QATAR UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

FACTORS INFLUENCING CONSUMER INTENTION TO BUY THROUGH

SOCIAL COMMERCE IN QATAR

BY

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ABSTRACT

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Title: Factors Influencing Consumer Intention to Buy Through Social Commerce in Qatar

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Social commerce is a new concept in the field of information technology. This study aims to investigate the factors that influence the consumers' intention to buy through social commerce in Qatar context. The current study is based on the model of the extended unified theory of acceptance and use of technology (UTAUT2) with modification to the price value variable to be perceived value (PV). Also, there are two more additions to the original model which are the social commerce constructs (SCC) and Trust (TR) based on the distinctive cultural characteristics of Qatar like individualism/collectivism and uncertainty avoidance. The results indicate that the perceived value followed by the trust were the most influential factors that affect the consumers' intention to buy through social commerce in Qatar while performance expectancy was not found significant at all. Managerial implications were presented, and study limitations were furnished with suggestions for future works.

Keywords   Web 2.0, Social Media, Social Commerce, UTAUT2, Qatar, Trust, Perceived Value

DEDICATION

To My Mother, And My Father

To My Great Wife, Zahra

To My Sons, My Daughter, And All My Family Members

To My Work Colleagues and Work Leaders:

Sheikh. Faisal Bin Jassim Al Thani, Eng. Mohamed El Aradi, Eng. Salim El Aradi,

Dr. Ahmed Mohamed Ali, And Hatem Rizk

To All My Friends, And All Those Whom I Never Forget.

I Owe You All My Success Which You Were the Motivators to Achieve It.

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CHAPTER ONE: INTRODUCTION

The communication revolution and information technology are considered unique concepts during the last two decades which removed the limitations of both time and space (Harris & Rae, 2009). And as a result, terms like globalization and internationalization of business have been widely adopted all over the world. Firms are trying to maximize its benefits from the great market opportunities offered by using the internet and other communication tools in today's marketing strategies and in performing its daily operations (Bakeir, Abu-Shanab, & Al Biss, 2009).

Using the internet and web 2.0 platforms and applications allowed the companies to reach new markets, and new customers to increase their revenues and profits. The companies are succeeding to achieve this target as the numbers of customers who are entering the firms through their websites are growing fast (Harris & Rae, 2009). At the same time, the social media web pages (SMWs) or social network sites (SNSs) as some authors like to name it; emerged as a replacement for the official websites for both entrepreneurial small and medium enterprise as well as large corporates.

The SMWs did not stop as being a way of interaction between its users. Also, it became a vital tool to do much more marketing activities and to be one of the necessary efforts that the firms exert to help in building its brand equity (Godey et al., 2016) and even to do direct sales replacing the expensive, complicated, and well-established websites. This interaction is very clear from the social media websites definition which indicates that its users are creating profiles containing information about themselves, views and thoughts where they can share it with other users within the system (Boyd & Ellison, 2010). The importance of the interaction and the exchange

of content which the users are generating is the higher economic value that results from the one to one interaction (Huang & Benyoucef, 2013).

As a sales tool, SMWs like Facebook, LinkedIn, Instagram and Twitter with its popularity helped in the emerge of social commerce as an essential platform in e-commerce (Liang, Ho, Li, & Turban, 2011). Recently many researchers are trying to introduce several models that can help in understanding the factors that may affect the consumers' adoption and use of technology. Among these models, the Technology Acceptance Model (TAM), the Theory of Reasoned Action (TRA), the Theory of Planned Behavior (TPB), Innovation Diffusion Theory (IDT), the Model of PC Utilization (MPCU), the Unified Theory of Acceptance and Use of Technology (UTAUT), and UTAUT2.

This research will concentrate on the Unified Theory of Acceptance and use of technology 2 (UTAUT2) which was proposed by Venkatesh, L. Thong, and Xu (2012) as an extension for the first model UTAUT which presented by Venkatesh, Morris, Davis, and Davis (2003) as a compensation and integration of the previously mentioned models and theories. Both models have four main factors which are: performance expectancy, effort expectancy, social influence, and facilitating conditions and four moderators which are: gender, age, experience, and voluntariness. As an extension, the UTAUT2 introduced three new factors that can improve the theory. These three constructs are price value, hedonic motivation, and habit (El-Masri & Tarhini, 2017).

In this study we are trying to examine the influence of the location which is Qatar in this research as a higher level of contextual factors according to the recommendation of Venkatesh, Thong, and Xin (2016) and compare it with a similar study that has been done in Saudi Arabia by Sheikh, Islam, Rana, Hameed, and Saeed

(2017). The reason that Venkatesh et al. (2016) assumed that the individuals' adoption of technology might vary according to context and it is crucial to test the UTAUT2 theory in different cultures and environments to increase the theory applicability (Venkatesh et al., 2016).

Among the many factors related to the context; trust which we incorporated to our model has shown influence on the individuals' adoption of technology in different studies that had been done in different countries (Al-Gahtani, 2014; El-Masri & Tarhini, 2017; Wong, Teo, & Goh, 2015). Another integration to the model is the social commerce constructs which are the components of the social commerce like the recommendations, reviews, and ratings that the social media websites' users are giving to other users by either supporting or warning them to use or avoid a certain product or service (N. Hajli & Sims, 2015). This variable shows different results in different previous studies. For example, social commerce constructs did not show significant influence on the behavioral intention (social shopping intention) according to the study performed by C.-Y. Li (2017). On the other hand, it shows positive and significant influence on consumers' social commerce intention according to N. Hajli and Sims (2015).

The last variable which we changed in this study is the price value which was in the original model of UTAUT2 (Venkatesh et al., 2012). In this study, we changed the price value to be the perceived value. The reason for that is the current economic situation of Qatar as one of the highest countries of individual income in the world (Wikipedia, 2019b) and Qatar inhabitants may be much more interested in the total perceived value rather than the price value only. This assumption has been previously

tested by different studies that show the positive effect of the perceived value on the consumers' intention to buy (Keystone, 2008).

