



Palestine Polytechnic University

College of Administrative Sciences & Informatics

*To our beloved parents who set us on the path
To every student seeking knowledge to illuminate the*

**Facebook Shopping Motivations and Behavior
among University Students at The College of
Administrative Sciences & Informatics**

*To those awaiting daybreak anew
Our imprisoned prisoners*

*To everyone who participated in the success of this
scheme*

Dedicated to

*This study was done in partial fulfillment of a Bachelor's degree in
Contemporary Business Administration at Palestine Polytechnic
University*

Hamam Al najjar

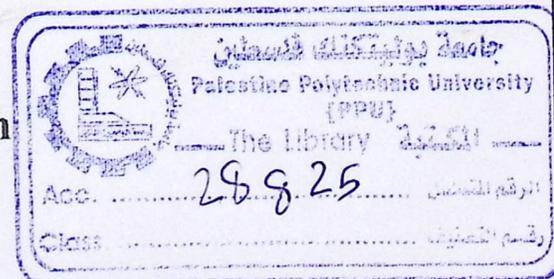
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Thanks
Dedication

To our beloved parents Who set us on the path ..

*To every student seeking knowledge to illuminate the
path ..*

To the souls of our courageous martyrs ..

To those awaiting daybreak anew ..

Our intrepid prisoners ..

To our lasting classmate companions ..

*To everyone who participated in the success of this
scheme*

Dedicate you this research ..

.....

.....

Thanks

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Heartiest gratitude & thankfulness

To all head staff and staff members of the educational faculty

In the College of Administrative Sciences and Information system

In the Palestine polytechnic university

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project*

And all thanks and appreciation to all

Who supported and contributed to the completion of this project

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Abstract

This study aims to mark both the shopping motives and behavior on Facebook among university students in Palestine. This study of a particular significance; since it is a start point to fill the gap found in local marketing on Facebook where local retailers will be able to identify the shopping motives and behavior and the type of shoppers visiting their Facebook page. The researchers employed the In-depth interviewing approach to uncover the type of Facebook shopper, their motives, their behavior online, and their shopping strategies. The researchers concluded that the type of Facebook shopper should be identified first; so that the retailer can effectively use the Facebook page of the store to attract different kinds of shoppers. This study presents a number of recommendations, for Facebook to be an effective marketing tool, the local retailer should have the favorable characteristics of the ideal admin and keep up with what goes on the store Facebook page. Further research is required to obtain a better image of Facebook shopping in Palestine.

Keywords: Facebook shopper, Shopping motivation, Shopping behavior, Facebook shopping strategy, Ideal Facebook page, Ideal admin, Facebook shopping

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- Social media: social media is "a group of internet-based applications that build on the ideological and technological foundations of web 2.0, which allow the creation and exchange of user generated content". (Kaplan & Haenlein, 2010, p.61)
- Social Networking Site (SNS): is "a cyber-environment that allows the individual to construct his or her profile, sharing text, images, and photos, and to link other members of the site application and groups provided by the internet" (Boyd & Ellison 2008).
- Social shopping: is "a type of e-commerce that seeks to involve people with similar tastes in an online shopping experience" (Rouse, 2014).
- Social marketing: is the attempt to use social media to persuade consumers that one's company, products and/or services are worthwhile (Ward, 2008).
- eWOM: "any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet" (Yoo *et al.*, 2013, p. 669).
- Motivation: is what prompts the person to act in a certain way or at least develop an inclination for specific behavior (Pardee, 1990)

Chapter One

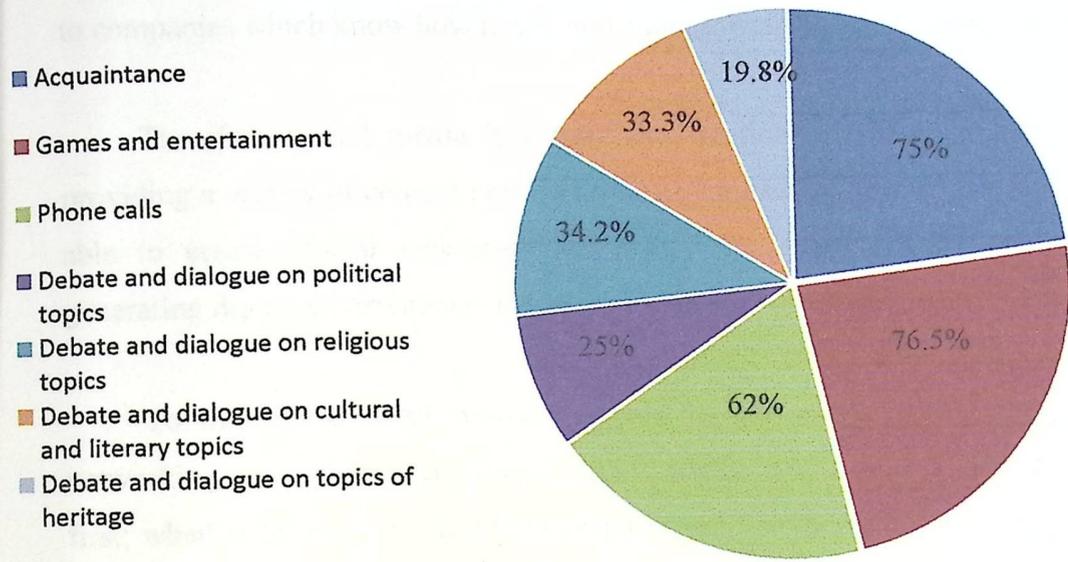
1. Introduction

In the present time, researchers have drawn attention to the importance of social motivations for shopping. Social interaction has been shown to be important in online shopping. Social networking is becoming one of the major ways in which people socialize. However, e-retailers have difficulty in satisfying customers' higher-level needs such as personal interaction. In this study, researchers sought to explore the fit between shopping and social networking; given that shopping is such a popular social activity, it is likely that people will welcome combining shopping with social networking.

Harris & Dennis (2011) in their conceptual paper, they proposed that shoppers will welcome combining social networking with shopping. . They explored the proposition with a qualitative investigation through asking the participants to compare a specific social networking shopping site (www.osoyou.com) with a more traditional shopping site. Despite not being previously aware of Osoyou.com, the panel of young women all preferred the social networking shopping site because they found it enjoyable and useful. Moreover, a disadvantage to the site, it was hard to use on account of having to log in separately to each individual retailer in order to shop. Facebook's Login service is now able to overcome the major disadvantage of logging in separately to individual retailers. Therefore, it is expected that the opportunity of combining Facebook social networking with shopping will be welcomed, particularly by young people.

This study has a particular importance for Palestine; because it's the first study investigating the motivations or purposes for using social networks particularly FB in the context of cultural, technological, and economic factors in Palestine: **1) Cultural factors:** How Palestinians perceive social media networks as a part of their life and as a tool for shopping?. **2) Technological factors:** Do all Palestinians have internet connection to their computers or mobile phones anytime anywhere? **3) Economic factors:** Is there online infrastructure available to Palestinians in order to make payments when they shop online? (See figure 1 on the next page)

Figure1: Percentages of persons who use social networks in Palestine according to the purpose of use



Source: Palestinian Central Bureau of Statistics (2014)

A basic premise of social media networks is to enable the posting of content with the intent of encouraging interaction (McHaney, 2013). Facebook now provides a variety of ways for online retailers to offer a more 'social' purchase experience, either by integrating Facebook features into their own sites or (increasingly) by operating within Facebook itself. What this could mean in practice is that retailers begin to link customers' membership with behavioral data such as how often specific people visit the site and what they actually buy. Customers can already log into a site using their Facebook credentials, and before long, they will be able to pay and checkout with any other form of registration required making the purchase process dramatically easier. These trends indicate that the potential power of interaction is now being raised to a new level as the attention and trust of consumers has shifted towards social networks.

The use of Facebook can be seen as a financial wealth that will add to the returns of companies that seek to achieve marketing objectives. Examples of such companies, Nike sports shoes. Following this move, the global sports brand Nike has taken also social media marketing in-house to gain a deeper understanding and relation with its customers. "Clearly they think they can get by without big television campaigns

anymore" (Fortune.com). The Redmond Company spent nearly \$ 800 million on 'nontraditional' advertising in 2010, according to Advertising Age estimates, and that is indeed the way. Social media and digital platforms are out there opening new directions to companies which know how to use and adapt towards it and Nike is one of them.

Therefore, social media facilitated the creation of online communities through providing a variety of content and channels for interaction (Berthon *et al.*, 2012). It was able to create "social networks" and transform ways of communication through generating digital environments (McHaney, 2013).

To understand what motives people to use and become engaged in social networking sites, their behavior on online social environments should be uncovered first; whether they are visiting SNSs for fun and entertainment, browsing for products, searching for information from online users or purchasing products online.(Mikalef *et al.*, 2013).

Previous studies found a strong link between motivations of use and shopping intentions. It was reported that browsing behavior and experience are predictive of online buying (Poel & Dackiw, 2005). Therefore, local retailers should first understand their customer's motivations of use to understand their shopping behavior better.

To work on this problem, the research questions (RQs) were determined as follows:

1. What are the motives of using Facebook among the Palestinian university students (males and females)?
 - a. What are the motives behind using FB among the Palestinian university students?
 - b. Are motives and factors related by the same reasons?
 - c. How they are using FB?

2. Research Problem

The basic problem which this study will address is the fact that many local businesses in Hebron who use FB in their marketing activities are using it randomly; without understanding how their customers are using FB in general or for shopping in particular and thus they are not aware how their strategy is affecting their customers through marketing on FB.

Until now, limited number of studies has dealt specifically with how Palestinians use FB and how it is affecting their shopping behavior. The behavior of SNS users is influenced by the nature and culture of their social groups on social media networks, especially their behavior and attitude towards brands and products which are affected by the opinions of group members (Muniz and Jensen Schau, 2007). Moreover, "Cultural and social norms play an important role in shaping Internet usage. The younger generation in the Arab world is influenced by both traditional Islamic and modern culture" (Solberg, 2002). Thus, the cultural differences proved to exist.

Previous studies found a strong link between motivations of use and shopping motivations. It was reported that browsing behavior and experiences are predictive of online buying (Poel & Buckinx, 2005). Therefore, local retailers should first understand their customer's motivations of use to understand their shopping behavior online.

To work on this problem, the **research questions (RQs)** were determined as follows:

1. What are the motives of using Facebook among the Palestinian university students (males and females)?
 - a. What are the motives behind using FB among the Palestinian university students?
 - b. Are males and females motivated by the same reasons?
 - c. How they are using FB?

