO.	TITLE	PAGE
2.1	Timeline of the launch dates of Major SNS	20
2.2	TAM Model	29
2.3	Loyalty Framework	81
3.1	Research Process	93

LIST OF APPENDIX

TABLE NO.	TITLE	PAGE
A	Appendix of the questionnaire of the study	xvii
B	Appendix of Missing Data Statistics	xxiii
C	Appendix of Normality Distribution Statistics	xxiv
D	Appendix of Multicollinearity Test results of (VIF) of the independent variables of the measurement model	xxv

ABSTRAK

Kesetiaan pengguna, terutama dalam kalangan media atas talian, merupakan faktor yang penting, efektif dan dinamik bukan sahaja untuk pembangunan sosial tetapi juga untuk pembangunan negara. Kesetiaan pengguna facebook kelihatan lebih ketara dalam laman web yang lain. Kajian ini bertujuan untuk melihat hubungan antara kriteria kualiti laman web facebook dengan kesetiaan pengguna atas talian. Ia memfokus kepada pembangunan model penilaian yang bertanggungjawab mengenai generasi set teguh dalam matrik penilaian dan mengenengahkan halangan-halangan utama, kriteria kejayaan dan hasil yang diperolehi daripada kualiti laman web facebook dalam kalangan pengguna setia. Instrumen soal selidik telah digunakan untuk membangunkan model tersebut. Seramai 236 responden diperolehi untuk kajian ini dalam kalangan mahasiswa di Universiti Teknologi Malaysia. Analisis dibuat untuk menguji data seperti analisis deskriptif, pengesahan analisis faktor, dan analisis hirarki regresi berganda. Kajian ini mendapati bahawa Kualiti Keseluruhan Kandungan, Kualiti Penampilan dan Reputasi adalah signifikan yang mempengaruhi sikap individu. Selain daripada itu, Kualiti Penampilan dan Sikap dipengaruhi oleh tujuan (niat) individu terhadap penggunaan laman web facebook. Tambahan pula, kajian ini mendapati bahawa tujuan (niat) adalah peramal yang paling kuat dalam menentukan kesetiaan individu dalam media sosial. Walau bagaimanapun, kesemua elemen berkaitan Kualiti Teknikal, Kualiti Kandungan Spesifik, dan Kualiti Informasi tidak signifikan dengan sikap dan tujuan (niat) pengguna facebook. Berdasarkan dapatan kajian, implikasi kajian boleh diklasifikasikan dalam kajian akademik dan amalan di lapangan. Dari segi implikasi akademik, ia menyumbang kepada aspek pensejarahan dalam Teori Model Penerimaan Teknologi dalam menghurai hubungan antara kepercayaan individu dengan tingkah laku sebenar dalam konteks sistem maklumat. Daripada segi yang lain, implikasi praktikal dalam kajian ini mencadangkan kriteria kualiti laman web dimasukkan industri perkhidmatan elektronik. Akhirnya, kajian lanjut perlu dijalankan dengan mengambilkira batasan kajian.

CHAPTER 1

INTRODUCTION

1.1. Introduction

This chapter presents the theoretical research background, problem statement, objectives of the study, research questions, and significance of the study. It also presents the structure of the thesis. Finally, the researcher discusses the impact of social media websites quality, the Facebook in particular, on online users' loyalty; which in turn gives advantages to organizations. This can be noticed in the online relationship between an organization and its customers.

The internet is pervasive, it is everywhere. It has made the world from a "global village" years back to a "global closet" today where most information go viral within seconds. Relying on the strength of the Internet, the social media has made the global village a global living room. In this closet, corporations and individuals separated by distance and time are now connected and remain connected by a single click. This is the story of online social media.

Leveraging on the strength of the social media websites, organizations now connect with their numerous customers/dealers, seeking aggressively their most coveted loyalty. Hence, the website of the organization becomes a strategic tool. The Facebook website presents organizations with both opportunities and threats. Now, although many business and political analysts overestimated the effect of these media when they were first introduced, the researcher perceived that the existence of these media has molded- and continued to shape -social and business practices for years to come. One aspect that has witnessed a significant influence of usage of the Internet is the Facebook.

The Facebook, the most popular social media website, is a virtual place where many people from all ages meet online. Social media websites not only facilitate sharing one's experience on some services and products, but also inform users about promotions, special offers, new products and their advantages. Furthermore, users become fans and followers of a particular brand name.

A mutual study by Marketing Sherpa and Survey Sampling (2010) examined the intention of the fans in following a particular brand. It discovered that two thirds of the social media users liked to follow new promotions and products or services. The rest, one third, of the social media users are engaged to a company's culture and environment responsibilities. It is obvious that customers easily reach needed information by using social media websites wherever these sites are accessible not only on computers but also on cellphones.

1.2. Background of the study

The latter part of the twentieth century witnessed the rise of the internet and is probably the most influential invention in regards to its effects on how consumers

communicate and interact with each other and with businesses than any other technological advancement (Leão, and Mello, 2007). The internet has become an essential part in so many areas of life, including shopping, banking, socializing, entertainment, and reading, that it has become its own form of a social medium (Eley and Tilley, 2009).

Humans naturally form social networks; these can be centered around people that are important to their lives (family members, friends, co-workers) or around shared characteristics (religious views, social status). *“Social media are any kind of information we share with our social network using social media websites or services. Examples are blogs, forums, photos, audio, profiles and status updates”* (Eley and Tilley, 2009. p. 78). Therefore, social media allows people with no special knowledge, to post and share contents with the world instantly. Through social media sites such as Facebook, Twitter, and YouTube, millions of novice users worldwide are able to share contents and materials with each other (Eley and Tilley, 2009).

While these social networks may have started up as the typical geek hangout, just like the Internet did in the 1990s, they have now become main streams. *“Everyone from college students to business people to celebrities to politicians has embraced this new channel.”*(Eley and Tilley, 2009, p.79).

The social media is even thought to have played a major role in helping the US President Barack Obama win the election in 2008 (News Blaze, 2009). *“The Internet and social media contributed to transcend geographical and socio-economic disparities and provided the basis to construct a national collective identity supportive of protest action against an increasingly unpopular regime”* (Breuer *et al.*, 2012, p.30).

Therefore, Facebook, within a short time, played an instrumental role in the political activities which protests did in Tunisia between December 2010 and January

2011 and also the same happened in Egypt in February 2011 (Iskander, 2011). Also, from a different angle; Stelzner, (2011) demonstrated that use of social media are very obvious in marketing as seen from the table below. The table next page shows also the most popular social media sites.

Table 1.1: Rank of social media as a marketing tool.
















Adapted: Stelzner, (2011)

Companies use social media as a marketing tool

Item	Percentage
Yes	93%
No	7%

Here are the 15 Most Popular Social Media Websites, (Source: eBizMBA Rank, January, 2013).

Table 1.2: List of 15 most popular social Media sites

#	Social Media Website /Logo	Website Address	Estimated Monthly Visitor
1	 Facebook	www.facebook.com	750,000,000
2	 Twitter	www.twitter.com	250,000,000
3	 LinkedIn	www.linkedin.com	110,000,000
4	 MySpace	http://www.myspace.com	70,500,000
5	 GooglePlus+	http://www.plus.google.com	65,000,000
6	 DeviantArt	http://www.deviantart.com	25,500,000
7	 LiveJournal	http://www.livejournal.com	20,500,000
8	 Tagged	http://www.tagged.com	19,500,000
9	 Orkut	http://www.orkut.com	17,500,000
10	 Pinterest	http://pinterest.com	15,500,000
11	 CafeMom	http://www.cafemom.com	12,500,000
12	 Ning	http://www.ning.com	12,000,000
13	 Meetup	http://www.meetup.com	7,500,000
14	 MyLife	http://www.mylife.com	5,400,000
15	 Badoo	http://badoo.com	2,500,000

In the field of electronic service, one aspect seems particularly important in this context: How will the behavior of this new online shopper/dealer/consumer be processed? Might it be that the characteristics of access to news, use of services and purchasing in the physical world will be carried over to cyberspace (as the virtual space of the Internet is known)? Or, rather, will the interaction within a new medium affect people's buying behavior? Or, even if that is not the case, will the possibilities the medium offers influence the intention? And also will it influence the process?

1.3. Problem Statement

Though the media being a restricted environment in Malaysia, the online social media could be used as a medium for citizens in Malaysia to create and utilize a new social network instead of the more restricted avenues (Smeltzer and Keddy, 2010). The most popular social media website is the Facebook among its many features, Facebook groups are a particularly widespread and popular application that support unique forms of social interaction and generate discussions based on common interests

Besides, the variety of online services offered, website loyalty among the Facebook users is a competitive issue among online social media websites. Furthermore, some studies discussed the significance of loyalty concept in the social media websites context (Sylviane, 2012; Xevelonakis and Som, 2012; Gu, Oh and Way, 2011; Nitzan and Libai, 2011; Westling, 2007). Hence, social media websites providers should concern on providing users with useful, convenience and achieve competitive advantage through the other media avenues and strive to retain it overtime.