The study is organized as follows: first, we shed light on the context of the study which is the state of Qatar to understand what could be factors that influence the consumers' intention to buy in such environment. Then, we will move to the research problem and the research objectives. Later, we will move to the literature review in chapter two. To clarify our assumptions, we will then introduce the research hypotheses and the research proposed model. To elaborate more and give a clear idea about the different variables which we introduced in our model we will then show the operational definitions or measurements which will be used in the measurement tool. Then, in chapter three the research methodology will be explained. Finally, in chapter four and five will be the research findings, conclusion and discussion about the results of the survey.

1.1 Qatar Overview

As a peninsula laid on the western side of the Arabian Gulf, Qatar is an independent state under the governance of H.H Sheikh Tamim bin Hamad bin Khalifa Al-Thani. The state of Qatar is well known worldwide for being the highest individual income in the world. Qatar population is around 2.7 million; most of them are foreigners who have increased by 2.7% from 2018. As the majority are foreigners, most of the community are males with 74.2% comparing to 25.7% of females. (Ministry of Development Planning and Statistics, 2019).

Qatar area is 11,521 square kilometers, which is the mainland and some affiliated islands. Halul, Sharouh, and Al- Asshat islands are the unique ones. Doha is the capital city where 83% of the population lives in it. The Arabic language is the

official language of Qatar. The English language is also used in a vast range. Islam is the official religion which the primary source for most of the country's laws and legislation. The Qatari currency is Qatar Riyal (one Riyal=100 Dirhams) with a fixed exchange rate with the US dollar (one Dollar = 3.65 Qatar Riyal). Qatar national day is December 18th which happens to be the commemorates of Qatar founder Sheikh Jassim bin Mohammad Al-Thani (Ministry of foreign affairs, 2017a, 2017b).

1.2 Research Problem

The main research question which we are trying to answer in this study is: what are the factors that influence consumer intention to buy through social commerce in Qatar? So the three parts to be explored are the antecedents of the consumers' intention to buy in a technological context, social commerce context, and Qatar context. Another question to be answered is: are there any differences between Qatar and other countries inside or outside the GCC in term of the factors influence on consumer intention to buy? What are the most influential factors?

The research is trying to fill the gap in the literature in the differences that may be found among various countries within the same region like the middle east such as Qatar and Saudi Arabia. Based on the recommendation of Venkatesh (Venkatesh et al., 2016) to do more researches about the higher-level of contextual factors; namely, the environmental attributes, the organization attributes, and the location attributes. The reason behind that is the cultural differences and the uniqueness of each community that affects its members' consumer behaviors, attitudes, and preferences (Moon, Chadee, & Tikoo, 2008).

Another gap that the research is trying to fill is the effect of the total perceived value on the consumer behavioral intention to buy through social commerce platforms in Qatar. The term perceived value is in exchange with the price value variable in the original UTAUT2 model and the price saving orientation variable in the study of (Sheikh et al., 2017) due to the current economic status of Qatar as one of the highest GDP per capita during the last few years (The World Bank, 2019). The perceived value could be considered as a location attribute due to the economic development which could affect the baseline model at the individual level (Venkatesh et al., 2016).

One more gap is the trust variable effect on the behavioral intention to buy through SMWs in Qatar as it could also be considered a part of the organization attribute (Burton-Jones & Gallivan, 2007) as a higher-level contextual factor that has influence on the baseline model of the UTAUT & UTAUT2 (Venkatesh et al., 2016). Most of the previous studies were implemented either outside the middle east region such as China (Lu, Fan, & Zhou, 2016) or taking the whole GCC Instagram users only as a sample like (Yahia, Al-Neama, & Kerbache, 2018).

1.3 Research Objectives

The main objective of this study is to assess the main factors that influence the consumers' intention to buy through social commerce websites in Qatar. By prioritizing the most influencing factors on consumers' intention to buy, the SMWs can work out and prepare their plans to improve their overall performance. The factors are derived from the base model of the extended unified theory of acceptance and use of technology UTAUT2 that added new constructs to the UTAUT: hedonic motivation, price value, and habit for investigating the acceptance and use of technology in a consumer context

(Venkatesh et al., 2012). Moreover, some modification and other factors were added to match the particularity of Qatar context and its cultural effects. The amendment was done on the price value factor that has been changed to the perceived value factor. Another two constructs were added, the trust and the social commerce constructs.

Another objective of the study is to check if there are significant differences between the countries inhabitants in the Gulf area by comparing the results with the results of the previous research performed during fall 2016 in Saudi Arabia that had included some other variables as well (Sheikh et al., 2017). Moreover, we will try to explore if the age, gender, and nationality will have any effect on the consumers' intention to buy through influencing the model variables as was mentioned in the base model of the theory (Venkatesh et al., 2012).

1.4 Significance of The Study

The importance of this study comes from its exploration to Qatar context as the primary sampling frame or population where the sample elements were taken. Most of the previous studies were either taking the whole GCC region or other countries as the sample frame (Sheikh et al., 2017; Yahia et al., 2018). Qatar as the location attribute (Venkatesh et al., 2016) has some essential characteristics that need to be tested to check its effects on the consumers' behavioral intention to buy. Among these characteristics Qatar is high on power distance (80) and uncertainty (68), low on individualism (38) and moderate on masculinity (53). Thus, the decision of technology adoption by Qatar citizens will be affected by their social group opinions' and the word of mouth power (El-Masri & Tarhini, 2017).

CHAPTER TWO: LITERATURE REVIEW

In this chapter, we will try to explore the previous studies and researches that were conducted previously about our current subject and how we reached the current stage. First, we will introduce the web 2.0 concept and how it emerged during the last decade. Then we will illustrate the emersion of the social media platforms and how e-commerce started to be changing to become social commerce. Later on, we will check the studies about the theories of adopting social commerce as a new concept that we need to check its predictors. The extended unified theory of acceptance and use of technology is discussed as the base model of the current study. Finally, we will explain the constructs which we need to change or add to the UTAUT2 model namely: perceived value, social commerce constructs, and trust that can meet the distinctive cultural characteristics of Qatar.