2. What are the motivations for shopping using FB?
 - a. Do the Palestinian university students follow shopping sites on FB and if so what are they?
 - b. How do they use FB sites for shopping (Browsing or actually buying)?
 - c. What motivates university students to shop through FB?
 - d. How FB has changed the way university students shop?

3. Study Objectives:

The overall goal of this study is to mark both the shopping motives and behavior on Facebook among university students in Palestine, which will help in return to build an effective marketing plan targeting these customers (particularly Facebook users).

The objectives of this study are:

1. To identify the motivations for using FB among Palestinian university students, both males and females.
2. To examine if the motivation for using FB is affected by one's gender.
3. To uncover the pattern of using FB among Palestinian university students.
4. To identify the motivations that drive Palestinian university students to shop on FB.
5. To figure out whether Palestinian university students use FB only for browsing or for actually buying products.

4. Significance of the study:

The significance of this study can be stated as the following:

1. This study will offer insights on the behavior and motivations behind both using FB and shopping on FB.
2. This study will be a starting point for future research concerning FB use and shopping behavior studies in Palestine.
3. This study will give local retailers insights on how their customers are using FB for shopping and thus help them to use FB as an effective tool in their online marketing strategy.

5. The Study limits:

- 1) **Locational limits:** College of Administrative science and informatics at Palestine Polytechnic University in Hebron.
- 2) **Time limits:** includes the first and second Semester of the academic year of 2015-2016.

Chapter Two

This chapter contains the study theoretical framework and the related studies.

2.1 Theoretical Framework

2.1.1 The emergence of Web 2.0 as the new version of the internet

The internet first appeared in 1969 when four host computers were connected to form one "network" which was called ARPANET (McHaney, 2013). The internet has developed since then to consist of more than 5 billion devices in 2010 (McHaney, 2013) and has been growing during the last ten years to provide an infrastructure for communicating, creating information and sharing data among billions of online users resulting in world-wide interaction and collaboration (Henriksson *et al.*, 2010).

It was 2004 when Web 2.0 was introduced as the new version of the World Wide Web in O'Reilly media web2.0 conference. Web 2.0 is one of the most valuable services to all people which were made possible by the internet (McHaney, 2013). Web 2.0 presents the new phase of the internet-based interaction where all people can read, write, meet, interact and communicate regardless of their geographical location at any time (McHaney, 2013).

Nowadays, Web 2.0 is being used by people every day and all what they need is a device with internet connection (McHaney, 2013). Web 2.0 has **4 main components** (McHaney, 2013; Henriksson *et al.*, 2010):

1. **Social media:** According to businessdictionary.com, it is defined as "Primarily internet or cellular phone based applications and tools to share information among people. Social media includes popular networking websites, like Facebook and Twitter; as well as bookmarking sites like Digg or Reddit. It involves blogging and forums and any aspect of an interactive presence which allows individuals ability to engage in conversations with one another, often as a discussion over a particular blog post, news article, or event".
2. **Content communities:** According to igi-global.com, it is defined as "organize and share particular kinds of content. The most popular content communities

tend to form around photos (Flickr), bookmarked links (del.icio.us) and videos (YouTube)".

3. **Web applications:** According to pcmag.com, "An application in which all or some parts of the software are downloaded from the Web each time it is run. It may refer to browser-based apps that run within the user's Web browser, or to "rich client" desktop apps that do not use a browser or to mobile apps that access the Web for additional information". An example of web applications is Dropbox which is a cloud storage application.
4. **Content aggregators:** According to techtarget.com, "A content aggregator is an individual or organization that gathers Web content (and/or sometimes applications) from different online sources for reuse or resale. There are two kinds of content aggregators: (1) those who simply gather material from various sources for their Web sites, (2) those that gather and distribute content to suit their customer's needs". An example of content aggregators is RSS feeds on CNN.com which shows the user alerts when breaking news posted. There is also another type of aggregators which enabled the customization of web content such as MyYahoo and iGoogle.

Almost every category of Web 2.0 is considered a social channel because it requires people to participate and socialize online (Henriksson *et al.*, 2010). Web 2.0 and social media are used sometimes as interchangeable terms (McHaney, 2013). Social media is the largest category within Web 2.0 (McHaney, 2013). It presents the "social" aspect of Web 2.0.

Social media has become an essential part in people's daily lives (Henriksson *et al.*, 2010). It provides a new channel for interaction and communication for everyone with a computer that is connected to the internet (Berthon *et al.*, 2012).

Social media is a subset of web2.0 (Liang&Turban, 2012), and social marketing sites (SNSs) present a subset of social media (McHaney, 2013). Social media is based on the fact that people naturally tend to form communities where they can interact, share, and socialize using text, pictures, and videos as ways for communication in their groups or communities (McHaney, 2013).

Social media gives a new platform for interaction between individuals, between individuals and business, between individuals and their larger society (Henriksson *et al.*, 2010).

Social media applications provide different content and different channels for interaction for their users (Berthon *et al.*, 2012). The social media content includes: text, pictures, videos, networks and virtual worlds (McHaney, 2013).

First, Text, is what appears in texting systems as these available on smart phones, blogs the short form of web logs (e.g. social media blogs), instant messaging (IM) (e.g. Yahoo Messenger) which was the first form of social media, and micro-blogs (e.g. Twitter) (Berthon *et al.*, 2012; McHaney, 2013).

Picture-sharing websites (e.g. Flickr) give the users the opportunity to store and share different images (Berthon *et al.*, 2012). Video-sharing communities such as YouTube allow people to upload, download and share videos (Berthon *et al.*, 2012). Social network sites (SNSs) (e.g. Facebook) was made through the virtual space which was created and enabled by web 2.0 technology (McHaney, 2013).

These social networks enabled people and organizations to create their own pages and groups, share information, post comments and create their virtual communities (McHaney, 2013). Social networks reflect the power shifts from the individual to the collective community (Berthon *et al.*, 2012).

Virtual worlds (e.g. Second Life), on the other hand, allow people to create their own avatars and make them engaged in another (virtual) reality (McHaney, 2013).

Kaplan & Haenlein (2010) classified social media according to two main dimensions: 1. Social presence or media richness, 2. Self-presentation or Self-disclosure (see Table 1 on the next page).

Table 1: Classification of social media

		Social presence/ Media richness		
		Low	Medium	High
Self- presentation/ Self- disclosure	High	Blogs	Social networking sites (e.g., Facebook)	Virtual social worlds (e.g., Second Life)
	Low	Collaborative projects (e.g., Wikipedia)	Content communities (e.g., YouTube)	Virtual game worlds (e.g., World of Warcraft)

This classification relied on a set of theories in the field of media research (social presence, media richness) and social processes (self-presentation, self-disclosure) (Kaplan & Haenlein, 2010). Both the media research and social processes are considered the two key elements of Social Media (Kaplan & Haenlein, 2010).

1) Social presence or media richness. Social presence theory states that media differ in the degree of “social presence”-defined as the acoustic, visual, and physical contact that can be achieved-they allow to emerge between two communication partners (Kaplan & Haenlein, 2010). The higher the social presence, the larger the social influence that the communication partners have on each other’s behavior. This is related to the concept of media richness (Kaplan & Haenlein, 2010).

2) Self-presentation or Self-disclosure. According to Goffman (1959) the concept of self-presentation states that in any type of social interaction people have the desire to control the impressions other people form of them (Kaplan & Haenlein, 2010). Usually, such a presentation is done through self-disclosure; that is, the conscious or unconscious revelation of personal information (e.g., thoughts, feelings, likes, dislikes) that is consistent with the image one would like to give (Kaplan & Haenlein, 2010).

The channels (social media channels) through which messages are transmitted or carried from the source (e.g. company) to the recipient (e.g. consumers), have certain features: these channels are easy to get to, enable interaction in real time, can spread the message fast to reach large number of people (Berthon *et al.*, 2012).

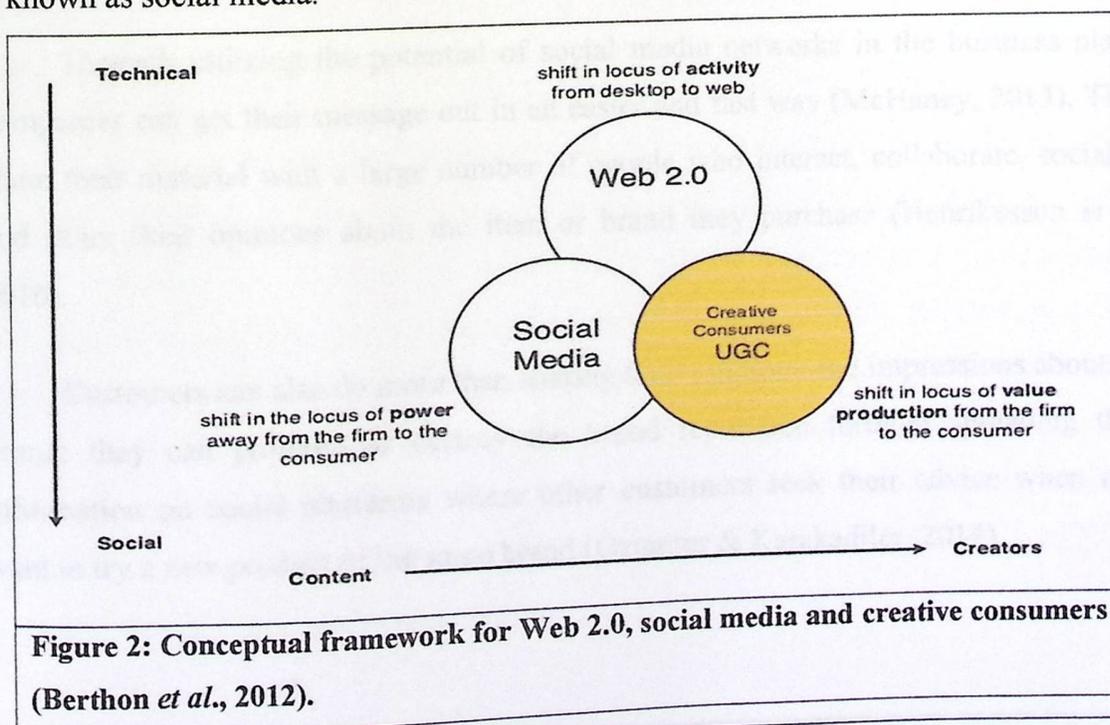
Both the content and channels of social media enabled the transfer of the social nature of humans to new digital environment, particularly social network sites (McHaney, 2013).