In addition, Ranaweera et al., (2003) discussed the impact of attitudinal and behavioral dimensions on loyalty. Two behavioral results of loyal users are found as word of mouth and willingness to reuse the website (Jeon, 2009 and Srinivasan et al., 2002). Hence, it is important for social media providers to retain social media users and to acquire prospective ones. As social media websites providers may have concerns on the quality of website.

The social media researchers added further concerns to the quality concept which can be performed on the Facebook website characteristics. However, Jeon (2009) argued that achieving loyalty in the “click environment” is not simple. The Facebook users must perceive on the quality of the Facebook website to keep using it for long run. Furthermore, Kim and Lee (2004); Jeon (2009) and Wolfinbager and Gilly, (2003) argued the consequences of users’ perception towards a particular website on users’ loyalty.

Hence, the social media providers should focus on users’ attraction, current users’ experience and loyalty by improving the way of offering products and services. Therefore, organizations should concern on getting the most benefit out from the Facebook advantages to make their customer’s loyalty goes high and strong. According to Yean and Yeow (2009) if an organization offers online service without a clear understanding of factors influence customer adoption. Thus the question resides on that is what features that the Facebook website should adopt in order to influence users’ loyalty or what makes the Facebook different?

Furthermore, Bai, Law, and Wen, (2008) and Al-Qeisi, (2009) argued the influence of the website quality characteristics on users’ intention towards the website. This point is being supported by Choi et al., (2004); Jeon, (2009), and Aladwani, (2006) with respect to the impact of website characteristics on users’ perceptions which is a cognitive phase that comes before building propensity towards a particular reaction.

In addition, some studies recognized an individual's attitude as a strong determinant of his or her intention in the context of technology usage (Davis et al., 1989; Djasasbi et al., 2009; and Chion, 1998) and in the context of website usage (Jeon, 2009; Kim et al., 2009 and Shin, 2004). Besides, some other studies highlighted users' intention as an indicator of an individual's actual reaction when estimating users' loyalty (Jeon, 2009; Chen et al., 2008; Ghazizadeh et al., 2010; Tsou and Liao, 2010 and Luo et al., 2010).

Unluckily, most of social media providers have a limited understanding on designing users based portal. This portal can help them create a better relationship and interactivity with users in order to secure their success overtime. Aside from that, literature shows that that not only there was a great interest in designing the criteria of website quality, but also there were studies investigated the Facebook website quality in the technology acceptance model are limited.

Previous studies can be a source of supportive resources although, they are unsuccessful in providing multi-dimensional insight for examining the Facebook website quality linking to users' loyalty. These studies are (Sylviane, 2012; Xevelonakis and Som, 2012; Gu, Oh, and Wang, 2011; Nitzan and Libai, 2011; Breuer, Landman, and Farquhar, 2012; Valenzuela, Park, and Kee, 2009; Martin-Consuegra, Molina, and Esteban, 2007; Clottey, Collier, and Stodnick, 2011; Westling, 2007).

Hence, this study is trying to extend a previous research by Aladwani (2006) which investigated the impact of four dimensions of website quality on customers' attitude and intention towards loyalty. A study by Jumman (2012) added "reputation" to the previous four dimensions. Here, the researcher adopts and extends these both two studies which are based on Technology Acceptance Model by adding the sixth

dimension which is “information quality”. This new dimension is adapted from Ahn *et al.*, (2007) and Lin (2007).

1.4. Research questions

According to the problem statement and extant literature, the present study is going to answer the following research questions:

1. What is the inter-relationship between the Facebook Website Criteria, Attitude, Intention, and Loyalty?
2. To what extent Facebook Quality Criteria factors influence on users' Attitude?
3. To what extent Facebook Quality Criteria factors influence users' Intention?
4. To what extent Facebook Quality Criteria factors influence on users' Loyalty?

Note: The Facebook website quality criteria mean the particular factors that are taken into account in the researcher's framework as given at page 90.

1.5. Objectives of the study

The present study is aimed to achieve the following main objectives:

1. To investigate the relationship between the Facebook Website Quality Criteria, Attitude, Intention, and Loyalty.
2. To investigate the effects of the Facebook Quality Criteria on users' Attitude.
3. To investigate the effects of the Facebook Quality Criteria on users' Intention.
4. To explore the effects of the Facebook Quality Criteria on users' loyalty.

1.6. Scope of the study

This study focuses on Facebook users at Universiti Teknologi Malaysia. What is more, it focuses on users' perception of factors influencing their loyalty toward the Facebook portal's features. Also it investigates six major criteria of website quality that influence customers' loyalty which are Technical Quality, General Content Quality, Specific Content Quality, Appearance Quality, Reputation and Information Quality.

1.7. Contribution of the study

The contribution of the present study can be viewed regarding the issue of the impact of the social media portal characteristics on social media users' perception towards loyalty. Thus, the contribution of the present study can be viewed on both academic and industry perspectives.

1.7.1. Academic contribution

The present study is a meaningful research related to the Facebook as the most popular social media website quality. Obviously, Website Quality become the more important issue than ever, since website can affect customers' satisfaction with online service and furthermore increases their loyalty (Jeon, 2009 and Asikhia, 2011). This study helps to increase the wide spread application of the website quality studies.

1.7.2. Industry Contribution

This study could assist an organization in building customer-base attention and acquisition. It also helps in understanding the perception of users and customers towards the website quality and in providing guidelines to build online user relationship. Thus, the present study provides guidance for organizations which interested in getting deep understanding of website characteristics which support a website of an organization. As a result, it might help organizations to formulate effective, attractive, and more impressive website that supports its presence in the online environment.

1.8. Key Concepts Definition

This section describes the main elements of this research: Social Media, Facebook, Social Media Website Quality Criteria, Attitude, Intention, and Loyalty.

Table 1.3: list of Key concepts Definition

Variable	Definition	Sources	Year
Social Media	Is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content.	Users of the world, unite! The challenges and opportunities of Social Media. Business horizons.	Kaplan and Haenlein (2010)
Facebook	Facebook launched in 2004. Similar to other social media, Facebook is a Web-based service that allows people to build public profiles and establish explicit connections with others in their social network.	Social network sites: Definition, history, and scholarship. Journal of Computer Mediated Communication.	Ellison, N. B. (2007).
Social Media Website Quality	A set of features of social media and interactions that can be applied to the task of content quality identification. They are intrinsic content quality, interactions between content creators and users, as well as content usage statistics.	Finding high-quality content in social media. In Proceedings of the international conference on Web search and web data mining (pp. 183-194). ACM.	Agichtein, Castillo, Donato, Gionis, and Mishne, (2008).
Technical Quality	Technical quality (TQ) is defined as the website overall technical features such as security, navigation, availability, search facilities, valid links, page loading speed, personalization, interactivity, and the website accessibility	An empirical test of the link between web site quality and forward enterprise integration with web consumers. Business Process Management Journal.	Aladwani, (2006)
General Content Quality	a feature of all content on the website to create something that perfect, interest rate, currency, accuracy, precision and concise.	An empirical test of the link between web site quality and forward enterprise integration with web consumers. Business Process Management Journal.	Aladwani, (2006)

Variable	Definition	Sources	Year
Specific Content Quality	Is involved characteristics in any website such as “finding contact information, finding firm general information, finding products/services details, finding customers’ policies, and finding user support”	An empirical test of the link between web site quality and forward enterprise integration with web consumers. Business Process Management Journal.	Aladwani, (2006)
Appearance Quality	Refers to the website’s presence or face quality such as “attractiveness, organization, proper use of fonts, proper use of colors, and proper use of multimedia”.	An empirical test of the link between web site quality and forward enterprise integration with web consumers. Business Process Management Journal.	Aladwani, (2006)
Information Quality	Information quality is best defined as the quality of information given by the online services.	An application of fuzzy AHP for evaluating course website quality. Computers and Education.	Lin, (2010)
	is defined as “the degree to which the system information is free of errors”	Development and validation of an instrument to measure user perceived service quality of information presenting web portals. Information and Management.	(Yang <i>et al.</i> , 2005)
Reputation	Is "a positive or negative statement by the client or former, the person or institution on the product	User orientation of service employees: Its impact on user satisfaction, commitment, and retention. International Journal of Service Industry Management.	(Thurau et al, 2004).

Variable	Definition	Sources	Year
Intention	Is an indication of people's willingness to achieve particular behavior. Therefore, it can be considered as the immediate antecedent of loyal behavior.	User acceptance of computer technology: a comparison of two theoretical models. Management science.	Davis et al. (1989)
	is defined as "an individual's self-reported subjective probability of his or her performing a specified behavior based on his or her cognitive appraisal of volitional and non-volitional behavioral determinants"	Disentangling behavioral intention and behavioral expectation. Journal of experimental social psychology.	(Warshaw and Davis, 1985)
Loyalty	Is defined in the individual context as the customer's favorable attitude toward the e-retailer which results consistently in repeat buying behavior	User loyalty in e-commerce: an exploration of its antecedents and consequences. Journal of retailing.	Srinivasan et al., (2002).