2.1 Web 2.0

As a result of the rapid development of applications and internet communication platforms, web 2.0 term has emerged to bring back the customers to the top of the organizations' priorities and to be leading for its development either on the product, service or marketing communication levels. The essential idea of web 2.0 is its transformation for the internet from an only information resource to be a platform for ordinary users to produce and share the content through various ways like blogs, reviews, recommendations, and another one to one communications. This revolution that the web 2.0 present is the change from the traditional model of media production (mass society model) that requires large organizations with tremendous capabilities and full distribution channels, to the personal production and distribution model which give more power to the regular users (Blank & Reisdorf, 2012)

After the explode of the dot-com bubble lately 2001, the transformation from web 1.0 with the concept of static web pages to the newly emerging concept of dynamic platforms that have some similar principles and practices which helped it to survive and overcome the collapse that happened. These principles and practices were the initial trials to define web 2.0 at the first web 2.0 conference in October 2004 (O'Reilly, 2007). The first principle was "The web as platform" where the survivors of the web 1.0 period get the maximum benefits of the web's power to utilize the collective intelligence. Building on that researchers tried to set some characteristics for the web 2.0 to differentiate it from the old era of web 1.0. Among these characteristics were the user-created content, unrivaled communication settings, increasing role of social networks, and new business models creation (Lai & Turban, 2008).

Thus, the enormous use of the newly developed tools of web 2.0 such as blogs, wikis, and social media websites, companies marketing activities started to be affected by the dynamic self-build content by the web users who are willing to share their own experience and reviews about brands and products. These information sharing practices were offering tremendous opportunities and challenges at the same time to the companies (Parise & Guinan, 2008). Moreover, under the same framework, companies should know how to understand the real-time data and consumers' feedback as signals for the necessary evolution of products and services (O'Reilly & Battelle, 2009).

2.2 Social Media

Due to the emerging of new communication tools, new terms have appeared in our life. Among those are social media, which according to (KÖSe & Sert, 2015) is an expression that is referring to the public communications where they are sharing their

thoughts, views, and opinions through sharing information by using special interactivity tools based on electronic platforms or exactly based on communication technologies. These technologies and platforms that facilitated the information creation and flow by the web users themselves rather than the companies on a one to one instantly communication interaction are the base of web 2.0 and its applications. Beside their definition (KÖSe & Sert, 2015) mentioned some other definitions while they were doing the literature review. For example (Ahlqvist & tutkimuskeskus, 2008) defines it as the communication among the internet users that are using the new social platforms over the web for content creation where they can express their thoughts and ideas either through text or any other visualized mean. On the other hand, (Kaplan & Haenlein, 2010) define it as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content".

Straightforwardly, it could be defined as the web-based platforms that connect humans who are having a common interest. Also, it could be described as web-based communities where people communicate and interact with each other in various ways using different technologies, methods, and interfaces (Bandyopadhyay, 2016). Its fast-growing communities reached hundreds of millions and even billions of users from all over the world (KÖSe & Sert, 2015). So, it is clear that Social media is the web 2.0 applications that are enabling the users to radically transforming from only content consumer to be the content generator (Constantinides, 2014).

2.3 E-Commerce

Referring to the sellers-buyers' interaction over the internet to do commercial activities of products and services exchange, e-commerce has become a vital reality of the business environment which has many applications due to the tremendous development of the web 2.0 technologies. Since its early beginning at the early seventieth of the last century, the e-commerce business has witnessed massive development in all aspects. Starting from the business models, products, services, locations, and type of consumers either they are end users or even commercial consumers in a business to business relationships (Wikipedia, 2019a)

Due to its popularity right now the concept of e-commerce which is also known as online shopping has significant evolution daily where it is giving the consumers many advantages and extra benefits like tax-free products or home delivery at no cost (Zhang, Mukherjee, & Soetarman, 2013). To catch up these developments, researchers are trying to investigate many aspects of the e-commerce some were interested in exploring the factors and determinants that are influencing the consumers' adoption and acceptance of the e-commerce either it is related to consumers, the website platforms or the contexts itself where the culture is playing an obvious role in such acceptance (Y.-M. Li, Wu, & Lai, 2013; Mazzarol, 2015; Riantini, Vional, & Aries, 2018; Suh & Han, 2003; Wymer & Regan, 2005; Yoon, 2009)

Some other researchers were interested in exploring the future of e-commerce and its transformation as a result of the significant leap of internet technologies like the artificial intelligence, payment security, internet of things, and many others related to that field. Thus some earlier researches started talking about the integration between e-

commerce and the social media platforms to give more satisfaction to the consumers'

needs and meet the increasing demands by transforming from the traditional widely

used e-commerce or online shopping to the new concept of social commerce (Huang &

Benyoucef, 2013; Leitner & Grechenig, 2007) more illustration will be presented in the

next section.

2.4 Social Commerce

As a result of the emerging of social media websites and the empower which it

gave to its users to interact, the E-Commerce has been developed to be done through

the social media websites (SMWs) offering to the literature the new term of social

commerce (N. Hajli, 2015). Many researchers have introduced different definitions of

social commerce during the past few years (Huang & Benyoucef, 2013; Parise &

Guinan, 2008; Wigand, Benjamin, & Birkland, 2008). In this research social commerce

will be defined as the process of exchange of products and services within the online

marketplaces between the sellers and buyers using the social media platforms as a tool

for this exchange and which depends on: the web 2.0 technologies, the benefits of the

users' interaction, and content generation to facilitate the consumers' decision making

while choosing and acquiring these products and services (Huang & Benyoucef, 2013).

Many new features were added to the E-commerce once it started using the

social media website. First, is the benefit of accessing to many different markets with

the power of social interaction among the users of the SMWs (Andrew & Beth, 2006).

Moreover, the benefit of enabling consumers to generate content actively on

popular social media websites (Liang & Turban, 2011). As well as, it helped in

introducing new business models to the world of business (Leitner & Grechenig, 2007)

Also, the sharing of information, experience, and point of views among the social media website users is another advantage that has been added to the E-commerce because of using these platforms (Lai & Turban, 2008). Some researchers considered that the mission of social media websites is the sharing of information, experience, and mutual activities and interests (Shin, 2010). These social communications are embedded at every stage of the decision-making process and the problem-solving process by the consumers. Through the collaborative online experience and the collective intelligence of the social media website users, the consumers can achieve higher economic value (Huang & Benyoucef, 2015).