Social media provides multiple options for people to know more about everything around them including the products and goods they buy (Henriksson *et al.*, 2010). Social media enabled users to create the content they want on its digital platforms and the content is called user-generated content (UGC) (Berthon *et al.*, 2012).

As a result, users are no longer content consumers; they are content producers (Berthon *et al.*, 2012). Consumers enjoy using interactive websites for creating online profiles, posting messages, inviting friends, sharing videos and browsing for cloth and other products (McHaney, 2013). Thus, they can create their own networks of family, friends and acquaintances (Berthon *et al.*, 2012). It is their social networking activities which makes the social media (Berthon *et al.*, 2012).

Therefore, users in general and consumers in particular are the center of social media," creative consumers are the new locus of value in web 2.0" and " creative consumers are the dynamos of this new media world "(Berthon *et al.*, 2012, p263).

Figure 2 below illustrates that web 2.0 technology enabled the consumers to become creators of the content that is distributed among different users and form what is known as social media.



2.1.2 Social media in business

Social media has changed the way people communicate. People use social media websites (networks, video sharing websites or blogs) to keep in contact with their friends, sharing what gains their attention and comment on different items they purchase. (Henriksson *et al*, 2010). Thus, social media appeared as a space for wider communication. "Social media can further be described as an electronic equivalent to what people usually do in person; talk to each other " (Henriksson *et al*, 2010, p7)

The dramatic changes in the technological infrastructure that appeared due to the emergence of Web2.0 technology make it crucial for the marketers and business owners to work closely to social media and also integrate it in their marketing plan (Oztamur & Karakadiler, 2014).

Social media in general and social networking sites in particular, increases the search-ability of the brand and provide the company with an additional platform for two-way communication (Oztamur & Karakadiler, 2014). This in turn, gives a rise to social network marketing (SNM) which requires both social networks and marketing to work and collaborate in business life (Oztamur & Karakadiler, 2014).

In SNM, businesses can recreate the material they used to show it in magazines and newspapers or on radio and television in digital form with an additional benefit which is the "layer of social interaction" (McHaney, 2013).

Through utilizing the potential of social media networks in the business plans, companies can get their message out in an easier and fast way (McHaney, 2013). They share their material with a large number of people who interact, collaborate, socialize and share their opinions about the item or brand they purchase (Henriksson *et al*, 2010).

Customers can also do more than sharing their opinions and impressions about the brand; they can promote or destroy the brand reputation through spreading their information on social platforms where other customers seek their advice when they want to try a new product of the same brand (Oztamur & Karakadiler, 2014).

However, in order to get the best social networks marketing, companies should have a clear strategy about how to use social media networks as a marketing tool (Oztamur & Karakadiler, 2014).

A study done by Oztamur & Karakadiler (2014), presents three main steps for using social media for marketing. The first step is to identify the target customers. The company could answer some questions that would help to know their future customers. Questions may include: "what are their demographic characteristics?", "do they have a specific location?", and "what do they currently buy?"

The second step is to spot where they go online. For example, the company should know which social media channels they use, what websites they visit on a regular basis, and what type of videos they are interested in. The third step is for company to define where it stands in the market. For example, if there are major players in the market who have the top rankings, the company would look for better ways to create a competitive social content and generate traffic to the website and look for channels (like discussion forums) to find their target customers.

In the field of online marketing, various studies were conducted on SNM using clickstream data (e.g., session frequency, time spent, and number of pages) (Poel and Buckinx, 2005). The research conducted by Poel and Buckinx (2005) showed that the conversion rate of a company website is one major problem for online marketing managers. It was found that the conversion rate essentially depends on the purchasing behavior of the customer (Poel and Buckinx, 2005)

To examine the purchasing behavior, the drives of purchasing must be identified (Poel and Buckinx, 2005). The drivers of purchasing (offline or online) are the forces which motivates the customer to search for the product, browse the social media websites for others customer's reviews, browse for alternatives for the product or buy the product online and make the payment (Mikalef *et al.*, 2013). Sismeiro and Bucklin stated: "Predicting and understanding online-buying behavior is of utmost importance for ecommerce website managers" (Poel and Buckinx, 2005). Thus, to understand the customer's purchasing behavior on online environment, the motivations should be identified first (Hoffman & Novak, 2009).

Moreover, the objective of marketing online should be directed to ensure that these online environments provide "flow opportunities" for the consumer (Hoffman & Novak, 2009). Flow means "the complete engagement with and immersion in an activity" (Hoffman & Novak, 2009). The term "flow" was originally characterized by Csikszentmihalyi (1997) as "an integration of the constructs of a clear goal, feedback, challenges matching skills, concentration, focus, control, loss of self-consciousness, and transformation of time" (Hoffman & Novak, 2009).

The researchers, Hoffman & Novak, argued that "the unique characteristics of the internet contributed to our belief that flow was an important construct for understanding consumer use the web in 1996, the environment of the web itself has changed radically over the past decade". Therefore, these two researchers conducted another research in 2009; in order to study the flow in the context of the social nature of the web which was made possible by the user generated content (Hoffman & Novak, 2009).

Studying the flow experience online will help to clarify the customer behavior on online social platforms (Hoffman & Novak, 2009). To help studying the flow experience on Web 2.0 social networks, Hoffman & Novak (2009) introduced a comprehensive conceptual model which demonstrates the network navigation process for users of social media networks. Their model examined three main themes in the flow experience: 1) what makes online experiences (e.g., interacting or skills and challenges) so powerful and captivating to the user. 2) The type or nature of an irresistible flow experience (e.g., involvement, telepresence or attention). 3) The outcomes of online flow experience (increased learning, perceived behavioral control or exploratory mindset) (Hoffman & Novak, 2009).

2.1.3 Successful online community delivers value to its consumers

Two thousand years ago, the marketplace was already an interactive platform for both economic and social activity as well as knowledge exchange (Seraj, 2012). Online communities has turned to be the first destination for people in their daily lives as the socialization platform to keep in contact with their family, friends, markets, and the world around them (Henriksson et al., 2013).

The research studying the motivations of people using social networking sites is diverse (Hoffman & Novak, 2009). A study conducted by Seraj (2012) revealed that the characteristics of an online community would create value for the users or consumers and triggers (motivates) engagement. This study based on the observation that consumers choose to spend time on certain virtual communities, but not all online platform (Seraj, 2012). It reported that there is a different perceived value delivered to the consumer by successful and failing online communities (Seraj, 2012).

The term of 'online communities', also called 'virtual communities' was defined by Rheingold as "social aggregations that emerge from the Net when enough people carry on those public discussions long enough, with sufficient human feeling, to form webs of personal relationships in cyber-space" (Seraj, 2012, p210). Another definition was given by Bagozzi & Dholakia who emphasized that online communities are ultimately about social interaction: "mediated social spaces in the digital environment that allow groups to form and be sustained primarily through ongoing communication process".

The 'value' is another term to understand when studying online communities. Zeithmal defined 'value' as "consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given" (Seraj, 2012, p.209). Moreover, the related research regarding online communities have explored the 'motivations' for joining these virtual communities, the factors that bring satisfaction, types of interaction on online social networks, and intentions of members to re-use (Seraj, 2012).

A group of previous studies reported that it is the nature of the people- who tend to be in communities- which motivates them to gather and participate in virtual communities (Seraj, 2012). This natural inclination was termed as "desire for social action" by Bagozzi & Dholakia (2002) or as "re-tribalization" by Adam & Smith (2008).

Preece (2001) reported that online community usage relied on two factors: sociability, and usability. While sociability presents the purpose of use, policy and people, usability presents dialog and social support, and navigation and access. Kim, Park & Jin (2008) showed that the determinants of user satisfaction include: purpose of use, people, policy dialog and social support, and navigation.

Ridings & Gefen (2004) reported that the main reasons why people prefer to socialize with others online include: information exchange, social support, friendship, and recreation.

Cheung and Lee (2009) found that the influential factors that bring members satisfaction on an online community include: self- discovery, entertainment, social enhancement, and maintenance of inter-personal connectivity.

In addition, there are groups and individual goals for which people engage in online communities including: "self- exhibition, learning through knowledge transfer, participation in co-creation and innovation, and socialization and recreation". For online communities focusing on marketing a brand, people will go online to seek recommendations from other customers, share their experience or purchase products (Seraj, 2012).

2.1.4 Motivations for using social networks for shopping

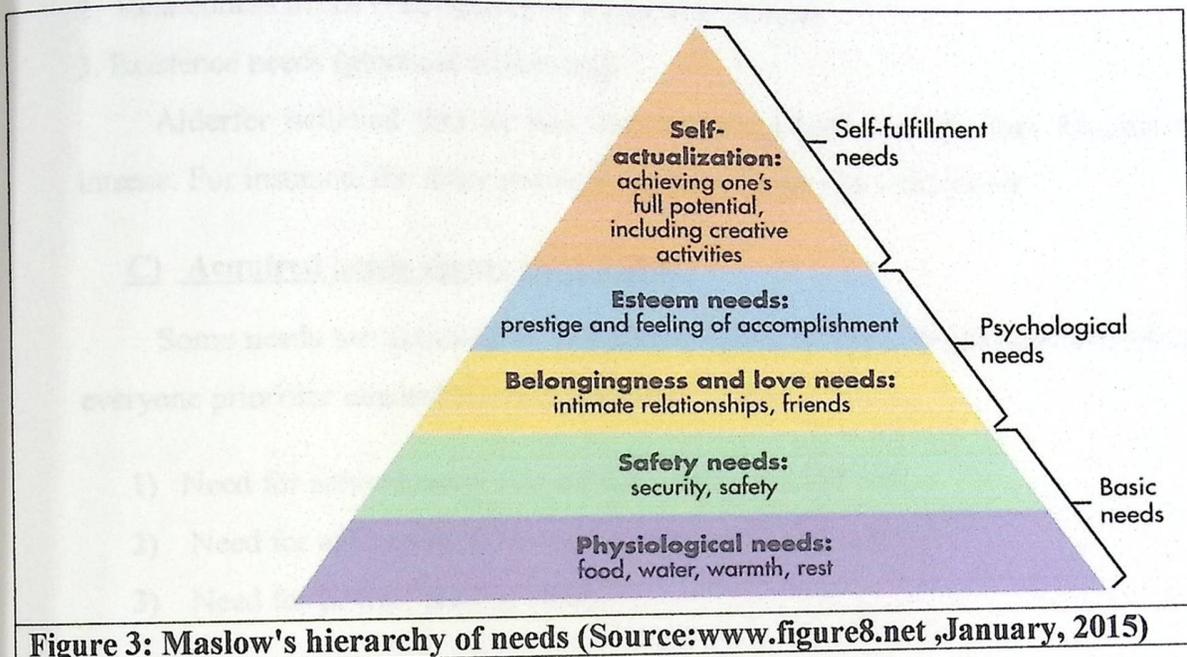
The motivations of users are of a critical importance to marketers who wish to harvest the potential of social media networks as a marketing, "user are the core of social media and are involved in media generation, circulation, and commenting on any content that is entered in the web, even that which is consumer- oriented" (Mikalef *et al.*,2013).