1.9. Structure of Thesis

This thesis includes five chapters. The first chapter introduces an introduction of the present study, while chapter two reviews literature related to technology acceptance models / theories and website quality. Chapter three presents the research methodology used in this study. Chapter four discusses the data analysis. Finally, chapter five provides a discussion on the findings before concluding this study.

REFERENCES

- Abdul Hamid, N.A. (2011). The Relative Importance of Trust and Usable Website Design in Building E-Loyalty Intention on Internet Banking. *Commun. of the IBIMA*, 3, 101-113.
- Abedi, G., Rostami, F., & Nikpor, B (2012). Analyzing of regression model of environmental health quality of residential in slum areas. *International Journal of Collective Research on Internet Medicine and Public health*. 4. (2). 137-143
- Abrahams, N. (2008). The pain and potential of Facebook in the office, Sydney Morning Herald.
- Achour, H., & Bensedrine, N. (2005). An evaluation of internet banking and online brokerage in Tunisia. In *Proceedings of the 1st International Conference on E-Business and E-learning (EBEL)*, Amman, Jordan. 147-158.
- Adamic, L., & Adar, E. (2005). How to search a social network. *Social Networks*, 27(3), 187-203.
- Adams, D. A., Nelson, R. R., & Todd, P. A. (1992). Perceived usefulness, ease of use, and usage of information technology: a replication. *MIS quarterly*, 227-247.
- Agarwal, R., & Venkatesh, V. (2002). Assessing a firm's web presence: a heuristic evaluation procedure for the measurement of usability. *Information Systems Research*, 13(2), 168-186.
- Agichtein, E., Castillo, C., Donato, D., Gionis, A., & Mishne, G. (2008). Finding high-quality content in social media. In *Proceedings of the international conference on Web search and web data mining ACM*. 183-194.

- Ahn, T., Ryu, S., & Han, I. (2007). The impact of Web quality and playfulness on user acceptance of online retailing. *Information & Management*, 44(3), 263-275.
- Ajzen, I. (1985). From intentions to actions: A theory of planned behavior. In J. Kuhl & J. Beckmann (Eds.), *Action-control: From cognition to behavior. Heidelberg: Springer*. 11-39.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.
- Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior. Englewood Cliffs, NJ: Prentice-Hall, Inc.*
- Al Shibly, H. H. (2011). An Extended Tam Model to Evaluate User's Acceptance of Electronic Cheque Clearing Systems at Jordanian Commercial Banks. *Australian Journal of Basic and Applied Sciences*, 5(5), 147-156.
- Aladwani, A. M. (2001). Online banking: a field study of drivers, development challenges, and expectations. *International Journal of Information Management*, 21(3), 213-225.
- Aladwani, A. M. (2006). An empirical test of the link between web site quality and forward enterprise integration with web consumers. *Business Process Management Journal*, 12(2), 178-190.
- Aladwani, A. M., & Palvia, P. C. (2002). Developing and validating an instrument for measuring user-perceived web quality. *Information & Management*, 39(6), 467-476.
- Al-Majali, M. (2011). The Use of Theory Reasoned of Action to Study Information Technology in Jordan. *Journal of Internet Banking and Commerce*, 16(2).

- Al-Qeisi, K. I. (2009). Analyzing the use of UTAUT model in explaining an online behaviour: Internet banking adoption. *Brunel University Brunel Business School PhD Theses*.
- Alsajjan, B., & Dennis, C. (2006). The impact of trust on acceptance of online banking. *Brunel University*.
- Alwahaishi, S., Snášel, V., & Nehari-Talet, A. (2010). Website Evaluation an Empirical study of Arabian Gulf Airlines. *International Journal of Information Studies*, 1(3), 212-222.
- Anderson, D. R., Sweeney, D. J., & Williams, T. A. (1990). Statistics for business and economics. 4th Ed. Saint Paul, Minn.: *West Publishing Co*.
- Anderson, J. C., & Gerbing, D. W. (1984). The effect of sampling error on convergence, improper solutions, and goodness-of-fit indices for maximum likelihood confirmatory factor analysis. *Psychometrika*, 49(2), 155-173.
- Andreassen, Tor Wallin. (1998). Customer Loyalty and Complex Services. *International Journal of Service Industry Management*, 9 (1): 178–194.
- Arndt, J. (1967). Role of product-related conversations in the diffusion of a new product. *Journal of marketing Research*, 291-295.
- Asikhia, d. (2011). Adjusted narver and slater's market orientation concept and firm performance in Nigerian companies. *Global Journal of Management and Business Research*, 11(7).
- Assael, H. (1987). Consumer behavior and marketing action. *Boston. Kent Publishing Company*.
- Bai, B., Law, R., & Wen, I. (2008). The impact of website quality on customer satisfaction and purchase intentions: Evidence from Chinese online visitors. *International Journal of Hospitality Management*, 27(3), 391-402.

- Bandura, A. (1989). Human agency in social cognitive theory. *American psychologist*, 44(9), 1175.
- Bansal, H. S. and Voyer, P. A. (2000) .Word-of-Mouth Processes Within a Services Purchase Decision Context. *Journal of Service Research*, 3(2), 166-177.
- Bargh, J. A., & McKenna, K. Y. (2004). The Internet and social life. *Annu. Rev. Psychol.*, 55, 573-590.
- Bargh, J. A., McKenna, K. Y., & Fitzsimons, G. M. (2002). Can you see the real me? Activation and expression of the “true self” on the Internet. *Journal of social issues*, 58(1), 33-48.
- Bauer, H. H., Falk, T., & Hammerschmidt, M. (2006). eTransQual: A transaction process-based approach for capturing service quality in online shopping. *Journal of Business Research*, 59(7), 866-875.
- Bi, T., and Chiao, C., (2001). An Integrated Model for the Perceived Product, Perceived Services Quality and Perceived Price Fairness on consumer satisfaction and Loyalty, *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 4.
- Bitner, M. J., Brown, S. W., & Meuter, M. L. (2000). Technology infusion in service encounters. *Journal of the Academy of marketing Science*, 28(1), 138-149.
- Blackshaw, P. (2006). The consumer-generated surveillance culture.
<http://www.clickz.com/showPage.html?page=3576076> Accessed 20.11.2012.
- Blackshaw, P., & Nazzaro, M. (2006). Consumer-generated media (CGM) 101: Wordof-mouth in the age of the web-fortified consumer. *New York: Nielsen Buzz Metrics*.

- Boyd, danah m. and Nicole B. Ellison (2007), Social Network Sites: Definition, History, and Scholarship. *Journal of Computer-Mediated Communication*, 13 (1), <http://jcmc.indiana.edu/vol13/issue1/boyd.ellison.html/>
- Breuer, a., landman, t., & farquhar, d. (2012). social media and protest mobilization: evidence from the tunisian revolution. *available at SSRN 2133897*.
- Bryman, A., & Cramer, D. (2005). *Quantitative data analysis with SPSS 12 and 13: A guide for social scientist*. Routledge.
- Cao, M., Zhang, Q., & Seydel, J. (2005). B2C e-commerce web site quality: an empirical examination. *Industrial Management & Data Systems*, 105(5), 645-661.
- Carlsson, L. (2009). Marknadsföring och Kommunikation i Sociala Medier. *Göteborg: Kreafon*.
- Casaló, L., Flavián, C., & Guinalú, M. (2008). The role of perceived usability, reputation, satisfaction and consumer familiarity on the website loyalty formation process. *Computers in Human Behavior*, 24(2), 325-345.
- Cassidy, J. 2006. Me media. *The New Yorker*, May 15, 50-59.
- Chaffey, D., Ellis-Chadwick, F., Mayer, R., & Johnston, K. (2009). *Internet marketing: strategy, implementation and practice*. Prentice Hall.
- Chatterjee, D., & Sambamurthy, V. (1999). Business Implications of Web Technology. *Electronic Markets*, 9(1-2), 126-131.
- Chen, J., & Dibb, S. (2010). Consumer trust in the online retail context: Exploring the antecedents and consequences. *Psychology and Marketing*, 27(4), 323-346.

- Chen, K., & Yen, D. C. (2004). Improving the quality of online presence through interactivity. *Journal of Information & Management*, 42(1), 217-226.
- Cheung, C. M., & Lee, M. K. (2005). Research framework for consumer satisfaction with internet shopping.
- Childers, T. L., Carr, C. L., Peck, J., & Carson, S. (2002). Hedonic and utilitarian motivations for online retail shopping behavior. *Journal of retailing*, 77(4), 511-535.
- Chiou, J. S. (1998). The effects of attitude, subjective norm, and perceived behavioral control on consumers' purchase intentions: The moderating effects of product knowledge and attention to social comparison information. *Proc. Natl. Sci. Counc. ROC (C)*, 9(2), 298-308.
- Chiu, H. C., Hsieh, Y. C., & Kao, C. Y. (2005). Website quality and customer's behavioral intention: An exploratory study of the role of information asymmetry. *Total Quality Management and Business Excellence*, 16(2), 185-197.
- Cho, N., & Park, S. (2001). Development of electronic commerce user-consumer satisfaction index (ECUSI) for Internet shopping. *Industrial Management & Data Systems*, 101(8), 400-406.
- Chu, S. C. (2011). Viral advertising in social media: participation in Facebook Groups and Responses among college-Aged users. *Journal of Interactive Advertising*, 12(1), 30-43.
- Chu, S. C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International Journal of Advertising*, 30(1), 47-75.