Firms can transfer their current e-commerce activities to be social commerce in many various ways. First is to incorporate the social features to their existing e-commerce websites or application based on the web 2.0 technologies. Second, is to modify their social media pages to be able to respond to the commercial needs of their consumers (Huang & Benyoucef, 2013). For example, Amazon (www.amazon.com) could be a transparent model for the first way as the consumers can give reviews and comments about the product which they purchased. On the other hand, Armani Exchange page in Facebook could be a sample for the second way of constructing social commerce platform (N. Hajli, Sims, Zadeh, & Richard, 2017). Third, the firm can develop their social community that provides its customers with a platform for knowledge, information, and experience exchange (N. Hajli, 2015).

Later on, we will discuss the main components of social commerce which represent the constructs that lead to influencing the consumers' intention to buy through social media websites.

2.5 The Extended Unified Theory of Acceptance and Use of Technology (UTAUT2)

After the introduction of the basic model of the unified theory of acceptance and use of technology in 2003 (Venkatesh et al., 2003) which was a result of the review of eight theories and models, a new extension was proposed by (Venkatesh et al., 2012) to add new constructs that may influence the consumers acceptance and use of technology. The old model consists of four main variables which are the performance expectancy, effort expectancy, facilitating conditions, and social influence.

The three new variables are from the consumers' perspective. These variables which originally based on several researchers findings, and that were proven to be influential are Habit (Limayem, Hirt, & Cheung, 2007), Hedonic Motivation (van der Heijden, 2004), and the Price Value (Brown & Venkatesh, 2005; Coulter et al., 2007). The extension of the main theory UTAUT by the addition of the new constructs is based on leveraging new context which is the consumer use context to be added to the organization use context which was used before in the original model UTAUT (Venkatesh et al., 2012). Moreover, the new UTAUT2 introduced some new relationships and did some alteration to the original relationships in the basic model. These modifications are significant for any theory to give more chance to the generalizability of the theory in different contexts. Also, practically it will help the firms to have a better understanding of the consumers' motivations to adopt new technologies; thus the companies can do better design and marketing in the different markets.

After conducting research in Hong Kong on a large sample using a two-stage survey method (Venkatesh et al., 2012) came up with a conclusion that the three newly

added constructs are complex and are affecting the intention the use of technology behaviors either directly or moderated by age, gender, and experience. Figure 1 is the model which presented in by Venkatesh et al. (2012):
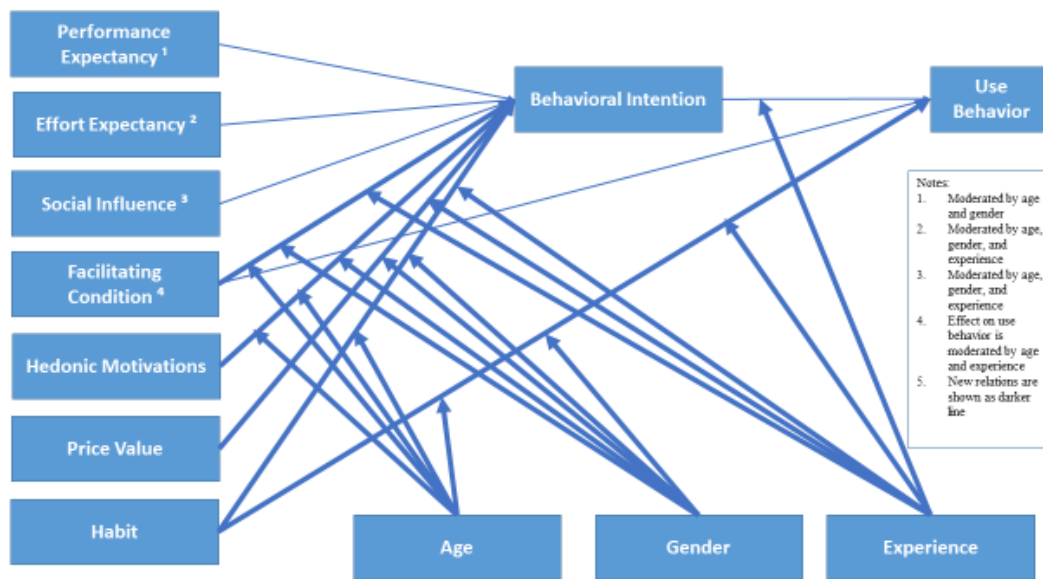
Figure 1: UTAUT2 Model Adopted From Venkatesh et al., (2012)

2.6 Social Commerce Constructs

One of the new variables which were added by the researchers to the extended unified theory of acceptance and use of technology (UTAUT2) is the social commerce constructs. The definitions of this variable were presented in many previous studies that were concerned with benefits that the consumers get as a result of the emerging of web 2.0 technologies. In this research, we will use the forums and communities, sharing, recommendations, and ratings and reviews as the components of the social commerce

constructs (N. Hajli, 2015) which helps the new consumers to take their purchase decision easier with the online social supports that they get from the former consumers.

Through the rating and reviews, the consumers are sharing their own experience and information about the products or services in a way that gives a full explanation to the new potential consumers to facilitate the decision-making process about acquiring these products or services (B. O. Han & Windsor, 2011). This kind of third-party review becomes a common practice in today's online platforms to give more trust to the prospective consumer about the published information, and thus it could reduce the firms spend on advertising information (Y. Chen & Xie, 2005).

Whereas there is a lake of physical interaction between the potential consumers and the products which they like to acquire through the social media websites, they are likely to rely on the former recommendations and referrals who already had the feel and touch advantage after the actual use of the products (Senecal & Nantel, 2004).

With the advantage of using the technologies of web 2.0 platforms, the consumers became able to exchange all the previous constructs; ratings, reviews, recommendations, and referrals by using the various forums and communities that are available throughout the online marketplace. In these forums such as the traditional markets, the consumers are using the e-word of mouth to communicate the required information that can help others to get proper knowledge about the products which they are about to buy. This e-word of mouth has a substantial influence on the potential consumers' decision to buy a particular product. This kind of social support is one of the unique benefits of web 2.0 applications and technologies (N. Hajli, 2015).