In this section, three main subjects will be discussed. 1) Theories about motivations. 2) The factors that drive product browsing on social media platforms are classified and explained according to utilitarian and hedonic motivation theory. 3) This section also presents the type of search behavior that helps to differentiate between the user's motivations and tells what kind of online shoppers visit a certain websites (Mikalef *et al.*, 2013; Moe, 2003).

2.1.4.1 Theories about motivations

Motivation is a complex phenomenon. Several theories attempt to explain how motivations work:

A) Maslow's hierarchy of needs



According to Maslow (Figure 3 above), lower needs take priority and they must be fulfilled before others needs in the hierarchy. Maslow stated that people are motivated by the desire to achieve or maintain the various conditions upon which these basic satisfaction rest (Veronika, 2013)

People have different needs and wants, not everyone is motivated by the same things, and it depends where you are in the hierarchy. Those needs can be strong or weak and are influenced by environmental factors. Thus, human needs vary over time and place (Ramlall, 2004)

When you are planning for targeting certain customers (market segment), make sure that their basic needs are fulfilled Such as sufficient food and safe home. For example, you don't market galaxy six in South Africa.

B) Alderfer's ERG theory

Alderfer classifies needs into 3 categories, also ordered hieratically (Ramlall, 2004):

1. Growth needs (development of competence and realization of potential)
2. Relatedness needs (satisfactory relations with others)
3. Existence needs (physical well-being)

Alderfer believed that as you start satisfying higher needs, they became more intense. For instance, the more power you get the more you want power.

C) Acquired needs theory (McClellan)

Some needs are acquired as a result of life experience, this theory recognize that everyone prioritize needs differently (Ramlall, 2004).

- 1) Need for achievement, accomplish something difficult.
- 2) Need for affiliation, from close personal relationships.
- 3) Need for power, control others.

D) Cognitive evaluation theory

Suggest that there are two motivation systems intrinsic and extrinsic that correspond to two kinds of motivations (Ramlall, 2004).

- 1) Intrinsic motivations: achievement, responsibility and competence.
- 2) Extrinsic: pay, promotions, feedbacks.

As a conclusion, all people have needs they want to satisfy, some are primary needs, thus, food, water and sleep (deal with physical aspects) which are relatively stable. Secondary needs that are psychological, which means are learned primarily through experience, these needs vary significantly by culture and by individual.

2.1.4.2 Utilitarian and Hedonic motivations

A number of studies conducted in the field of SNM revealed that "in many occasions companies that have rushed into such websites without formulating a clear plan have not only failed to realize any gains, but have in some cases even had damaging effect on their image" (Fournier & Avery, 2001; Mikalef *et al.*, 2013). Moreover, other studies reported that "the gap that exists between social media users and unsuccessful company strategies for product promotion can be attributed to the lack of solid empirical findings from the research areas to help guide managers decisions" (Chang & Wild, 1994; Mikalef *et al.*, 2013).

Mikalef *et al.* (2013) showed that specific aspects of social media websites trigger utilitarian and the hedonic motivations and this in turn impact user's intentions to browse for products on social media networks. They also reported that "browsing intention is linked in a significantly positive manner with purchasing and word-of-mouth intention".

A study conducted by Moe (2003) aimed to differentiate between online shoppers showed that online shoppers have certain shopping strategies when they go online. Each of these strategies is linked to a certain search behavior which tells about the user's motivations to visit social media websites or social networks and if this user is going to make a purchase or not, rather now or in the future.

The utilitarian and hedonic motivation theory attempts to describe and clarify the reasons which make people "inclined to buy" (Mikalef *et al.*, 2013). While utilitarian motivation is rational and goal-oriented motivation (Batta and Ahntola 1991), hedonic motivation is linked to the search of emotions (happiness and enjoyment) (Mikalef *et al.*, 2013). Mikalef also asserted that when talking about shopping, both utilitarian and hedonic motivations exist regardless of the context in which they are promoted.

Babin (1994) who investigated to utilitarian and hedonic shopping values showed that hedonic motivations drive unplanned shopping while utilitarian motivations do not. Dhar and Wertenbroch (2000) who studied the customer choice between hedonic and utilitarian goods revealed that customers will give up products for pleasure if he/she had to choose between a product for pleasure and another product for use. Their study also

showed that the type of product has a different degree of impact on users; because it leads to different shopping behaviors under different shopping circumstances.

Falk (1997) who studied the shopping experience reported that sensual simulations and the ability to browse freely anytime anywhere are crucial factors for shopping whether the consumer is shopping in a store or on online commercial website. Kim and Shim (2002) agreed to Falk's findings. They argued that consumers navigate online shops to fulfill the needs of experience, not only for collecting information about products. Mathwick *et al.* (2001) who studied the experiential value in internet shopping environment, reported that the decision to buy, whether the consumer is shopping offline or online, depends on the enjoyment which it provides.

A study done by To *et al.* (2007) studied shopping motivations on internet and revealed that the user's utilitarian and hedonic motivations differ between conventional and electronic shops; due to the core aspects of these online platforms that shape the user's motivations.

Each of the perceived utilitarian & hedonic values depends on certain aspects offered by social media websites (Mikalef *et al.*, 2013). These aspects are discussed hereafter.

The core aspects of SNSs that trigger utilitarian motivation:

- 1) **Convenience:** consumers found shopping online is more convenient than traditional shopping; since it has no limited working hours and this allows consumers to browse or shop any time (Burke, 1997).
- 2) **Information availability:** the Internet is considered to be the largest and most efficient source of information, "social media integrates information from a number of sources thus providing users with all necessary information about a product" (Mikalef *et al.*, 2013, p. 23).
- 3) **Product selection:** the availability of wide range of products on social media will increase the chance that products will match consumer's need, and thus makes social media websites attractive for browsing and shopping for products

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(Mikalef *et al.*, 2013). When compared with traditional stores, online consumers find a wide range of products fitting their needs because more retailers exist (Alba *et al.* 1997). Moreover, companies engaging in product advertising on social media websites present all of their products with no need for large inventories (Wolfenbarger & Gilly, 2001).

- 4) **Customized advertisement:** social media platforms allow users to create their own profiles, thus enable marketers to create customized advertisements which will appear to users according to their specific interests & likings (McHaney, 2013). Han & Han (2001) stated that Internet is a unique medium to provide consumers with "customized advertisements". This was also confirmed by Gordon & Lima-Turner (1997) that consumers are more likely to follow an advertisement that is customized to their likings than any other advertisement. Moe (2003) reported that personalized advertising is able to enhance user's intention to both the search for products and purchasing them.

The core aspects of SNSs that trigger hedonic motivation:

- 1) **Trend discovery:** "The concept of trend discovery refers to the procedure which consumer undergo in order to learn about new fashions, products, and trends" (Mikalef *et al.*, 2013, p. 24). Social media websites including SNSs are open platforms for information collection from various sources and a great portion of this information is about commercial products (McHaney, 2013). Alba *et al.* (1997) reported that "browsing and discovering new trends and fashions" is one of the strongest motivations for Internet shoppers.
- 2) **Socializing:** the enjoyment which the social interaction provides is one of the main reasons why consumers go shopping (Dawon *et al.*, 1990). Socialization is considered the prime motivation for browsing and purchasing products in conventional stores (Rook, 1987). Engagement in conversations when browsing online provides the users with pleasure and motivates them in socializing more on online communities (Wolfenbarger & Gilly, 2001).

- 3) **Adventure:** it was found that the hedonic shoppers are more interested in experiencing adventure while shopping than any utilitarian motivation (Mikalef *et al.*, 2013). Webster *et al.* (1993) who studied the flow in human-computer interactions, has reported that people use Internet to experience the sense of adventure while spending the time on computer. "The novelty of performing a task, i.e. product browsing, on new medium could influence the sense of adventure experience by users" (Mikalef *et al.*, 2013, p.24).
- 4) **Authority and status:** social media websites including SNSs give the consumers the authority to generate the content on the web anytime, anywhere (Henriksson *et al.*, 2010). "Authority is the result of the ability of a user to decide what product to browse, retrieve all information about the product in an effortless way and provide feedback which has an impact" (Mikalef *et al.*, 2013, p. 24). Moreover, control over the shopping experience is an important hedonic motivation for online shoppers (Parsons, 2002).

2.1.5 Two main types of search behavior for online shoppers

Moe (2003, p. 30) reported that "Browsing through a variety of products is considered as being a result of either a goal-oriented or an exploration-oriented behavior". Mikalef *et al.* (2013, p. 20) provided that "These general categories of consumer attitude can be found on both conventional stores as well as electronic platforms". While "goal-oriented refers to behavior for which the consumer has a specific or planned purchase in mind", "exploratory search refers to behavior in which the consumer is less deliberate and focused and perhaps not even considering a purchase" (Moe, 2003, p. 30).

"The main differentiation between the two behaviors is that goal-oriented consumers will purchase once they find the product they are looking for, while exploration-oriented ones are likely to make an unplanned purchase providing they perceive a high hedonic simulation" (Mikalef *et al.*, 2013, p. 20). Alford & Biswas (2002) reported that the intention to purchase is influenced by various factors including: product price, information availability & quality, product type, discount level and others.

"From the theory of planned behavior it is debated that intentions are equally as important as actual actions, since in most cases they are a strong predictor of future outcomes" (Mikalef *et al.*, 2013, p. 25). It was reported that both goal-oriented and exploratory search behavior are linked to the purchasing intention (Moe, 2003) and word of mouth intention (Mikalef *et al.*, 2013). Shim *et al.* (2001) who studied the role of intention to search, reported that the relationship between browsing and purchase intention is strongly applied to online searching and purchasing.

2.1.6 Purchasing intention is linked to the word of mouth intention

The word of mouth intention is another crucial aspect of the shopping experience because the consumer will proceed to share information after getting engaged in the shopping process (Mikalef *et al.*, 2013). The word of mouth and peer recommendations are becoming more significantly related to companies and marketers that are going online conversations with consumer communities (Oztamur & Karakadiler, 2014).