- Chuan-Chuan Lin, J., & Lu, H. (2000). Towards an understanding of the behavioural intention to use a web site. *International journal of information management*, 20(3), 197-208.
- Cinquanti, M. (2008). The Impact of internet social networking websites on the gay community: *Behavior and identity*.
- Cliff, N. (1988). The eigenvalues-greater-than-one rule and the reliability of components. *Psychological Bulletin*, 103(2), 276-279.
- Clottey, T. A., Collier, D. A., & Stodnick, M. (2011). Drivers of customer loyalty in a retail store environment. *Journal of Service Science (JSS)*, 1(1), 35-48.
- Clyde, L. A. (2000). A strategic planning approach to Web site management. *Electronic Library, The*, 18(2), 97-108.
- Coleman, J. S. (1988). Social capital in the creation of human capital. *American journal of sociology*, 95-120.
- Compeau, D. R., & Higgins, C. A. (1995). Computer self-efficacy: Development of a measure and initial test. *MIS quarterly*, 189-211.
- Cooper, D.R. and Schindler, P.S. (2001), Business Research Methods, 7th ed., *Irwin McGraw-Hill, New York, NY*.
- Cox, J., & Dale, B. G. (2001). Service quality and e-commerce: an exploratory analysis. *Managing service quality*, 11(2), 121-131.
- Cyr, d., hassanein, k., head, m., & ivanov, a. (2007). the role of social presence in establishing loyalty in e-service environments. *Interacting with computers*, 19(1), 43-56.

- Daugherty, T., Eastin, M. S., & Bright, L. (2008). Exploring consumer motivations for creating user-generated content. *Journal of Interactive Advertising*, 8(2), 1-24.
- Davis, F. D. (1986). A technology acceptance model for empirically testing new end-user information systems: Theory and results. *Massachusetts Institute of Technology, Sloan School of Management*.
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS quarterly*, 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.
- Deci, E. L., & Ryan, R. M. (1985). Intrinsic motivation and self-determination in human behavior. *Springer*.
- Della Porta, D., & Mosca, L. (2005). Global-net for global movements? A network of networks for a movement of movements. *Journal of Public Policy*, 25(1), 165-190.
- Delone, W. H., & Mclean, E. R. (2004). Measuring e-commerce success: Applying the DeLone & McLean information systems success model. *International Journal of Electronic Commerce*, 9(1), 31-47.
- Denzin, N. K., & Lincoln, Y. S. (2005). Introduction: The discipline and practice of qualitative research. In N. K. Denzin & Y. S. Lincoln (Eds.), *The Sage handbook of qualitative research*. Thousand Oaks, CA: SAGE, (1-32).
- Dick, A. S., & Basu, K. (1994). Customer loyalty: toward an integrated conceptual framework. *Journal of the academy of marketing science*, 22(2), 99-113.

- Diener, E., Suh, E., & Oishi, S. (1997). Recent findings on subjective well-being.
- Djamasbi, S., Fruhling, A., & Loiacono, E. (2009). The influence of affect, attitude and usefulness in the acceptance of telemedicine systems. *Journal of Information Technology Theory and Application (JITTA)*, 10(1), 41-58.
- Dutta, M. J., Pfister, R., & Kosmoski, C. (2010). Consumer Evaluation of Genetic Information Online: The Role of Quality on Attitude and Behavioral Intentions. *Journal of Computer-Mediated Communication*, 15(4), 592-605.
- Eagly, A. H., & Chaiken, S. (1993). *The psychology of attitudes*. Harcourt Brace Jovanovich College Publishers.
- Ebizmba, (2013). top 15 most popular social networking sites january 2013. *ebizmba articles*.
retrieved january 4, 2013 from
http://scholar.google.com.my/scholar?q=ebizmba+rank&btnq=&hl=en&as_sdt=0%2c5
- Ehrenberg, A.S.C. & Scriven, J.A. (1999). Brand Loyalty. *The Elgar Companion to Consumer Research and Economic Psychology*. pp. 53 – 63.
- Eley, B., & Tilley, S. (2009). *Online Marketing Inside Out*. Melbourne: SitePoint.
- Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210-230.
- Ellison, n. b., steinfeld, c., & lampe, c. (2007). The benefits of Facebook “friends:” social capital and college students’ use of online social network sites. *Journal of computer-mediated communication*, 12(4), 1143-1168.

- Erdogan, Y. (2008). Legibility of Websites Which are Designed for Instructional Purposes. *World Applied Sciences Journal*, 3(1), 73-78.
- Facebook inc, 2012. q3 2012 facebook earnings conference call. *FB - Facebook Inc.* retrieved november 17, 2012 from http://files.shareholder.com/downloads/amda-nj5dz/0x0x608800/1070cac6-c01c-4439-bab9-5c25d3ffd434/facebook_q32012earningstranscript102312.pdf
- Figueiredo, J.M. (2000). Finding sustainable profitability in electronic commerce. *Sloan Management Review*, 41 (4), 41-61.
- Fishbein, M., & Ajzen, I. (1975). Belief, attitude, intention and behavior: An introduction to theory and research.
- Flavián, C., Guinalíu, M., & Gurrea, (2006). The role played by perceived usability, satisfaction and consumer trust on website loyalty. *Information & Management*, 43(1), 1-14.
- Floh, A., & Treiblmaier, H. (2006). What keeps the e-banking customer loyal? A multigroup analysis of the moderating role of consumer characteristics on e-loyalty in the financial service industry. *Journal of Electronic Commerce Research*, 7(2), 97-110.
- Fulk, J., Schmitz, J., Power, G.J., 1987. A social information processing model of media use in organizations. *Communication Research* 14 (5), 520–552.
- Fung, T. K. (2008). Banking with a personalized touch: Examining the impact of website customization on commitment. *Journal of Electronic Commerce Research*, 9 (4), 296-309.

- Fusilier, M., & Durlabhji, S. (2005). An exploration of student internet use in India: the technology acceptance model and the theory of planned behaviour. *Campus-Wide Information Systems*, 22(4), 233-246.
- Gefen, D., & Straub, D. W. (2000). The relative importance of perceived ease of use in IS adoption: a study of e-commerce adoption. *Journal of the Association for Information Systems*, 1(8), 1-28.
- Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in online shopping: An integrated model. *MIS quarterly*, 51-90.
- Gefen, D., Straub, D. W., & Boudreau, M. C. (2000). Structural equation modeling and regression: Guidelines for research practice. *Boston, MA: Allyn & Bacon*
- George, D., & Mallery, M. (2003). Using SPSS for Windows step by step: a simple guide and reference. *Boston, MA: Allyn & Bacon*.
- Ghazizadeh, M., Soleimani Besheli, A. and Talebi, V. (2010), "A Survey of Brand Equity and Customer Satisfaction of Iranian State-Owned Banks", *European Journal of Social Sciences*, Vol. 17 No. 2, pp. 266-273.
- Goldman, S. (2011). Trialogue: The Intersection of Social Media and Loyalty. *Colloquy: The Art and Science of Building Customer Loyalty*. Vol. 19, No. 1 [Online] Available at: http://www.colloquy.com/article_view.asp?xd=7928 [Accessed on 08 February 2013].
- Gremler, D. D., Gwinner, K. P., & Brown, S. W. (2001). Generating positive word-of-mouth communication through customer-employee relationships. *International Journal of Service Industry Management*, Vol. 12(1), P. 44-59.

- Gu, R., Oh, L. B., & Wang, K. (2011). Determinants of Customer Loyalty for Social Networking Sites. In *Exploring the Grand Challenges for Next Generation E-Business* (pp. 206-212). Springer Berlin Heidelberg.
- Gunawardena, C. N., & Mclsaac, M. S. (2004). Distance education. In D. Jonassen (Ed.), *Handbook of research for educational communications and technology* (2nd ed.) (pp. 355–395). Bloomington, IN: Association for Educational Communications & Technology.
- Guriting, P., & Ndubisi, N. O. (2006). Borneo online banking: evaluating customer perceptions and behavioural intention. *Management Research News*, Vol 29(1/2), P. 6-15.
- Ha, S. (2009). The influence of design factors on trust in a bank's website. *Ames, Iowa State University*.
- Hackett, S., & Parmanto, B. (2009). Homepage not enough when evaluating web site accessibility. *Internet Research*, 19(1), 78-87.
- Hair, J. et al. (2006). *Multivariate Data Analysis*, (6th Edition). Upper Saddle River: Prentice-Hall.
- Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1998). *Multivariate data analysis*. 5th Edition. *New Jersey: Prentice Hall*.
- Hansen, H., Samuelsen, B. M., & Silseth, P. R. (2008). Customer perceived value in BtB service relationships: Investigating the importance of corporate reputation. *Industrial Marketing Management*, 37(2), 206-217.