2.7 Perceived Value

The concept of perceived value was widely discussed through the literature to examine its influence on the consumers' behavioral intention after its original proposal by Monroe and Krishnan (1985) (C.-C. Chen, Hsiao, & Wu, 2018; Civelek & Ertemel, 2019; Gan & Wang, 2017). The definition of perceived value has different component and the views from the consumers' point of view either it is related to price, effort, or quality. One of the widely used definitions of perceived value is the one presented by (Zeithaml, 1988) where he identified it as the valuable overall benefits that the consumers get in regards to what he gives or sacrifices. The term "sacrifices" is related to various components like money, effort, and time. While the term "acquired benefits" is related to different components like volume, quality, and other satisfactory items. So it is a matter of tradeoff between the prominent give and what the consumers get components (Zeithaml, 1988).

Some researchers explored more in the components of the perceived value to know more about the most influential factor in the consumers' behavioral intention. In their study (Gan & Wang, 2017) proposed that perceived value has two major components; first is the perceived benefits with three sub-components: utilitarian value, hedonic value, social value. On the other hand, the perceived risk component. The results of the study showed the significance of the positive relationship between the previously mentioned values and the consumers' intention to buy in social commerce context with much more realized effect for the utilitarian value.

Some other efforts were trying to check the relationship of perceived value, brand association, and the brand loyalty effect on the purchase intention. The results

showed that managers should not deal with each variable as independent, but it is better to deal with them as a whole idea to be developed altogether to get better results (Civelek & Ertemel, 2019)

While studying the effect of the perceived value some researchers were interested to check the impact not only the intention to buy behavior, but also the intention to use the technology was examined and shown again a positive effect relationship between the perceived value and the intention to use, for example, the use of Facebook as a platform for social commerce (Liébana-Cabanillas & Alonso-Dos-Santos, 2017)

Moreover, we noticed that the perceived value has different influence on the behavioral intention and the use behavior regarding to gender either male or female according to some studies (Hall, R. Shaw, & Robertson, 2019) while others found out that there was no difference between male and female in this aspect when they examined the construct in different context (Hsiu-Yuan & Shwu-Huey, 2010)

In our research we are referring to the perceived value as the final assessment of the value that the consumer will acquire and realize from the use of a service or a product's value subcomponents such as quality, functionality, after-sales service, hedonic benefits, and brand in return with what he will bear from risk and the sacrifices like the price that he will pay. From the previous definition, we can know the reason for not incorporating the price value only which is one of the original constructs in the UTAUT2 (Venkatesh et al., 2012) or using the price saving orientation which is the construct offered by Sheikh (2017). The price saving orientation is based on the view that online sales are led by the consumers' perceived value of low prices which increase

the online purchase intention (H. Han & Kim, 2009). The price saving orientation is neglecting the other reasons to buy online such as the availability of the product or the service itself.

2.8 Trust

Many researchers explored the influence of trust on e-commerce and social commerce as it is considered as one of the main factors that are affecting the consumers' initial intention to buy through the online websites (Hammouri & Abu-Shanab, 2017). The concept of trust was discussed in many of the social sciences and widely used in the literature of management, marketing, and economics. Different definitions and views about trust and trust antecedents were noticed in many previous studies especially the studies about the e-commerce space and the new social commerce websites due to the ambiguity that has resulted from the absence of physical interaction between seller and buyer (Yahia et al., 2018)

When we use the term trust, we refer to the consumers' expectations about the social commerce vendors to deal ethically, with integrity, fulfilling commitments, and not opportunistically in the buyer-seller relationship of exchange (Gefen, Karahanna, & Straub, 2003). This definition is including many previous efforts to reveal the exact meaning of trust which incorporated constructs such as confidence on the vendors' abilities and desire of keeping his promises according to the business traditions (Ozanne & Schurr, 1985). Another definition was giving intention to the consumers' belief in s-vendors attitudes and the way they behave with goodwill and conventional manners (Suh & Han, 2003). While, some others concentrated on the exchange with confidence

and according to the consumers' expectations (Ba & Pavlou, 2002; McKnight, Choudhury, & Kacmar, 2002)

Antecedents of initial trust include word of mouth, positive reviews, effective influence, brand influence, perception of others, advertising value, and social presence of web (Hammouri & Abu-Shanab, 2017). Also, others like reputation, size, information quality, transaction safety, communication, economic feasibility are of such importance to build trust (S. Kim & Park, 2013).

Many researchers investigated the effect of trust on the consumers' intention to buy and on social commerce. The result in different contexts was found positive with a significant impact of trust on the consumers' intention to buy through social commerce websites (J. Chen & Shen, 2015; M. N. Hajli, 2014; N. Hajli et al., 2017; Yahia et al., 2018).

2.9 Previous Studies

For any researcher, it is very crucial to check out the previous studies and to review the literature extensively to find a gap to cover and to add to the literature by completing his study. To check the earlier studies about our research, we find out that there are two different types of literature reviews. First, the literature review which is related to social commerce as a new concept resulted from the current development of the web 2.0 technologies and platforms. This kind of literature review is trying to check the social commerce concept and the consumers' adoption and the related subjects to this process (AltiniŞIk & ÖZkan Yildirim, 2017; Busalim & Hussin, 2016). The second type of previous studies are that are related to the use the unified theory of acceptance and use of technology (UTAUT) where it checked the literature about the theory

applications in the different fields of information system and technology studies (Venkatesh et al., 2016; Williams, Rana, & Dwivedi, 2015).

From the first type of previous studies, we can find out that consumers' adoption of social commerce is based on different theories. The social theories were presented in many studies to explain the social influence in the consumers' online context. And, the base theories which explores the cognitive and psychological conditions of the consumers (AltiniŞIk & ÖZkan Yildirim, 2017). In this literature review the factors that are affecting the consumers' adoption for social commerce we listed and classified to different categories; some were related to the users and others to the website or the company. Also, the outcomes of the previous studies were examined in this literature review paper, and it shows different measures. One of the main recommendations was for future researches there should be more cross-cultural ones where the researchers could do more qualitative studies to check the impact of the cultural characteristics on the adoption of social commerce (AltiniŞIk & ÖZkan Yildirim, 2017). Many other recommendations were provided for future researches based on the literature review for the social commerce concept (Busalim & Hussin, 2016).