In traditional shopping, consumers seek advice and guidance when shopping or buying a product, and this also applies to online shopping on SNSs (McHaney, 2013; Henriksson *et al.*, 2010).

Consumers used to talk face to face about products and companies, but now they have moved online and they are offering consumption-related advice by spreading electronic word-of-mouth (eWOM) (Henriksson *et al.*, 2010).

eWOM can be defined as "any positive or negative statement made by potential, actual, or former customers about a product or a company, which is made available to a multitude of people and institutions via Internet" (Jalilvand *et al.*, 2011, p. 43). "The eWOM phenomenon has been changing people's behavior because of the growth of Internet usage" (Lee *et al.*, 2008, p. 341).

"Consumer to consumer communication is the dominate force for distributing message created by advertisers" (Paquette, 2013, p. 20). "This creates new implications for marketing managers since consumers are generators of informal campaigns to their circle of acquaintances" (Mikalef *et al.*, 2013, p. 25). This gives marketers the opportunity to employ viral marketing on social media networks (Paquette, 2013)

Viral marketing is defined by (Investopedia.com) as "Internet advertising or marketing that spreads exponentially whenever a new user is added. Viral marketing assumes that as much new user starts using the service or product, the advertising will go to everyone with whom that user interacts".

As a consequence, the product or the brand becomes an essential part of the online communities this consumer is attending, and this in turn will evoke a positive buzz about the product or the brand and will encourage other community members to become involved in the viral marketing (Paquette, 2013). This easy and fast spread of eWOM through viral marketing will have a positive impact on new consumer's attraction (Jones & Reynolds, 2006; Mikalef *et al.*, 2013). Thus, viral advertising or marketing on SNSs has a great advantage to all marketers because communication and interaction is more targeted to a brand's intended consumer (Bampo *et al.*, 2008; Paquette, 2013)

2.2 Related studies

This section presents the related studies categorized in three groups:

- 1) Motivations for using SNSs.
- 2) Online advertising/online marketing.
- 3) Shopping on SNSs.

2.2.1 Motivations for using SNSs

All the following studies investigated the motivations for using SNSs, some studied motivation for FB users, other studied why people engaged in using SNSs, and studies focused on motivation for use in the context of gender and social identity gratifications. However, none of the studies investigated motivation for using SNSs in a particular community and this study will focus on the motivations of Palestinians for going online.

In one study which was performed by Lin & Lu (2011) researchers aimed at studying the factors that make people continue to use SNS. They investigated this using an integrated framework of motivation theory and network externalities. In this study 402 randomly chosen Facebook users answered an online questionnaire. The study results provided evidence that the proposed framework can give a good explanation of why people continue to use SNS.

The practitioners in social networking field could benefit from this research in two ways: 1) having fun is number one reason for people using SNS and this applies to both genders (females & males). 2) Practitioners should bear in mind that allowing people on SNS to create their own atmosphere and invite their peers can be a driving force for these users to continue using SNS.

(Lampe *et al.*, 2008) investigated how the use of Facebook has changed over time. For this purpose, fielded surveys of randomly chosen undergraduates at Michigan state university and also in depth interviews (qualitative) with a subset of these students were undertaken. As indicated by three consecutive years of survey data and interviews with a subset of survey respondents, reported uses of the site remained relatively constant over time, but the perceived audience for users' profiles and attitudes about the site showed differences over the study period. Researchers found that social network

sites depend on the interactions of many participants to achieve the benefits of a full system. They also stated that the way participants use the site and their SNS experience are changing with the passage of time. Researchers reported that changes in SNS use may result from both the changing content and features of the site and the user's social context.

Joinson (2008) investigated both the motives and uses of Facebook. The research was performed through two stages. While the first stage was an exploratory stage where 137 Facebook users who study online (short course) (53M & 88F) were asked to describe their motives for using Facebook in a number of words, the second stage was an analytical stage where these words were grouped in specific profiles that reflect Facebook user's motives and gratifications. The study results revealed that there are main seven categories under which the user's motives and gratifications can be listed.

Barker (2008) aimed at investigating the motivations of SNS users - especially late adolescents - from two main perspectives: the influence of gender and social identity gratifications. 734 freshman students attending a mandatory communication class in spring 2008 using a questionnaire were recruited for this study.

This study is significant; because it could reveal that people who participate in SNS and who have high collective self-esteem are using SNS to communicate with their peers and create social groups. The study results showed that females participate in SNS for relational purposes and creating social communities to keep up with their friends. It was also reported that males are more likely to use SNS for social compensation; because they do not have the support of peer groups that females have.

2.2.2 Online advertising / online marketing

The following three studies showed that social networks are pivotal parts of any marketing plan and these SNSs have various options available for marketers and the impact of online advertising on the purchasing decision through different stages of purchasing. Nonetheless, these studies don't give a clear path for marketers to follow when marketing on social networks and researchers in this study will help local retailers to understand the motives of their customers so they can use SNSs effectively for marketing.

Paquette (2013) aimed at examining how retailers can utilize social media networks as a part of their marketing strategy. This study of particular importance, that is, it highlighted that business managers should learn how to communicate with their customers using social networks which changed the way people interact with each other, with the market and with the world around them.

In this study, the researcher focused on explaining four main concepts which are important in the field of social media marketing: "Consumer's attitudes and motives", "User-generated Content", "Viral Advertising" and "Virtual Brand Communities". The study results revealed that social networking sites can be an advantageous stage for retailers to develop awareness of their brands and reach their specific target customers.

Harris (2012) also confirmed that social media networks - especially Facebook - are pivotal parts of the modern marketing plan. This study focused on studying the impact of SNS on online advertising in our today's society. The aim of this study was to explore if marketers use SNS for marketing their brands would receive in return an increase in brand trust, loyalty and awareness, besides becoming able to create virtual communities and spot target markets.

The researcher found that SNS when used as an advertising platform would develop a positive brand attitude and brand communities that will drive the consumer to follow the products and services provided. This study is significant; because it could clarify that SNS has a great value to marketers through describing the options available within SNS.

Tayeh (2007) aimed at recognizing the impact of internet advertisements on the stages of making decision of purchasing among the Palestinian university students. The researchers used the descriptive analytical methodology; the questionnaire was distributed on the students of the main Palestinian universities in Gaza Strip as the Islamic University, Al-Azhar University, Al- Aqsa University and Al-Quds Open University which were the study sample. The study concluded that internet advertisements has a great influence on the stages of taking a decision to buy among students who are exposed to it, also, there are many intrinsic differences between students that has an impact on the decision making, like the period of time they spend on internet, also age, educational level and income. On the other hand, gender and type of university are not one of those factors. Based on the results, the researchers

recommended that companies must design a web page, connect their site with the most used sites in order to reach the largest numbers of potential customers.

2.2.3 Shopping on SNSs

The following studies illustrated motivations for shopping on the Internet, one studied the motivation for shopping and browsing based on gender, other discussed the hedonic motivations for shopping, and others clarified psychological characteristics of online shoppers and the impact of purchasing context on purchasing tendency. In this study, researchers will try to identify the shopping motivations on FB among Palestinian youth.

Albert & Hersinta (2012) explored & identified the factors that affect the consumer's decision to purchase online, especially who shop on Facebook. It revealed that the most important driving factor for people to buy products online is the psychological characteristic which relies on the customer's gender. They found that females buy because Facebook is easy to use, but males buy because of product uniqueness and source reliability. An interview to explore the shopping habits of 15 consumers who shop on Facebook on a regular basis was conducted.

Wadi & Asttal (2011) identified the reality of electronic marketing in the banks in Gaza strip through selecting a random sample and distributing 202 questionnaires. The study showed that the factors that contribute to using electronic marketing include: availability of data bases, safety and trust, protection of privacy and secrecy, top management support, and research and development.

Hansen & Jensen (2009) aimed to reveal whether the purchasing context – whether shopping for oneself or for a gift - would affect the consumer's tendency to make purchases online. The significance: it enabled us to evaluate the impact of both gender and purchasing situations. The researchers found that while females are more likely shoppers for fun, men are significantly "quick shoppers". This applies to both shopping situations: shopping for oneself or for others. Survey questionnaires of internet users; 205 women and 163 men were employed for this research.

Arnolds & Reynolds (2003) tried to identify the hedonic motivations or reasons that drive the consumers to make purchases online. The researchers developed a six-factor scale included the main shopping motivations and then used this scale to measure the hedonic motivations of adult consumers. They found that the shoppers can be classified in five main categories: the Minimalists, the Gatherers, the Providers, the Enthusiasts, and the Traditionalist. This research provides the retailer a significant opportunity to promote their revenues and expand their consumers' community through modifying their marketing strategies in a way that meet hedonic motivations of their customers. Deep interviews with adult consumers included both females & males (65 females & 33 men) of ages ranging from 18 to 55 years.

Slyke et al. (2002) aimed at investigating the literature written about the impact of gender on having the intention to browse the internet for shopping. The significance of this study is that, it provides evidence that females and males do not shop online equally and that gender is a significant predictor of intention of shopping online. The researcher found that females are the fastest growing population using the web, however; males are more likely to use the internet sites to purchase products, while females find purchasing online as risky. The researcher recommended the advertisers to employ high technology visuals that could encourage females to purchase online who usually prefer to touch everything they buy and pay money for it. The sampling method: a survey included measurement scales targeted 511 subjects of ages ranging from 17 to 48 years.

To summarize, the researchers found a gap in the related literature between Facebook users and companies' strategies for doing business on Facebook in Hebron where the motivations and behavior for shopping on Facebook have not investigated yet.

Therefore, in this study the researchers will try to fill this gap; it will help to mark both the motivations and behavior for shopping on FB among Palestinian university students in Hebron as a part of Palestine. The shopping motivation and behavior are both fundamental parts in the flow created online on social networking sites such as FB. The marketer who plans to integrate FB marketing in his marketing plan must first understand what is going on this social network.

The marketer can target certain customers if he is aware of their motivations that draw them to go online and be part of online communities. The gap that exists between social media users and unsuccessful company strategies for the product promotion can be attributed to the lack of solid empirical findings from the research areas to help guide managers decisions.

Moreover, if the marketer could identify the type of search behavior of the customer, he would be able to manage that behavior to turn most of the customers into buyers and increase the rate of purchasing among customers.

Chapter Three: Methodology

This section presents the **methodology** that was used for exploring the motivations for use along with the shopping motivations and behavior of Facebook users among Palestinian youth.

The research was exploratory in nature; since the research aimed to pinpoint the shopping motivation and behavior on Facebook. It was revealed that FB is the most commonly used SNS in Arab countries including Palestine (Shen & Khalifa, 2010). The study also aimed to give local retailers insights on how to use Facebook effectively for marketing through understanding the customers.