- Hasan, L., & Abuelrub, E. (2011). Assessing the quality of web sites. *Applied Computing and Informatics*, 9(1), 11-29.
- Hassanein, K., & Head, M. (2007). Manipulating perceived social presence through the web interface and its impact on attitude towards online shopping. *International Journal of Human-Computer Studies*, 65(8), 689-708.
- Hausman, A. V., & Siekpe, J. S. (2009). The effect of web interface features on consumer online purchase intentions. *Journal of Business Research*, 62(1), 5-13.
- Haverback, H. (2009). Facebook: Uncharted territory in a reading education classroom. *Reading Today*, October/November,
- Head, M., & Hassanein, K. (2002). Web site usability for eBusiness success: Dimensions, guidelines and evaluation methods. In *Proceedings of the Hawaii International Conference on Business*.
- Heeter, C., 1995. Communication research on consumer VR. In: Biocca, F., Levy, M.R. (Eds.), *Communication in the Age of Virtual Reality*. Lawrence Erlbaum Associates, Hillsdale, NJ, pp. 191–218.
- Heijden, H. V. D. (2000). Using the technology acceptance model to predict website usage: extensions and empirical test. *VU University Amsterdam, Faculty of Economics, Business Administration and Econometrics Serie Research Memoranda*.
- Heimlich, J. E., & Wang, K. (1999). Evaluating the structure of web sites.
- Hendrickson, A. R., & Collins, M. R. (1996). An assessment of structure and causation of IS usage. *ACM SIGMIS Database*, 27(2), 61-67.

- 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.
- Hernández-Ortega, B., Jiménez-Martínez, J., & Hoyos, M. J. M. (2007). An analysis of Web navigability in Spanish Internet banking. *Journal of Internet Banking and Commerce*, 12(3), 1-8.
- Ho, C. I., & Lee, Y. L. (2007). The development of an e-travel service quality scale. *Tourism Management*, 28(6), 1434-1449.
- Holzner, S. (2009). Facebook marketing: leverage social media to grow your business. *Indianapolis, IN. Que Publication*.
- Honey, G. D., Fu, C. H. Y., Kim, J., Brammer, M. J., Croudace, T. J., Suckling, J., ... & Bullmore, E. T. (2002). Effects of verbal working memory load on corticocortical connectivity modeled by path analysis of functional magnetic resonance imaging data. *Neuroimage*, 17(2), 573-582.
- Howard, B. (2008). Analyzing online social networks. *Communications of the ACM*, 51(11), 14-16.
- Hsieh, A. T., & Li, C. K. (2008). The moderating effect of brand image on public relations perception and customer loyalty. *Marketing Intelligence & Planning*, 26(1), 26-42.
- Hu, L. T., & Bentler, P. M. (1998). Fit indices in covariance structure modeling: Sensitivity to underparameterized model misspecification. *Psychological methods*, 3(4), 424.

- 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.
- Huizingh, E. K. (2000). The content and design of web sites: an empirical study. *Information & Management*, 37(3), 123-134.
- Ibrahim, E. E., Joseph, M., & Ibeh, K. I. (2006). Customers' perception of electronic service delivery in the UK retail banking sector. *International Journal of Bank Marketing*, 24(7), 475-493.
- Igbaria, M., Zinatelli, N., Cragg, P., & Cavaye, A. L. (1997). Personal computing acceptance factors in small firms: a structural equation model. *MIS quarterly*, 279-305.
- Iskander, E. (2011). Connecting the national and the virtual: can Facebook activism remain relevant after Egypt's January 25 uprising?. *International journal of communication*, 5, 13-15.
- J. B. Walther 1992. Interpersonal effects in computer-mediated interaction: A relationalperspective. *Communication Research* 19(1), 52–90.
- J. P. Scott (2000). *Social Network Analysis: A Handbook*. SAGE Publications.
- Jakob, N. I. E. L. S. E. N. (2000). Designing web usability: the practice of simplicity. *New Riders*.
- Janian, M., Kamaruddin, A.R., and Hoe, O.B., (1998). Bank attributes and demographic factors in determining customer choice in retail banking: an analytic hierarchy approach. *AAM Journal* (3) 2, p. 19-32.

- Jarvenpaa, S. L., Tractinsky, N., & Saarinen, L. (2000). Consumer Trust in an Internet Store: A Cross-Cultural Validation. *Journal of Computer-Mediated Communication*, 5(2), 0-0.
- Jayawardhena, C., & Foley, P. (2000). Changes in the banking sector—the case of Internet banking in the UK. *Internet Research*, 10(1), 19-31.
- Jeng, S. P. (2011). The effect of corporate reputations on customer perceptions and cross-buying intentions. *The Service Industries Journal*, 31(6), 851-862.
- Jeon, M. M. (2009). Impact of perceived website service quality on customer e-loyalty on a lodging website.
- Jeong, M., & Lambert, C. U. (2001). Adaptation of an information quality framework to measure customers' behavioral intentions to use lodging Web sites. *International Journal of Hospitality Management*, 20(2), 129-146.
- Jeong, M., Choi, J., (2004). Effects of picture presentations on customers' behavioral intentions on the web. *Journal of Travel and Tourism Marketing* 17 (2–3), 193–204.
- Jeong, M., Oh, H., & Gregoire, M. (2003). Conceptualizing web site quality and its consequences in the lodging industry. *International Journal of Hospitality Management*, 22(2), 161-175.
- Joinson, A. N. (2008). Looking at, looking up or keeping up with people?: motives and use of facebook. In *Proceedings of the twenty-sixth annual SIGCHI conference on Human factors in computing systems* (pp. 1027-1036). ACM.
- Jones, H., & Soltren, J. H. (2005). Facebook: Threats to privacy. *Project MAC: MIT Project on Mathematics and Computing*, 1.

- Jöreskog, K. G., & Sörbom, D. (2003). LISREL 8.54. *Structural equation modeling with the Simplis command language*.
- Jumaan I. (2012). Perceived website quality and its impact on customer loyalty: banking perspective. *Universiti Teknologi Malaysia*.
- Jun, M., Yang, Z., & Kim, D. (2004). Customers' perceptions of online retailing service quality and their satisfaction. *International Journal of Quality & Reliability Management*, 21(8), 817-840.
- Jupiter research (2004), "concept report from jupitermedia: newyork, december 30, 2004." retrieved from <http://www.jupiterresearch.com/>
- Kaasinen, E. (2003). User needs for location-aware mobile services. *Personal and ubiquitous computing*, 7(1), 70-79.
- Kabilan, M. K., Ahmad, N., & Abidin, M. J. Z. (2010). Facebook: An online environment for learning of English in institutions of higher education?. *The Internet and Higher Education*, 13(4), 179-187.
- Kafura, D., & Briot, J. P. (1998). Actors and agents. *IEEE Concurrency*, 6(2), 24-28.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, 53(1), 59-68.
- Karahanna, E., & Straub, D. W. (1999). The psychological origins of perceived usefulness and ease-of-use. *Information & Management*, 35(4), 237-250.

- Karahanna, E., Straub, D.W., Chervany, N.L. (1999). Information technology adoption across time: a cross-sectional comparison of pre-adoption and post-adoption beliefs. *MIS Quarterly*. Kwon, T.H., Z, 23 (2), 183–213.
- Kaya, N., & Epps, H. H. (2004). Relationship between color and emotion: a study of college students. *College student journal*, 38, 396-405.
- Keaveney, S. M. (1995). Customer switching behavior in service industries: An exploratory study. *The Journal of Marketing*, 71-82.
- Kenneth C. C. Yang, (2011). The Effects of social Influence on Blog Advertising Use. *International Communication Studies XX:2*
- Kim, H., Kim, T. and Shin, W. S. (2009). Modeling roles of subjective norms and e-trust in customers' acceptance of airlines B2C e commerce websites. *Tourism Management*, 30, 266-277.
- Kim, M., Kim, J. H., & Lennon, S. J. (2006). Online service attributes available on apparel retail web sites: an ES-QUAL approach. *Managing Service Quality*, 16(1), 51-77.
- Kim, W. G., & Lee, H. Y. (2004). Comparison of web service quality between online travel agencies and online travel suppliers. *Journal of Travel & Tourism Marketing*, 17(2-3), 105-116.
- Kim, W., Jeong, O. R., & Lee, S. W. (2010). On social Web sites. *Information Systems*, 35(2), 215-236.
- King, W. R., & He, J. (2006). A meta-analysis of the technology acceptance model. *Information & Management*, 43(6), 740-755.