For the second type, we can find that the most distinctive review for literature is what Venkatesh et al. (2013) to check the use of the UTAUT in the information system literature. Venkatesh draws a road map for future researches which could enhance the theory and add more value to it by applying it to different contexts (Venkatesh et al., 2016).

Based on the previous studies and recommendations we are will use the UTAUT2 to understand and determine the most influencing factors on the consumers'

behavioral intention to buy in the social commerce context in Qatar based on its cultural characteristics and check if it has differences with other settings like Saudi Arabia where previous studies were performed (Sheikh et al., 2017) with some slight changes as we did in our model. Figure2 is showing the model used by Sheikh et al., (2017) in their study in Saudi Arabia, to be considered while comparing with our proposed model:
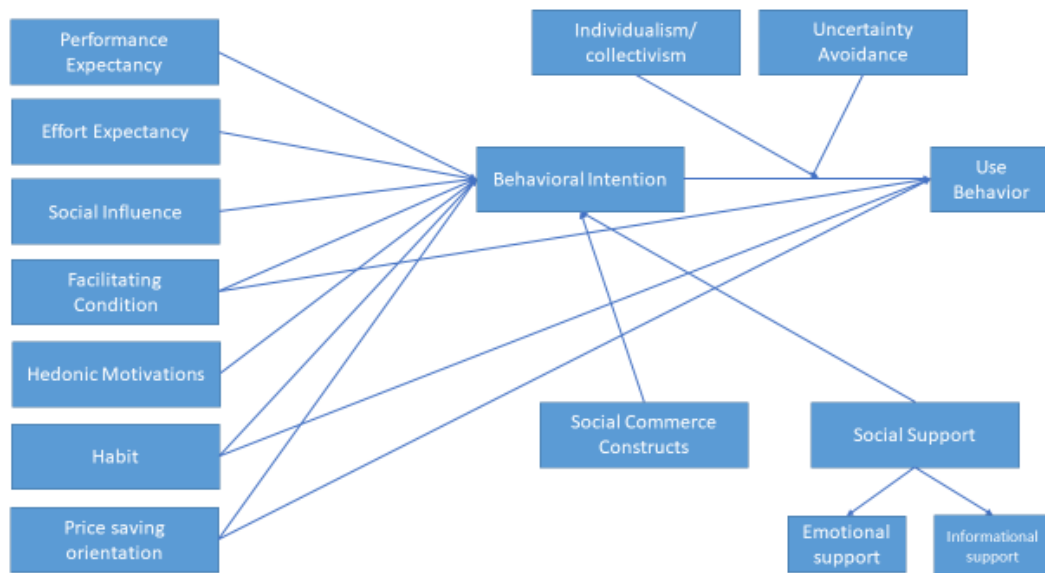
Figure 2: Proposed Model By Sheikh et al., (2017)

CHAPTER THREE: RESEARCH METHODOLOGY

In this chapter, we will shed light on the used research hypotheses, research proposed model, the variables definitions, the methodology to perform this research, and to give more exploration of how it was extracted to get enough information about the factors that are influence consumers' intention to buy through using the social media websites in Qatar context in what is recently known as social commerce. The research is quantitative research where the researchers were able to collect primary data that helped in testing the hypotheses, compare the responses and generalize the results.

3.1 Research Hypotheses

As mentioned in chapter one the study is trying to answer the following main question: what are the factors influencing consumer intention to buy through social commerce in Qatar? Thus we developed a model and hypotheses based on the literature review, and that represent our assumption about the antecedents of the intention to buy in social commerce context in Qatar. As we are doing a replication of the study that has been executed by Sheikh et al. (2017) in Saudi Arabia with some changes to be suitable for Qatar context, so we developed the hypotheses as follows:

1. The research hypotheses from H1 to H6 are mainly adopted from (Sheikh et al., 2017) as a study in Qatar is a trial to reveal if there will be any typical results if the same research conducted in a different context.

2. For the hypotheses, H7, H8, and H9 are a new addition to the study to connect it to Qatar culture and the significance of its consumer behaviors.

H1: The performance expectancy in the use of social media websites for online purchases positively influences online purchase intentions.

H2: The effort expectancy in the use of social media websites for online purchases positively affects online purchase intentions.

H3: The social influence regarding the use of social media websites for online purchases positively affects online purchase intentions.

H4: The facilitating conditions perceived in the use of social media websites for online purchases positively affect online purchase intentions.

H5: The hedonic motivation perceived in the use of social media websites for online purchases positively affects online purchase intentions.

H6: The habit regarding the use of social media websites for online purchases positively affects online purchase intentions.

H7: The Perceived value in the use of social media websites for online purchases positively affect online purchase intentions.

H8: The social commerce constructs perceived in the use of social media websites for online purchases positively affects online purchase intention.

H9: The Trust perceived in the use of social media websites for online purchases positively affects online purchase intention.