Qualitative methodology was chosen for the analysis, particularly in-depth interviewing; "In-depth interviews are useful when you want detailed information about a person's thoughts and behaviors or want to explore new issues in depth" (Boyce & Neale, 2006, p.3). In addition, "Motivation researchers often collect in-depth interview with a few dozen consumers to uncover deeper motives" (Kotler & Keller, 2011, p.182).

3.1 The sampling method

The chosen sampling method of this research is the stratified random sampling. It is one type of probability sampling. It was selected by the researchers as the most appropriate method to be used; since they had previous knowledge of the population under analysis (Trochim, 2006). The researchers targeted the current university students in the College of Administrative Science and Informatics in Palestine Polytechnic University.

With a probabilistic sample, the researchers made sure that they have represented the population well; since probability sample involves random selection and non-probability sampling does not (Trochim, 2006).

3.2 Methodology steps

3.2.1 Getting informed about the study population

The stratified random sampling was employed for studying the population. The study sample consisted of university students enrolled in the College of Administrative Science and Informatics at Palestine Polytechnic University during the current semester.

previous question. When conducting in-depth interviewing, it includes employing the probing technique wherever necessary to down-reach the real motives.

The in-depth interviewing approach was used to acquire as much data as possible about what motivates university students for using FB in general and for shopping on FB in particular. The in-depth interview consisted of open-ended questions to understand the interviewees deeply (*see Appendix IV, page 70*), but these questions were controlled & guided to cover the study main topics:

- 1) Motivations for using Facebook
- 2) Motivations for shopping
- 3) Shopping Behavior on Facebook

The researchers collaborated to conduct the research interviews; each researcher conducted a number of interviews separately. While one researcher started to make interviews with female students, the other two researchers conducted interviews with male students. The researchers stayed in contact with each other so they can reach a sample that matches the students' distribution in the college.

Each interview lasted in average 35 minutes. The majority of the interviews were conducted in the university campus, but some were conducted at the student's work place.

Researchers made sure they included students from all fields of specialization, and the number of students selected for each field was proportional to the students' percentage for each specialization field relative to the whole students' number in this college. Moreover, the researchers made sure that the sample consists of an equal number of male and female students; because this agrees with their distribution in the college and helps to obtain a representative sample. The study sample was 20 students; 10 male and 10 female university students who represent the Palestinian youth.

The researchers found that by conducting 20 interviews, they have reached a sufficient number required for reliable results. This finding agrees with what Crouch & McKenzie (2006) stated in their study "In a qualitative research, less than 20 participants will help a researcher to build and maintain a close relationship between the information obtained". Moreover, according to Latham (2015) "The 'sweet spot' sample size for many qualitative research studies is 15 to 20 homogenous interview

participants". There is another study conducted by Berry (1999) involved 20 students (10 males, 10 females) when she collected data using in-depth interviews.

Interviews were randomly conducted by the researchers who targeted a sample of university students. They relied on the calculations shown in (*Appendix III, page 69*) to make sure they have the appropriate stratified sample which presents the study population.

Each researchers summarized the interviews he/she made as soon as it is completed. This enabled them to analyze the results and classify the main findings easily and fast.

To make sure that the interview technique used is effective, a combination of both the guided & standardized open-ended interview was used. The open-ended approach was employed because it is preferred when two or more researchers are conducting the interviews. Moreover, the researchers sought to covering all topics under investigation and so they also used the guided approach.

3.3 Data Analysis

After conducting the interviews separately, each researcher summarized the interview conducted and the quotes from the respondents, the analysis process started. First, each researcher analyzed the interviews he/she recorded. Then, each researcher made copies of the analysis he/she made and gave them to the other researcher. After that, each researcher re-analyzed the interviews of his colleagues. Next, all the researchers gathered to make an overall assessment and discussion of the each interview where each researcher explained his/her viewpoint and understanding of the interviewee's personality and behavior depending on his/her analysis of each interview. The researchers also refer to the definition and classifications given in the related studies; so that they make sure they gave the appropriate analysis. In the end, they made together a classification of each interviewee as a FB user and a FB shopper. All results obtained are presented in the "Results" section.

It worth mentioning, that the interviews were conducted in Arabic, then the interviews and the respondents' quotes were translated to English by one of the researchers.

Chapter Four: Results and Discussion

This section presents the main findings of the research. The researchers gathered all information obtained from the in-depth interviewing, analyzed them, discussed the conclusion and then categorized the findings.

4.1 Motivations for using Facebook

The following are the categories for the **motivations for using Facebook** that were obtained from the in-depth interviews:-

- 1) **Business:** using Facebook for business if he or she is an admin of a Facebook page that presents certain products to the public. Thus, the admin publishes posts, comments, responds to customers, messages and makes the page active. "I promote my business through FB", "I spend my time on FB mostly as an admin for many business and college pages"
- 2) **College –related use:** students use their Facebook accounts so that they can join online groups, follow up with the university pages and their college news, and they can also work on projects with their colleagues. "I use FB for keeping up with college news and joining the college groups"
- 3) **Communication:** people want to keep contact with other they know (family, friends or acquaintances), usually via private messages using their Facebook accounts. "I use FB to chat with my friends"
- 4) **Habits:** using FB is a daily habit. "I only use it in the mean time because it became a habit for me"
- 5) **Keeping in touch:** people use Facebook to keep contacted to their friends, especially those who live in distant places or countries. "I use FB to stay in touch with my old friends who are in different countries".
- 6) **Keeping updated:** people go online to keep up date with everything happen in their social circles or they go online because Facebook enables them to know news update easily and fast, since almost every press agency has a Facebook to spread their news." I like to follow college pages and pages related to my major, new information about cars and computers", "I use FB to know and keep up with all what is new, news and everything else".

- 7) **Sharing photographs:** people tend to upload their personal and share other photos they like. "I love posting photos to see how people react", "I upload my personal photos for my friend to see, and to keep them as memories"
- 8) **For Shopping:** people who browser or search Facebook pages of stores they know or heard about they keep going online to keep up with the latest fashion trend or recent technological releases. "I use FB just for shopping"
- 9) **Virtual people watching:** watching people profiles on Facebook whether they know the person or they want to know about him or her." I also use FB to watch profiles to people I know or I listen about to see how their personality are in FB"

This study revealed that "Keeping updated" is number one motivation for using Facebook, and it is followed by "Communication". There were 12 out of 20 students who have "Keeping updated" as their main motivation for Facebook use, and there were 8 out of 20 students who go to Facebook for "Communication". These results agree with the fact that SNSs as a part of Web 2.0 provide a layer for social interaction (McHaney, 2013).

4.2 Motivations for shopping on FB

The researchers found that the following utilitarian and hedonic aspects trigger shopping on FB among the respondents. The utilitarian aspects included: Convenience, Information availability, and product selection. The hedonic aspects included: Trend discovery, Socializing, and Adventure. *(Each of the previous aspects are explained on pages 29-30)*

The study revealed that the motivations for FB using are linked to the motivation of FB shopping; since the use of FB is the first spot to enter Facebook social network, it is the main factor that makes people become part of the flow online. Through using FB for a period of time, people will be engaged in the online platform. Then, being involved will increase the person's attention and awareness about shopping channels available on FB. If this person perceived a high experiential value, this would lead to unplanned purchase in the future. This agrees with the findings of Hoffman & Novak (2009) who reported that one who uses FB becomes engaged in the flow created online

and this in turn will lead to trigger the purchasing intention and making a purchase (Hoffman & Novak, 2009).

The interviews revealed that 12 of 20 students have utilitarian motivations when they shop on FB, and 8 of 20 have hedonic motivations. The results agree with a study done by Mikalef *et al.* (2013) which asserted that both utilitarian and hedonic motivations exist regardless of the context in which they are promoted. Previous research reported that SNSs have certain aspects that shape the user's utilitarian and hedonic motivations (Mikalef *et al.*, 2013). This could explain why the majority of students have utilitarian motivation as they tend to find something they can utilize or benefit from when they shop online. This agrees with a study done by Dhar & Wertenbroch (2000) who reported that customers would choose a product they can utilize if they had to choose between a product for pleasure and another product for use. They are also preserved when go on FB because they still perceive FB as being only a tool for socializing and browsing for new products.

4.3 Shopping Behavior on Facebook

Moreover, the shopping behavior on FB is a crucial element to be identified in FB shopping; since some customers browse for products, others search for new trends and other customers look for alternatives and make a purchase. But, the shopping behavior can only be identified if the motivations are clarified (Hoffman & Novak, 2009). The interviews showed that the shopping behavior is exploratory for females, while it is goal-oriented for males. The "goal-oriented" shoppers have a planned purchase online, and the "exploratory" shoppers are less focused and they are likely to make unplanned purchase (Moe, 2003).

Each shopping behavior is associated with certain shopping strategy which tells about the type of FB shopper (Moe, 2003) (see Table 2 on the next page). When analyzing the shopping strategy of the FB users, it was found that most of females (8 out of 10 students) have "browsing" as their shopping strategy on FB. It was also found that males are mostly "searching", and the rest of them have "browsing" or "knowledge building" as their shopping strategy.

Table 2: Types of searching strategy

Buying	The shopper intends to make a purchase and is not lacking any substantial information before making that decision. A distinctive characteristic of directed-buying visits is the shopper's tendency to exhibit much focused search patterns.
Searching	Like directed-buying visits, search visits are also goal-directed with a planned purchase in mind. The difference lies in the timing of that purchase. Search visits, are motivated by a future purchase. The objective of these visits is to acquire relevant information to help make a more optimal choice.
Browsing	Browsing is dominated by exploratory search behavior. These store visits are motivated less by the utilitarian motives of making the better purchasing decision and more by the hedonic utility derived from the in-store experience
Knowledge Building	The shopper's objective is to increase product and/or marketplace expertise. The consumer is not necessarily considering any specific purchase, but the information acquired may influence future purchasing decisions.

4.4 Types of Shoppers

The interviewees were classified in groups according to their shopping behavior. This classification was based on the study conducted by Arnolds & Reynolds (2003) which showed the different categories of shoppers according to the reasons that motivate them to go online. In this research, it was found that there are four main types of shoppers (see Table 4, page 52).

The in depth interviews revealed that 10 of 20 individuals were value shoppers. The value shoppers focus on what is received and what is given when they shop on FB (Arnolds & Reynolds, 2003). This is a result of FB being a successful SNS which creates an appealing atmosphere for its users and enables them to be not only content consumers, but also content generators (McHaney, 2013). This is supported by Seraj (2012) who revealed that consumers choose to spend time on certain social networks according to the perceived value delivered to the consumers.