- Kleinberg, J. 2006. Complex networks and decentralized search algorithms. *ICM*.
- Korzaan, M. L. (2003). Going with the flow: Predicting online purchase intentions. *Journal of Computer Information Systems*, 43(4), 25-31.
- Kotler, P., & Singh, R. (1981). Marketing warfare. *The Best of Business*, 3(2), 49-58.
- Koufaris, M., & Hampton-Sosa, W. (2002). Customer trust online: examining the role of the experience with the Web-site. *Department of Statistics and Computer Information Systems Working Paper Series, Zicklin School of Business, Baruch College, New York*.
- Kumar, N., & Benbasat, I. (2002). Para-social presence and communication capabilities of a Web site: A theoretical perspective. *E-service Journal*, 1(3), 5-24.
- Kumar, V. (2008). Managing Customers for Profit. *New Jersey: Pearson Education Inc.*, p. 320.
- Kuo, T., Lu, I. Y., Huang, C. H., & Wu, G. C. (2005). Measuring users' perceived portal service quality: An empirical study. *Total Quality Management and Business Excellence*, 16(3), 309-320.
- Lai, J. Y., Wang, C. T., & Chou, C. Y. (2009). How knowledge map fit and personalization affect success of KMS in high-tech firms. *Technovation*, 29(4), 313-324.
- leão, a. l. m., & mello, s. c. (2007). the means-end approach to understanding customer values of a on-line newspaper. *bar. brazilian administration review*, 4(1), 1-20.
- Lederer, A. L., Maupin, D. J., Sena, M. P., & Zhuang, Y. (2000). The technology acceptance model and the World Wide Web. *Decision support systems*, 29(3), 269-282.

- Lee, G. G., & Lin, H. F. (2005). Customer perceptions of e-service quality in online shopping. *International Journal of Retail & Distribution Management*, 33(2), 161-176.
- Leech, N. L., Barrett, K. C., & Morgan Jr, G. A. (2005). *SPSS for intermediate statistics: Use and interpretation*, 2nd Edition, Lawrence-Erlbaum, London.
- leijonhufvud, j. (2009, september 9). företagen #ockas kring twitter. dagens nyheter. fetched 2009-10-07 from <http://www.dn.se/ekonomi/foretagen-flockaskring-twitter-1.963641>
- Leitch, S., & Warren, M. (2009). Security issues challenging Facebook. In *Australian Information Security Management Conference* (p. 16).
- Leitch, S., & Warren, M. (2009, December). Security issues challenging Facebook. In *Australian Information Security Management Conference* (p. 16).
- Leitner, M. L. (2009). Web accessibility. *Vienna. Universtat wien*.
- Lenhart, A., & Madden, M. (2007). Teens, privacy & online social networks: How teens manage their online identities and personal information in the age of MySpace. *Washington: Pew Internet & American Life Project*, 1-55.
- Li, H., & Suomi, R. (2009). A proposed scale for measuring e-service quality. *International Journal of u-and e-Service, Science and Technology*, 2(1), 1-10.
- Li, X., Hess, T. J., McNab, A. L., & Yu, Y. (2009). Culture and acceptance of global web sites: a cross-country study of the effects of national cultural values on acceptance of a personal web portal. *ACM SIGMIS Database*, 40(4), 49-74.

- Liang, T. P., & Lai, H. J. (2002). Effect of store design on consumer purchases: an empirical study of on-line bookstores. *Information & Management*, 39(6), 431-444.
- Liao, C., Palvia, P., & Lin, H. N. (2006). The roles of habit and web site quality in e-commerce. *International Journal of Information Management*, 26(6), 469-483.
- Liao, C., To, P. L., Liu, C. C., Kuo, P. Y., & Chuang, S. H. (2011). Factors influencing the intended use of web portals. *Online Information Review*, 35(2), 237-254.
- Liao, Z., & Cheung, M. T. (2002). Internet-based e-banking and consumer attitudes: an empirical study. *Information & Management*, 39(4), 283-295.
- Liljander, V., & Strandvik, T. (1997). Emotions in service satisfaction. *International Journal of Service Industry Management*, 8(2), 148-169.
- lin, H. F. (2007). effects of extrinsic and intrinsic motivation on employee knowledge sharing intentions. *Journal of information science*, 33(2), 135-149.
- Lin, H. F. (2010). An application of fuzzy AHP for evaluating course website quality. *Computers & Education*, 54(4), 877-888.
- Liu, Y. (2001). Word-of-mouth for movies: Its dynamics and impact on box office revenue. *Journal of marketing*, 70(3), 74-89.
- Loiacono, E. T., & McCoy, S. (2006). Website accessibility: a cross-sector comparison. *Universal Access in the Information Society*, 4(4), 393-399.
- Loiacono, E. T., Watson, R. T., & Goodhue, D. L. (2002). WebQual: A measure of website quality. *Marketing theory and applications*, 13(3), 432-438.

- Lowenthal, P. R., in press (2009). "The Evolution of Social Presence Theory and its Influence on Online Learning." To appear in T. T. Kidd (Ed.), *Online Education and Adult Learning: New frontiers for teaching practices*. IGI Global, Hershey, PA.
- Luo, X., Li, H., Zhang, J. and Shim, J.P. (2010), "Examining multi-dimensional trust and multi-faceted risk in initial acceptance of emerging technologies: an empirical study of mobile banking services", *Decision Support Systems*, Vol. 49 No. 2, pp. 222-34.
- Ma, Q., & Liu, L. (2004). The technology acceptance model: a meta-analysis of empirical findings. *Journal of Organizational and End User Computing (JOEUC)*, 16(1), 59-72.
- MacKenzie, S. B., Lutz, R. J., & Belch, G. E. (1986). The role of attitude toward the ad as a mediator of advertising effectiveness: A test of competing explanations. *Journal of marketing research*, 130-143.
- Madu, C. N., & Madu, A. A. (2002). Dimensions of e-quality. *International Journal of Quality & reliability management*, 19(3), 246-258.
- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business horizons*, 52(4), 357-365.
- Mansfield, Edward R. & Helms, billy P. (1982). Detecting multicollinearity. *American Statistics*. 36 (3), 158-160.
- Mark Gazler. (2011, January 28). What Role Did Social Media Play in Tunisia, Egypt Protests? MediaShift. Retrieved December, 2012 from <http://www.pbs.org/mediashift/2011/01/what-role-did-social-media-play-in-tunisia-egypt-protests028.html>

- Marshall, G. (2005). The purpose, design and administration of a questionnaire for data collection. *Radiography*, 11(2), 131-136.
- Martin, G., Massy, J., & Clarke, T. (2003). When absorptive capacity meets institutions and (e)learners: Adoption, diffusion and exploiting e-learning in organizations. *International Journal of Training and Development*, 7(4), 228–244.
- Martin-Consuegra, D., Molina A. and Esteban A. (2007). An integrated model of price, satisfaction and loyalty: An empirical analysis in the service sector. *Journal of Product & Brand Management*. 16 (7): 459–468.
- Mazman, S. G., & Usluel, Y. K. (2010). Modeling educational usage of Facebook. *Computers & Education*, 55(2), 444-453.
- Mohan, D.B., J. (2006). The Impact of Completeness and Web Use Motivation on the Credibility of e-Health Information. *Journal of Communication*, 54(2), 253-269.
- Moon, J. W., & Kim, Y. G. (2001). Extending the TAM for a World-Wide-Web context. *Information & Management*, 38(4), 217-230.
- Moorman, R. H., & Blakely, G. L. (1995). Individualism-Collectivism as an Individual Difference Predictor of Organizational Citizenship Behavior. *Journal of Organizational Behavior*, 127-142.
- Morville, P., & Rosenfeld, L. (2006). Information Architecture for the world wide web: designing large-scale web sites. *O'Reilly Media, Incorporated*.
- Mowday, R. T., Porter, L. W., & Steers, R. M. (1982). Employee-organization linkages: The psychology of commitment, absenteeism, and turnover. *New York: Academic press*, 153.