3.2 Research Proposed Model

The research model is using the UTAUT2 as the base model for the study. At the same time, we changed the price value construct to be the perceived value. Also, we add both the social commerce constructs and the trust as new additional variables that we think it has a considerable effect on the consumers' intention to buy in Qatar context. Figure 3 is illustrating the proposed model.
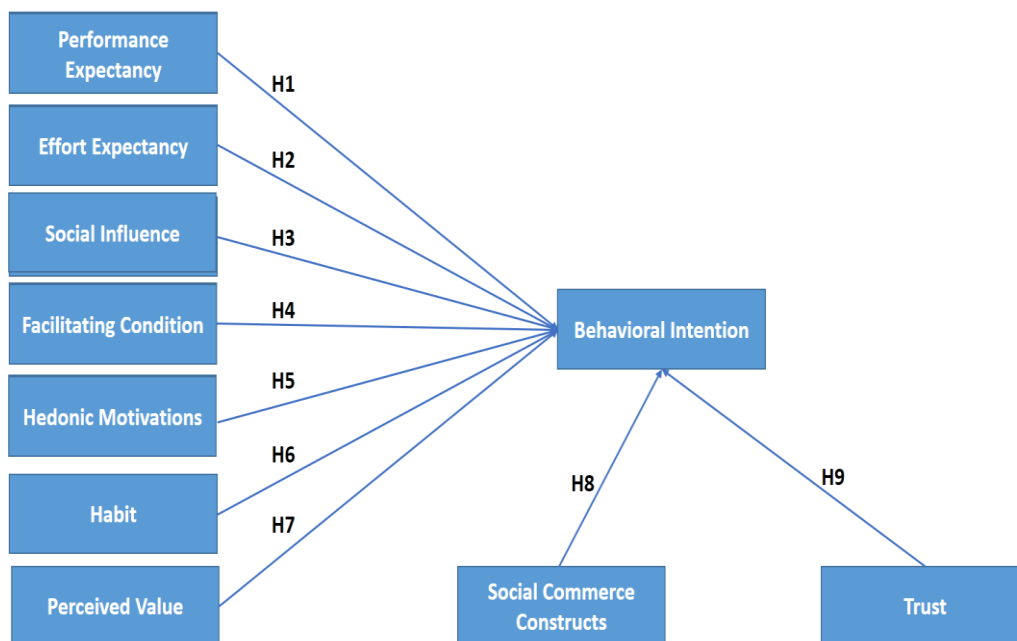
Figure 3. Proposed Research Model

3.3 Variables Definitions

The used model in this research consists of nine constructs. Six constructs (Performance Expectancy – PE, Effort Expectancy – EE, Social Influence – SI, Facilitating Condition – FC, Hedonic Motivations- HM, Habit - HT) are adopted from the unified theory of acceptance and use of technology and its extension UTAUT2 (Venkatesh et al., 2016) While Two constructs (Social Commerce Constructs – SC, Trust – TR) were adopted from the paper Social commerce constructs and consumer's intention to buy by Hajli, Nick (2015) The last construct which is the perceived value was adopted from Chunmei Gan, Weijun Wang, (2017) "The influence of perceived value on purchase intention in social commerce context" (Gan & Wang, 2017) Based on the original paper ZeithamI, Valarie (1988) "Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence " (Zeithaml, 1988)

The following are the definitions of the used constructs according to the literature review: Performance Expectancy – PE is defined as: "The degree to which using technology will provide benefits to consumers in performing certain activities.". Effort Expectancy – EE is defined as: "The degree of ease associated with consumers' use of technology.". Social Influence – SI is defined as: "The consumers perceive that important others (e.g., family and friends) believe they should use a particular technology." (Venkatesh et al., 2003) Facilitating Conditions – FC is defined as: "Consumers' perceptions of the resources and support available to perform a behavior" (Brown & Venkatesh, 2005). Hedonic Motivation – HM is defined as: "The fun or pleasure derived from using technology." (Venkatesh et al., 2012). Habit – HT is defined as: "The extent to which people tend to perform behaviors automatically because of learning" (Limayem et al., 2007)

3.4 Survey Design & Measurement Development

As quantitative empirical research, the research utilizes an online survey instrument as the study instrument to validate the conceptual model as an appropriate tool for measuring the individuals' perceptions and intentions (Abu-Shanab, 2009). This method of quantitative study forecasts the individual responses and examine the interrelation among the constructs (R. Newsted, Huff, & C. Munro, 1998). The survey was developed based on the reported literature and the research model which integrated different variables than the original model of the UTAUT2 theory (Venkatesh et al., 2012). Moreover, the survey method was earlier used in examining the intention to buy behavior in social commerce in previous studies (M. Hajli, 2013; N. Hajli, 2015; Keystone, 2008; Liu, Chu, Huang, & Chen, 2016; Sheikh et al., 2017).

As we used an online survey, there was consistency between the study and the data collection method which show more reliability on the users, knowledge about the usage of the social media websites (Liu et al., 2016). Being online the survey has many advantages as it can reach to a large number of subjects. The instrument utilizes a five-point Likert scale that measures the subjects' reaction to each item of the nine used variables. The answers start from strongly disagree to strongly agree. The first page is an informative page where we asked for the consent of the respondents to participate and ensuring that they will be anonymous as the survey do not ask for any personal data. Later, the questions were in two pages; then it was modified to be one page only based on the suggestions of the first few participants.

To operationalize the constructs which we used in this study; a review for different literature has been conducted, and items for each variable were adopted from previous researches. As the current study is a replication for the study of (Sheikh et al., 2017) which were performed in the kingdom of Saudi Arabia, we adopted the same items for the following constructs: the performance expectancy (PE), effort expectancy (EE), social influence (SI), facilitating conditions(FC), hedonic motivation (HM), Habit (HT), and behavioral intention (BI). For the Social Commerce construct (SCC) we used the same items which used in the study of (Sheikh et al., 2017) and then we add a new items which is (SCC3) " I am willing to buy products that have more likes and shares" as we give more attention to the "likes" and "shares" as a sign for implicit recommendations to buy rather than the explicit recommendation which could be in the comments or reviews. Also, for the same variable, we split the item No. (44) in the original survey "I am willing to share my own shopping experience with my friends on forums and communities or through ratings and reviews" to be Items No. (SCC5) and

(SCC6). The reason to do that is the conflict of answer that may happen due to the ask for assessing two different issues in the same question, first is the place of sharing the shopping experience and the second is the way of sharing the shopping experience. For the construct Perceived value (PV) three items were adopted from (C.-C. Chen et al., 2018) while (PV1 & PV3) are written by the researcher. The last construct which is trust we used five items which were adopted from different studies. Items (TR1, TR2 & TR3) were adopted from (Paul & David, 2004) and (D. J. Kim, Ferrin, & Rao, 2008) while (TR4 & TR5) are adopted from (Gefen et al., 2003).

After drafting the first version of the survey, a revision was done by the Statistical Consulting Unit where they advise to add more choices to the education level information and to allow the respondents to choose more than one of the social commerce websites that they are using. For the variables itself, the advice was to conduct a pilot study before doing the full distribution of the survey to be able to fix any issue that may appear. Unfortunately, we were not able to do the pilot test due to the late approval of QU-IRB for the survey according to the ethical code for Qatar University. All of forty items was generated according to the appendix (A) which is in two different languages the original was the English version, and later a translation to the Arabic language was conducted by the Co-PI using google translator and personal knowledge. Five-point Likert scale was used ranges from "Strongly disagree" = 1 and "Strongly agree" = 5. The main objective of the study is to measure the effect of the independent variables on the dependent variable which is the customers' intention to buy through social commerce websites in Qatar.