4.4.1 The characteristics of the ideal page differ according to the type of shoppers

A study done by Seraj (2012) reported that there is a different perceived value delivered to the customer between successful and failing online communities, it also revealed that the online community characteristics would create value for customers and triggers engagement. Therefore, it is important to identify each type of shoppers and their ideal pages (see Table 5, page 54).

4.4.2 The characteristics of the ideal admin differ according to the type of shoppers

Besides identifying the motivation for joining FB pages, there are other factors influencing shopping behavior; factors that bring satisfaction, types of interaction on online social networks, and intention of members to re-use (Seraj, 2012). All these factors are linked to the kind of admin who manage the page (see Table 6, page 57).

This research results revealed that only 4 of 20 students are not affected by others when making a purchase decision. 16 of 20 are affected and the degree of impact varies if the person is his/her peer or family members and if the product needs the opinion from someone who is an expert. Moreover, 2 of the interviewees said "I won't be affected if I know the page well and I will defend it". The study also revealed that most of the respondents "feel"/"consider" themselves influencers to other people, but practically they don't give information or advices unless someone asked them: "I won't say anything either good or bad unless someone asked for my opinion". Businesses can benefit from "a layer of social interaction" (McHaney, 2013, p.14) that is provided by social networks by encouraging customers to share opinions and impressions about the product to promote the brand reputation where other customers seek advice when they want to buy a product.

4.5 The gender difference is a significant predictor of shopping behavior on FB

While examining gender differences it was found that 6 out of 10 females actually purchased a product online, 6 out of 10 males actually purchased a product online as well. However, females made a purchase more than once and are willing to do it again. A study done by Slyke *et al.* (2000) confirms these findings, their study

provided evidence that males and females do not shop online equally and that gender is significant predictor of intention of shopping online.

The fact that females are more likely to make a purchase online is also linked to the frequency of use and duration of FB session as females tend to spend more time on FB because they had browsing as their shopping strategy. This agrees with Slyke *et al.* (2000) who reported that gender has an impact on having the intention to browse the internet for shopping. Thus, browsing leads females to make a purchase more frequently than males; since one who browses FB becomes gradually engaged in the flow online, which in turn triggers the purchasing intention. This is supported by a previous research done by Shim *et al.* (2001) which reported that the relationship between browsing and purchasing intention is strongly applied to online searching and purchasing.

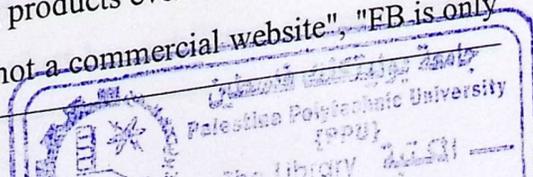
The four main categories of FB shoppers (shown in Table 4, page 52) included both females and males under the same shopper category. However, it was revealed that males and females who belong to the same category have different FB session durations. While female value shoppers spend an average of 5 hours/day on FB, males spend 1.5 hours/day. Female idea shoppers spend 9 hours/day, and males spend 2 hours/day.

4.6 The barriers that challenge using FB for shopping

The study results exhibited a number of barriers that challenge using FB for shopping: First, lack of trust in shopping online and especially FB: "There are a number of fake pages and I could be subjected to fraud".

Second, there is no technological infrastructure that supports shopping on FB. Students have never thought of shopping on FB as they are not aware of the possible shopping procedures: "I don't shop on FB because I thought that shopping online always needs a visa card and involves a lot of stages".

Finally, cultural factors discourage using FB for shopping. According to some interviewees, shopping on FB is not common for: "the idea of shopping on FB is new and people are not used to it", "using FB for shopping is not popular here". Other respondents see FB only as a social network and are not willing to use it for shopping: "I will never think about using FB for purchasing products even only as an intermediate; because for me FB is only a social network and not a commercial website", "FB is only



a social network and for staying updated and not for shopping, and I don't press like to the clothes pages".

4.7 The reasons that would drive customers to press unlike

The study revealed reasons that drive customers to unlike the page. The researchers classified those reasons into two categories: 1) Admin-related, 2) Post-related (see Table 6 below). However, 4 of the interviewees don't press unlike, according to them it is not something they would do "I don't press unlike".

Table 3: Reasons to press unlike

	Admin-Related	Post-Related
Illustrated Quotes	I will press unlike if	
	"I send a message and there was no respond"	"The page that exaggerate in posting"
	"I asked about a product and no one responds"	"When the comments on the post are inappropriate"
	"The admin I was dealing with changed and also the way he talks with me"	"The post is silly"
	"The admin posts unrelated subjects on the page"	
	"The admin repeats the posts"	
	"The page is unnecessary; the admin posts once every while"	

4.8 The kind of products that is more likely to be bought on FB

The results showed that although the lack of trust is the dominant barrier which restricts the students from purchasing products online, they are willing to purchase low-risk products and distinctive products which is not available in Palestine; products such as accessories and perfumes: "FB makes it easier for me to find things that are not available in any local store; things that are special, unique and with acceptable price", "I buy special product through FB and to me FB shopping is prestigious". Dhar and Wertenbroch (2000) reported that the type of product has a different degree of impact

on users; because it leads to different shopping behavior under different circumstances, which is consistent with these findings.

In addition, it was found that both the location where FB users have internet connection to go online and the type of device used to be on FB are not significant factors that impact FB usage and shopping.

The Study Limitations

It's worth mentioning that the researchers planned to include more than 20 individuals in the study, but they faced some challenges (or limitations) including: some students said they don't understand the research topic, other said they don't have time to make an interview. Some others were unwilling to give information or they don't want their voices to be recorded, and some students said they don't have Facebook accounts. Moreover, some of the students are not aware that shopping on FB even exists.

Table 4: Types of shoppers

Type Of Shoppers	Definition	Illustrative Quotes
Idea Shopper	This shopping type refers to “shopping to keep up with trends and new fashions and to see new products and innovation” .	“I buy things I need and things which cannot be found in the city stores” . “FB pages show the new products and I know any new trends” . “I only browse on FB to know what products are available” . “I would like to see what are the new things displayed, I would like to see anything special, and I would also care about the quality & price of the products” . “I use FB to know the fashion updates and any new trends” .

<p>Value shopper</p>	<p>This shopping refers to “shopping for sales, looking for discounts, and hunting for bargains”.</p>	<p>“When I do shopping the most important to me is the prices” . “The price was tempting” . “The offers are what grab my attention and there is nothing I look for just for browsing” . “In my opinion, the price has a significant role in motivating a person towards the shopping process” . “On FB, there are many products that are cheaper than the products available in traditional stores” . “The first thing I like to check is the price, any discount, and if there isn't any expenses like custom taxes” .</p>
<p>Social shopper</p>	<p>It refers to” the enjoyment of shopping with friends and family, socializing while shopping, and bonding with others while shopping”.</p>	<p>“Shopping is a chance to spend time with my family. When I go shopping I tend to seek advice from my relatives. I prefer to touch the fabrics and see how clothes look when I wear them” .</p>
<p>Adventure shopper</p>	<p>“Shopping for simulation ,adventure, and the feeling of being in another world “</p>	<p>“What make me shop on FB the enjoyment & the chance to know something new, and having a new experience. This is more important to me than buying a product” .</p>

Table 5: The ideal page for different types of shoppers

Ideal Page

Types Of Shopper

<p>“My favorite page is the page that presents diverse products such as clothes, shoes, and electronics” .</p>	<p>“I see the ideal page to have a name of a one word or two words only. The name is given in both Arabic & English. The page cover matches the profile picture . The colors must match each other” .</p>
<p>Ideal Shopper</p>	<p>“The ideal page has a catchy name, beautiful images, the product’s price is shown along with the product’s image. I prefer the product’s image to be clear & shown with more than image” .</p> <p>“The ideal page presents beautiful images of the products along with the product’s price & a relevant post. If the product is a dress or any kind of clothes, the product must be shown on a mannequin” .</p>

Value Shopper

“The ideal page is rich in green color .The page has a well-organized design (presentation). The page gives posts that are related to our religion & social life. The page displays the promotions & sales available. The product’s image must be real & must show the real material’s quality. The page cover, profile & name represent the page content in the best way” .

“The ideal page presents all the product’s details & the price is clearly shown. The page takes care of our social life. I prefer the pages of products holding a known brand name. The most important feature to me is the page quality & the product quality” .

“The ideal page has a diverse & well-organized content .The images & posts are presented in an ordered fashion, it is easy to read & follow” .

“The ideal page shows diverse products & products of well-known brands. The information given is credible. The page content is rich & makes you always feel it is worth following it” .

“The ideal page looks professional & different from the traditional stores. The ideal page allows you to make order online and get your order delivered as soon as possible” .

“The ideal page always shows new offers & displays new products” .

	<p>“What matters to me is the page design. The ideal page shows the number of people ordered each product”.</p> <p>“The ideal page is well-organized, every post is shown separately, and the page cover has matching, beautiful colors”.</p> <p>“The ideal page presents all the product’s or necessary information clearly”.</p> <p>“All the information shown on the store’s FB page are clear and credible”.</p>
<p>Social Shopper</p>	<p>“All the product’s information are shown, its price, its image & available offers. I prefer to see more than one image for the product”.</p>
<p>Adventure Shopper</p>	<p>“The ideal page display honest, credible and transparent information about the products, offers & discounts”.</p>

[Faint, illegible text from the reverse side of the page is visible through the paper.]

Table 6: The ideal admin for different types of shoppers

Type of Shopper

Ideal Admin

"The admin has to be socially active, responds to me fast, he has his own style in selling products. The admin should make the page and products appealing. The admin also gives you what alternatives are available if the product a am asking about is not available".

"The admin must be honest".

"The credibility it is what matters to me about the admin"

"The admin is active and responds fast. The admin advices me when buying. The admin tells about the product features, provides services after buying the product. He displays a video about the products. He also displays the new products in special way".

Idea Shoppers

"The admin is socially active, responds fast, he does not repeat the posts and he displays his own personal profile".

"The admin has to be socially active and able to keep his professional interaction with the customers at the same time".

"The admin responds fast and follow up the comments".

"The admin should always write the products price. The admin is professional and does not write any unrelated posts".

"The admin gives credible information and displays a wide variety of products".

"The admin is responsible for the buying. He is socially active. If I ordered a product, he would send me a notification asking me if I still want to buy the product or not. The page admin must have both credibility & transparency. He also keeps presenting new offers".