- Mowday, R. T., Steers, R. M., & Porter, L. W. (1979). The measurement of organizational commitment. *Journal of vocational behavior*, 14(2), 224-247.
- Munro, B. H. (2005). Statistical methods for health care research (Vol. 1). *Lippincott Williams & Wilkins*.
- Mustafa, S. E., & Hamzah (2011). A Online Social Networking: A New Virtual Playground. *International Journal of Social Science and Humanity*. 1(2).
- Muthen, L.K. and Muthen, B.O. (1998-2005). Mplus User's Guide. Third Edition. *Los Angeles, CA: Muthen & Muthen*.
- Na Li, (2008). Toward e-commerce website evaluation and use: a balanced view. *ProQuest*. New York. Syracuse University.
- Neale, M. C., Boker, S. M., Xie, G., & Maes, H. H. (2003). Mx: Statistical Modeling. Richmond, VA: Department of Psychiatry. *Virginia Institute for Psychiatric and Behavior Genetics, Virginia Commonwealth University*.
- Negash, S., Ryan, T., & Igbaria, M. (2003). Quality and effectiveness in web-based customer support systems. *Information & Management*, 40(8), 757-768.
- Nelson, R. R., Todd, P. A., & Wixom, B. H. (2005). Antecedents of information and system quality: an empirical examination within the context of data warehousing. *Journal of Management Information Systems*, 21(4), 199-235.
- News Blaze. (2009, january 28). How social media helped Barack Obama to become the most powerful man. Fetched 2009-09-28. Retrieved from <http://newsblaze.com/story/20090128105841zzzz.nb/topstory.html>

- Nicassio, P. M., Moxham, E. G., Schuman, C. E., & Gevirtz, R. N. (2002). The contribution of pain, reported sleep quality, and depressive symptoms to fatigue in fibromyalgia. *Pain, 100*(3), 271-279.
- Nitzan, I., & Libai, B. (2011). Social effects on customer retention. *Journal of Marketing, 75*(6), 24-38.
- Nor, K. M. (2005). An empirical study of internet banking acceptance in malaysia: an extended decomposed theory of planned behavior. *Southern Illinois University at Carbondale*.
- Norliza, M. S., Fauziah, S. A., Rohaizat, b., Kamariah, I., Lim F. Y., Tan C. N., and Nik I. Z., (2006). Wemen participation in business: a focus on franchising venture, Universiti teknologi Malaysia. RMC project: Not 71804. Retrieved on 20th April 2013 from <http://eprints.utm.my/2675/>.
- Norman, D. A. (2003). Emotional design: Why we love (or hate) everyday things. *Basic books*.
- O'Lear, S. (1999). Networks of engagement: Electronic communication and grassroots environmental activism in Kaliningrad. *Human Geography, 81*(3), 165–178.
- Olalekan Asikhia, d. (2011). Adjusted narver and slater's market orientation concept and firm performance in nigerian companies. *Global journal of management and business research, 11*(7).
- O'Lear, H. A., & Blair, J. M. (1999). Responses of soil microarthropods to changes in soil water availability in tallgrass prairie. *Biology and fertility of soils, 29*(2), 207-217.
- Oliver, R. L. (1999). Whence consumer loyalty? *The Journal of Marketing, 33*-44.

- Oliver, R.L. (1997). *Satisfaction: A Behavioral Perspective on the Consumer*. New York: McGraw Hill.
- Palmer, J. W. (2002). Web site usability, design, and performance metrics. *Information systems research*, 13(2), 151-167.
- Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). ES-QUAL a multiple-item scale for assessing electronic service quality. *Journal of Service Research*, 7(3), 213-233.
- Pavlou, P. A., & Fygenson, M. (2006). Understanding and predicting electronic commerce adoption: An extension of the theory of planned behavior. *MIS quarterly*, 115-143.
- Pavot, W., & Diener, E. (1993). Review of the satisfaction with life scale. *Psychological Assessment*, 5(2), 164.
- Pelling, Emma and Katherine M. White (2009). The theory of planned behaviour applied to young people's use of social networking websites. *Cyberpsychology & Behavior*, 12 (6), 755-59
- Pempek, T. A., Yermolayeva, Y. A., & Calvert, S. L. (2009). College students' social networking experiences on Facebook. *Journal of Applied Developmental Psychology*, 30(3), 227-238.
- Pikkarainen, T., Pikkarainen, K., Karjaluoto, H., & Pahnla, S. (2004). Consumer acceptance of online banking: an extension of the technology acceptance model. *Internet research*, 14(3), 224-235.
- Poh, D. M. H., & Adam, S. (2012, June). An exploratory investigation of attitude toward the website and the advertising hierarchy of effects. In *AusWeb02, the Web enabled global*

- village: proceedings of AusWeb02, the eighth Australian World Wide Web Conference.* Southern Cross University, 620-631.
- Porter, C. E., & Donthu, N. (2006). Using the technology acceptance model to explain how attitudes determine Internet usage: The role of perceived access barriers and demographics. *Journal of Business Research*, 59(9), 999-1007.
- Ranaweera, C., & Neely, A. (2003). Some moderating effects on the service quality-customer retention link. *International Journal of Operations & Production Management*, 23(2), 230-248.
- Ranganathan, C., & Ganapathy, S. (2002). Key dimensions of business-to-consumer web sites. *Information & Management*, 39(6), 457-465.
- Reichheld, F. F., & Schefter, P. (2000). E-loyalty: your secret weapon on the web. *Harvard business review*, 78(4), 105-113.
- Reichheld, F. F., & Teal, T. (1996). The Loyalty Effect. *Harvard Business School Press, Boston*.
- Rice, R. E., & Case, D. (2006). Electronic message systems in the university: A description of use and utility. *Journal of Communication*, 33(1), 131-152.
- Rice, R. E., Hughes, D., & Love, G. (1989). Usage and outcomes of electronic messaging at an R&D organization: Situational constraints, job level, and media awareness. *Office, Technology and People*, 5(2), 141-161.
- Richardson, K., & Hessey, S. (2009). Archiving the self? Facebook as biography of social and relational memory. *Journal of Information, Communication and Ethics in Society*, 7(1), 25-38.

- Rideout, V. D., F. Roberts, and U. Foehr. (2005). Generation M: Media in the lives of 8–18 year-olds. *Menlo Park, CA: Kaiser Family Foundation*.
- Rideout, V. J., Foehr, U. G., & Roberts, D. F. (2010). Generation M [superscript 2]: Media in the Lives of 8-to 18-Year-Olds. *Henry J. Kaiser Family Foundation*.
- Roblyer, M. D., McDaniel, M., Webb, M., Herman, J., & Witty, J. V. (2010). Findings on Facebook in higher education: A comparison of college faculty and student uses and perceptions of social networking sites. *The Internet and Higher Education*, 13(3), 134-140.
- Rogers, E. (1983). M. (1983). Diffusion of Innovations. *New York: Free Press*.
- Rosenberg, M., Schooler, C., & Schoenbach, C. (1989). Self-esteem and adolescent problems: Modeling reciprocal effects. *American Sociological Review*, 1004-1018.
- Rosenfeld, L., & Morville, P. (1998). Information Architecture. *O'Reilly*.
- Rucci, A. J., Kirn, S. P., & Quinn, R. T. (1998). The employee-customer-profit chain at Sears. *Harvard Business Review*, 76, 82-98.
- Ryan, G., & Valverde, M. (2003). Waiting online: a review and research agenda. *Internet Research*, 13(3), 195-205.
- Sadiq, S. W. (2000). Handling dynamic schema change in process models. In *Database Conference, 2000. ADC 2000. Proceedings. 11th Australasian*. IEEE, 120-126.
- Sallam, S., Simtses, G., & YIN, W. L. (2012). Ultimate axial load capacity of a delaminated beam-plate. *AIAA journal*, 24(1).

- Schaupp, L. C., Fan, W., & Belanger, F. (2006). Determining success for different website goals. In *System Sciences, 2006. HICSS'06. Proceedings of the 39th Annual Hawaii International Conference on IEEE*, (60), 107b-107b.
- 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.
- Schumacker and Lomax (1996). A beginner's guide to structural equation modeling. NJ: Lawrence Erlbaum Associates Publishers.
- Sears, J. W., & Price, R. A. (2000). New look at the Siberian connection: No SWEAT. *Geology*, 28(5), 423-426.
- Sekaran, Uma. (2003). Research Model for Business: A Skill Building Approach. (4thed). New York: Jhon Wiley and Sons, Inc.
- Selwyn, N. (2007a). Screw blackboard. Do it on Facebook! An investigation of students' educational use of Facebook. [Electronic Version]. Retrieved 02.03.2008, from <http://www.scribd.com/doc/513958/Facebookseminar-paper-Selwyn>.
- Shanker, V. & Balasubramanian, S. (2009). Mobile Marketing: A Synthesis and Prognosis. *Journal of Interactive Marketing*, 23 (2), 118.
- Shih, H. P. (2004). An empirical study on predicting user acceptance of e-shopping on the Web. *Information & Management*, 41(3), 351-368.

- Shohreh A. Kaynama, & Black, C. I. (2000). A proposal to assess the service quality of online travel agencies: An exploratory study. *Journal of Professional Services Marketing*, 21(1), 63-88.
- Short, J., Williams, E., & Christie, B. (1976). The social psychology of telecommunications.
- Smeltzer, S., & Keddy, D. (2010). Won't you be my (political) friend? The changing face (book) of socio-political contestation in Malaysia. *Canadian Journal of Development Studies/Revue canadienne d'études du développement*, 30(3-4), 421-440.
- Song, J. (2005). A theoretical approach to web design in e-commerce: a belief reinforcement model. *Management Science*, 51(8), 1219-1235.
- Sproull, L., & Faraj, S. (1997). Atheism, sex, and databases: The net as a social technology. *Culture of the Internet*, 35-51.
- Sproull, L., & Kiesler, S. (1986). Reducing social context cues: Electronic mail in organizational communication. *Management science*, 32(11), 1492-1512.
- Srinivasan, S. S., Anderson, R., & Ponnnavolu, K. (2002). Customer loyalty in e-commerce: an exploration of its antecedents and consequences. *Journal of retailing*, 78(1), 41-50.
- Stauss, B., & Neuhaus, P. (1997). The qualitative satisfaction model. *International Journal of Service Industry Management*, 8(3), 236-249.
- Steinfeld, C. W. (1986). Computer-mediated communication in an organizational setting: Explaining task-related and socioemotional uses. *Communication yearbook*, 9, 777-804.