Value Shoppers

"The admin is socially active & he follow up my comments. He should treat me in a special way if I am one of their regular customers. He also offers me special discounts as their regular customers.

"The admin is socially active, he responds to my query and he mentions me in a post when I buy something."

"The admin is socially active, displays details about the store. He also should tell when he is available online".

"The admin keeps following up what goes on the page, he responds fast he interacts and communicates with the page followers. The admin contacts me via the phone or via FB messenger through the buying process".

Adventure Shoppers

"The admin responds fast & he provides details about the stores. He posts every new trends or products and so I do not get bored. I also prefer to know the admin personally. The admin treats me in a professional way".

Social Shoppers

Chapter Five: Recommendations

This section is divided into two parts. The first part contains suggestions for further research and the second part includes some managerial implications for local retailers.

5.1 Further Research

- This research results showed 4 kinds of shoppers, further researches could be conducted to discover other types.
- Considering a specific industry, a research could be done to uncover what specific motives could trigger customers to purchase a certain product online (e.g., clothes).
- Differences between genders could be a subject for further researches either in their preferences or shopping behavior.
- Other researches investigating the same subject could be done for other age categories.

5.2 Managerial Implications

Any local retailer runs a business or intends to start one, should first identify his/her customers carefully in order to design a marketing strategy that is effective to attract them. After determining what kind of shoppers are targeted; being idea, value, adventure or social shoppers, the following implications should be taken into account:

If the customers are classified as Idea shoppers, the retailer should design the FB page to contain catchy and beautiful pictures, the product's price are given along with the picture, and display the product clearly in more than one picture from different angles with details about the product. The retailers would also try to present diverse products in a well-organized order that would create an atmosphere of variety.

If the customers are classified as Value shoppers, the retailer should concentrate on posting new products with sales offers and discounts. These customers are always looking for offers and promotions, it is recommended to try pricing strategies such as bundle pricing. The retailers should always keep up with their customer's comments to give him/her they are looking for (e.g., by answering to their queries in a friendly way and suggests offers to make the product more appealing to them).

If the customers are classified as Social shoppers, the retailer should always respond fast and provide details, post every new trend and products, and to keep them entertained and engaged the retailer also should encourage sharing opinions and tastes about the products with their families and friends. In addition, displaying the admin personal profile is important to gain the customers' trust.

If the customers are classified as Adventure shoppers, these shoppers are more interested in experiencing adventure than the product it-self; they are motivated by the hedonic aspects like shopping through a new virtual medium. However, the retailer should display all the information about the product its price, its image & available offers

5.2.1 General Implications

- ✓ Being credible, transparent and interactive are the most favorable characteristics the admin should be characterized by to win the trust of his/her customers and build a good relationship with them which leads to win-win for both sides.
- ✓ The page name is better to be in both Arabic and English, so the customers are not miss-led with other pages than the retailer's page.
- ✓ To be honest and direct about the products price, customers deserve to have right and stable prices
- ✓ Display clear, real photos about the product.
- ✓ Encourage an atmosphere of sharing opinions about the product and expectation/reality differences to gain the positive effect of eWOM
- ✓ Design personal profiles for your regular customers to make them feel special
- ✓ Receiving complaints from customers and making improvements to better serve the customers, would let them feel that their opinion matters and this will keep them loyal.

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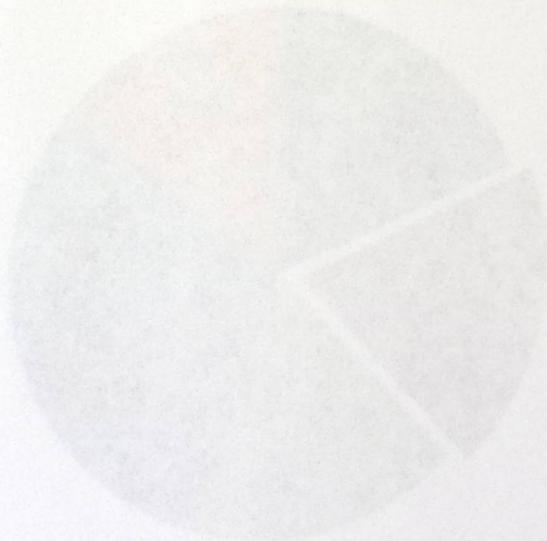
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Figure 2: Percentage of social network use for Palestinians of different age categories



Appendices

Appendix I:

Figure 1: Percentage of Social Networks use in different region in west bank

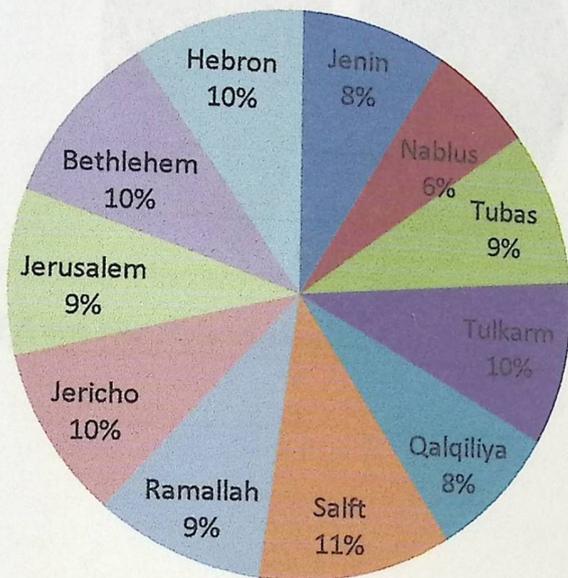


Figure 2: Percentage of social networks use for Palestinians of different age categories

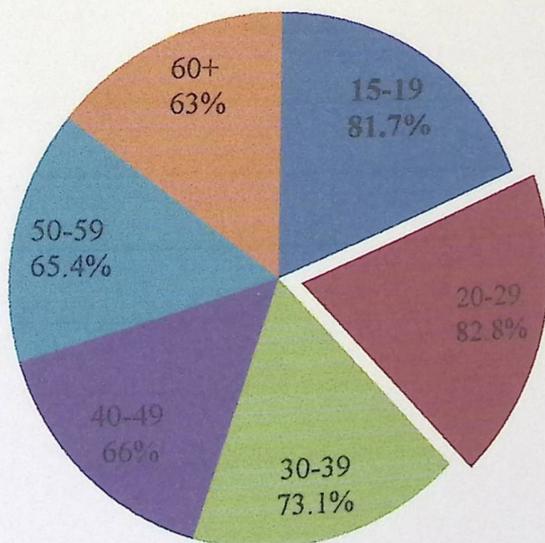
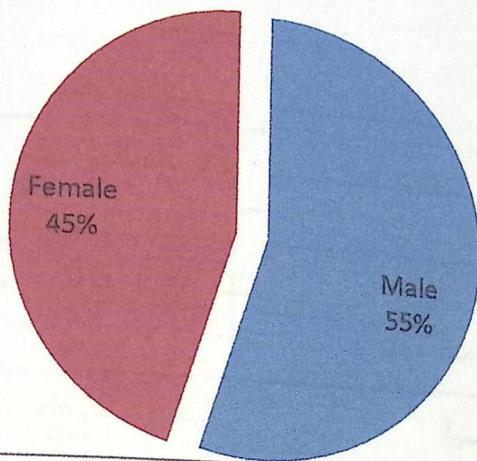


Figure 3: Percentage of users of social networks in Palestine according to gender



The data were obtained from the Palestinian Central Bureau of Statistics (2014)

Appendix II:

The students distribution in the college of Administrative Sciences and Informatics based on the data obtained from the Registration Department for the year 2014-2015.

عدد الطلبة	الجنس	التخصص	السنة الدراسية	
98	ذكور	إدارة الأعمال المعاصرة	2014	
95	إناث			
66	ذكور	نظم معلومات		
63	إناث			
89	ذكور	محاسبة		
81	إناث			
41	ذكور	الوسائط المتعددة		
147	إناث			
14	ذكور	اقتصاديات اعمال		
30	إناث			
73	ذكور	إدارة الأعمال المعاصرة فرعي مشاريع		
69	إناث			
عدد الطلبة	الجنس	التخصص		السنة الدراسية
80	ذكور	إدارة أعمال معاصرة		2015
69	إناث			
57	ذكور	نظم معلومات		
52	إناث			
96	ذكور	محاسبة		
95	إناث			
43	ذكور	الوسائط المتعددة		
154	إناث			
8	ذكور	اقتصاديات اعمال		
21	إناث			
67	ذكور	إدارة الأعمال المعاصرة فرعي مشاريع		
71	إناث			

Appendix III:

From the data obtained, the researchers found that the male and female students are equally distributed. Each field of specialization has the same proportion seen in the distribution in the college. The total number of students in 2014/2015 specialized in contemporary business administration was 193. The total number of all college students in the same semester was 866. When dividing 193 by 866, the result equals (0.22). This number represents their ratio in the college.

For the year 2014/2015:

Specialization	Male	Female
Contemporary business administration	98	95
Informatics	66	63
Accounting	89	81
Graphics design	41	147
Economics	14	30
Project management	73	69
Total	381	485
Ratio	0.44	0.56

For the year 2015:

Specialization	Male	Female
Contemporary business administration	80	69
Informatics	57	52
Accounting	96	95
Graphics design	43	154
Economics	8	21
Project management	67	71
Total	351	462
Ratio	0.43	0.57

Appendix IV: The Interview Guide

- 1) Do you have an account on social networks other than FB? What made you to make a FB account? When? Is FB your favorite social network? Why?
- 2) Tell me what do you do on FB?
- 3) Do you follow commercial pages on FB? What kind? How did you reach these pages? What things were the most attractive to you? How do you react with the pages posts?
- 4) What do you think about shopping on FB? Did it change the way you shop? In which direction?
- 5) Have you ever bought something on FB? If yes, talk about your experience and would you repeat it? Did you like it, if not, why? Would you try it in the future?
- 6) When you shop on FB, what do you prefer to see?
- 7) When you want to buy a product, do you visit FB pages? What the first thing you look for?
- 8) The ideal shopping page for you is?
- 9) When browsing pages on FB, how do you like the presentation of the product?
- 10) How do you see the difference between traditional shopping and shopping on FB? What did the FB added in your point of view?
- 11) In case you liked a product very much and you want to buy it, tell me what do you do next? How would you contact with the page admin?
- 12) Do you trust the pages posts or what people say about a product?
- 13) Do what people say always affects you or the decision is all yours?
- 14) If someone posted that the product you want to buy is not good after he/she has used it, would you still want to buy it? Would your answer be different if a person you know or a friend was the one who posted this opinion?