- Stelzner, m. a. (2011). social media marketing industry report. *how marketers are using social media to grow their businesses. Online-Dokument*. retrieved form <http://www.socialmediaexaminer.com/socialmediamarketingreport2011pdf>
- Straub, D. W. (1994). The Effect of Culture on IT Diffusion: E-Mail and FAX in Japan and the US. *Information Systems Research*, 5(1), 23-47.
- Straub, D., & Karahanna, E. (1998). Knowledge worker communications and recipient availability: Toward a task closure explanation of media choice. *Organization Science*, 9(2), 160-175.
- Subramani, M. R., & Rajagopalan, B. (2003). Knowledge-sharing and influence in online social networks via viral marketing. *Communications of the ACM*, 46(12), 300-307.
- Suhr (2003). Reliability, exploratory and confirmatory factor analysis for the scale of athletic priorities. Statistics and data analysis. *SUGI 28, USA: University of North Colorado*, paper 274-280
- Surjadjaja, H., Ghosh, S., & Antony, J. (2003). Determining and assessing the determinants of e-service operations. *Managing Service Quality*, 13(1), 39-53.
- Sylviane, S. (2012). The Impact of Soccial Networking on Customer loyalty: Facebook case. *LNU*.
- Tan, M., & Teo, T. S. (2000). Factors influencing the adoption of Internet banking. *Journal of the Association for Information Systems*. 1 (5), 1-44.

- Taylor, S., & Todd, P. (1995). Decomposition and crossover effects in the theory of planned behavior: A study of consumer adoption intentions. *International journal of research in marketing*, 12(2), 137-155.
- Taylor, S., & Todd, P. A. (1995). Understanding information technology usage: A test of competing models. *Information systems research*, 6(2), 144-176.
- Teo, T. S., & Lim, V. K. (1998). Usage and perceptions of the internet: what has age got to do with it?. *Cyberpsychology & Behavior*, 1(4), 371-381.
- Terremark Worldwide, Inc. "Facebook Expands Operations at Terremark's NAP West Facility"
Tuesday November 1, 8:30 am ET
- Tettelin, H., Maignani, V., Cieslewicz, M. J., Donati, C., Medini, D., Ward, N. L., ... & Fraser, C. M. (2005). Genome analysis of multiple pathogenic isolates of *Streptococcus agalactiae*: implications for the microbial "pan-genome". *Proceedings of the National Academy of Sciences of the United States of America*, 102(39), 13950-13955.
- Thomas, W. I., & Znaniecki, F. (1918). 1920. The Polish Peasant in Europe and America, 5.
- Tidwell, L. C., & Walther, J. B. (2002). Computer-mediated communication effects on disclosure, impressions, and interpersonal evaluations: Getting to know one another a bit at a time. *Human Communication Research*, 28(3), 317-348.
- Triandis, H. C. (1979). Values, attitudes, and interpersonal behavior. In *Nebraska symposium on motivation*. University of Nebraska Press.

- Tsou, C. W. and Liao, C. H. (2010). Investigating the Antecedents of Customer Loyalty to Broadband Network Services in Taiwan. *Asia Pacific Management Review*. 15, (3), 413-433.
- Valenzuela, S., Park, N., & Kee, K. F. (2009). Is There Social Capital in a Social Network Site?: Facebook Use and College Students' Life Satisfaction, Trust, and Participation1. *Journal of Computer-Mediated Communication*, 14(4), 875-901.
- Van der Heijden, H. (2003). Factors influencing the usage of websites: the case of a generic portal in The Netherlands. *Information & Management*, 40(6), 541-549.
- 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.
- Vaus, D. (2001). Research design in social research. London. Thousand Oaks and NewDelhi: *Sage Publications Limited*.
- Venkatesh, V., & Bala, H. (2008). Technology acceptance model 3 and a research agenda on interventions. *Decision Sciences*, 39(2), 273-315.
- 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. *MIS quarterly*, 425-478.
- Wand, Y., & Wang, R. Y. (1996). Anchoring data quality dimensions in ontological foundations. *Communications of the ACM*, 39(11), 86-95.

- Ward, H. (2000). Principles of Internet marketing. *South-Western College Publishing, South-Western College Publishing, Cincinnati 487, P. 45-75. Thomson learning.*
- Warr, W. A. (2008). Social software: fun and games, or business tools? *Journal of Information Science*, 34(4), 591-604.
- Wasserman, H. (2007). Is a new worldwide Web possible? An explorative comparison of the use of ICTs by two South African social movements. *African Studies Review*, 50(1), 109–131.
- Waters, R. D. (2009). The use of social media by non-profit organizations: An examination from the diffusion of innovations perspective. In press in: Dumova, T., & Fiordo, R. (Eds.), *Handbook of research on social interaction technologies and collaboration software: Concepts and trends* (pages TBD). IGI Publishing: Hershey, PA.
- Westling, M. (2007). Expanding the public sphere: The impact of Facebook on political communication. *The New Vernacular*.
- Wikström, e., & wigmo, j. (2010). social media marketing. leijonhufvud, j. Retrieved (2009, september 9). företagen #ockas kring twitter. dagens nyheter. Fetched 2012-11-07 from <http://www.dn.se/ekonomi/foretagen-flockaskring-twitter-1.963641>
- Wiley, C., & Sisson, M. (2006). Ethics, accuracy and assumption: The use of Facebook by students and employers. In *Southwestern Ohio Council for Higher Education Special Topics Forum, Dayton, OH*.
- Wixom, B. H., & Todd, P. A. (2005). A theoretical integration of user satisfaction and technology acceptance. *Information systems research*, 16(1), 85-102.

- Wolfinbarger, M., & Gilly, M. C. (2003). eTailQ: dimensionalizing, measuring and predicting etail quality. *Journal of retailing*, 79(3), 183-198.
- Worthington, S., Bennett, R. & Charmine, E.J. (2010). A Tri-Dimensional Approach for Auditing Brand Loyalty. *Journal of Brand Management*. 17, (4), 243 – 253.
- Wu, D., Im, I., Tremaine, M., Instone, K., & Turoff, M. (2003). A framework for classifying personalization scheme used on e-commerce websites. In *System Sciences, 2003. Proceedings of the 36th Annual Hawaii International Conference on IEEE*, 12.
- Xevelonakis, E., & Som, P. (2012). The impact of social network-based segmentation on customer loyalty in the telecommunication industry. *Journal of Database Marketing & Customer Strategy Management*, 19(2), 98-106.
- Yaghoubi, N. M. (2010). Factors Affecting the Adoption of Online Banking-An Integration of Technology Acceptance Model and Theory of Planned Behavior. *International Journal of Business and Management*, 5(9), P159.
- Yang, Z., Cai, S., Zhou, Z., & Zhou, N. (2005). Development and validation of an instrument to measure user perceived service quality of information presenting web portals. *Information & Management*, 42(4), 575-589.
- Yang, Z., Jun, M., & Peterson, R. T. (2004). Measuring customer perceived online service quality: scale development and managerial implications. *International Journal of Operations & Production Management*, 24(11), P. 1149-1174.
- Yee, B. Y., & Faziharudean, T. M. (2010). Factors affecting customer loyalty of using internet banking in Malaysia. *Journal of Electronic Banking Systems*, 2010, 1-21.

- Yoo, B., & Donthu, N. (2001). Developing and validating a multidimensional consumer-based brand equity scale. *Journal of business research*, 52(1), 1-14.
- Yoo, Y., & Alavi, M. (2001). Media and group cohesion: Relative influences on social presence, task participation, and group consensus. *MIS quarterly*, 25(3), 371-390.
- Yoon, D., Choi, S. M., & Sohn, D. (2008). Building customer relationships in an electronic age: The role of interactivity of E-commerce Web sites. *Psychology and Marketing*, 25(7), 602-618.
- Yoon, Y., Swales Jr, G., & Margavio, T. M. (1993). A comparison of discriminant analysis versus artificial neural networks. *Journal of the Operational Research Society*, 51-60.
- Yuen, Y., & Yeow, P. H. P. (2009). User acceptance of internet banking service in Malaysia. *Web information systems and technologies*, 295-306.
- Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2002). Service quality delivery through web sites: a critical review of extant knowledge. *Journal of the academy of marketing science*, 30(4), 362-375.
- Zhang, J., Ackerman, M. S., & Adamic, L. (2007, May). Expertise networks in online communities: structure and algorithms. In *Proceedings of the 16th international conference on World Wide Web*. ACM, 221-230.