3.5 The Study Population and Sample

The study population was all of Qatar inhabitants either they are the citizens of the State of Qatar, or they are expatriates. The inclusion factors were 1) To be an active internet user who has at least one or more social media website account whether they are using this account to do online purchases or not. Moreover, other internet users who do not have any social media websites' accounts were excluded. The main idea in this factor is to be exposed to the social media websites, and the active interaction among its users where there are some individual users or companies are doing some trading activities in the form that we can call it social commerce. 2) To be over the age of 18 years old to be aligned with the ethical rules and regulations of Qatar University. Also, being more than 18 years old indicates some level of rationality in the decision-making process. 3) To be Arabic or English readers as the help of others in reading and interpreting the survey terms may affect the subjects of the study.

The sample of the study is a snowball sample that has been drawn from Qatar inhabitants over the age of 18 years old and who have active social media websites' accounts. The sample was large enough to give indications and information about the individuals who are living in Qatar intention to buy through social commerce.

3.6 Data Collection Method

The empirical data collection started by distributing the study instrument, the online survey, during March and April 2019 among the business and economics faculty master students, the work colleagues and the family members of the CO-PI. Later the participants were asked to send the online survey link to their friends and ask for the same. One of the family members of the CO-PI was able to send the link to a website

page for a group of women of a specific nationality who showed a considerable number of responses either complete or incomplete during few hours of the start of the data collection. This part will be mentioned later in the limitations where the nationality was grouped into two groups only.

Later on, some other subjects started distributing the survey link through the WhatsApp application to many different groups either of Qatari citizens or of a different nationality. The snowball way of collecting the data was beneficial to collect as much data as possible in concise limited time. The snowball sampling method was used before in similar studies to assess the influence of different factors on behavioral intention (Cho & Fiorito, 2009; Gan & Wang, 2017).

CHAPTER FOUR: DATA ANALYSIS AND DISCUSSION

Finding out the main factors that are influencing the consumers' intention to buy through the social commerce requires us to do many analyses on the collected data to extract useful information that helps us in interpreting the results. By using SPSS 25 software and a sample of 463 respondents, we performed some statistical analysis. We started with the descriptive analysis, Pearson's Correlation, and the multiple regression analysis.

4.1 Study Sample Demographics

The study sample consisted of over nine hundred thirty-six subjects where six hundred and seventy-two were able to complete most of the survey's questions, and two hundred sixty-four did not exceed the fifth question which is about the general information of the subject itself. This can represent the response rate as almost 72% of the subjects who have seen the survey's link and were willing to start answering it. We began to review the six hundred seventy-two surveys which completed most of the questions and started cleaning the data by excluding the uncompleted surveys and the surveys which were completed from outside Qatar. To do this, we reviewed the surveys one by one on Qualtrics survey online software which shows the location data for the device which has been used in filling up the survey either inside Qatar or in any other country without specifying or giving more details about the location in a way that keeps the respondents safe. By doing this process, we ended up with four hundred sixty-three completed surveys from inside Qatar, and we excluded two hundred nine surveys which filled from outside Qatar or were not fully completed. By the completed surveys we mean the surveys which answered 100% of the variables questions, not the

demographic information as it is not essential for the study model. We did some demographic analysis to the sample, and the results were as shown in Tables 1- 8.

The data distribution started by the friends and university colleagues of the Co-researcher where most of them are from Arabic nationalities. From this it is clear that 69.8% of the respondents used the Arabic version to fill up the survey and 30.2% used the English version as shown in Table 1:

Table 1: Language Frequency

		Frequency	Percent
	AR	323	69.8
Valid	EN	140	30.2
	Total	463	100.0

The majority of the respondents are in the age group 31-40 years with 48.2% followed by the age group of 21-30 years with 37.4% with makes a cumulative percent of 85.6% for those two groups. With one consideration that only two respondents did not fill this question as shown in Table 2:

Table 2: Age Group Frequency

		Frequency	Percent
Valid	18-20	18	3.9
	21-30	173	37.4
	31-40	223	48.2
	41- 50	44	9.5
	51- or More	3	.6
	Total	461	99.6
Missing	System	2	.4
Total		463	100.0

Out of the four hundred sixty-three subject, 31.1% are male, and 68.9% are female. The reason behind that is the significant number of respondents who were exposed to the survey link through one of the Facebook closed female groups under the name of "strong women in Qatar ladies only." The group members are more than thirty-three thousand members. These percentages do not represent the actual society population which consists of 74.3% male and 25.6% female according to March 2019 statistics (Ministry of Development Planning and Statistics, 2019) as shown in Table 3:

Table 3: Gender Frequency

		Frequency	Percent
Valid	Male	144	31.1
	Female	319	68.9
	Total	463	100.0

The majority of the sample is of a high level of education with the highest percent to the Bachelor degree with 56.6% followed by 24.2% for the postgraduate education level. Which may raise a concern about the sample representation to the society which has many blue-collar workers as shown in Table 4:

Table 4: Education Frequency

		Frequency	Percent
	High School or less	36	7.8
	High Diploma	52	11.2
Valid	Bachelor	262	56.6
	Postgraduate	112	24.2
	Total	462	99.8
Missing	System	1	.2
	Total	463	100.0

The level of Qatari respondents with 14.7% is very near to the actual population statistics and compared with 84.9% on non-Qatari respondents it is a good representation for the real society data (World Population Review, 2019) as shown in Table 5:

Table 5: Nationality Frequency

		Frequency	Percent
	Qatari	68	14.7
Valid	Non- Qatari	393	84.9
	Total	461	99.6
Missing	System	2	.4
	Total	463	100.0

According to the survey, the respondents were able to choose more than one social media websites which they are using. The most used one was Facebook with 413 samples representing 89.2% followed by Instagram with 262 samples representing 56.6% according to Table 6:

Table 6: Social Media Websites Frequency

		*FB	*INS	*TWT	*SNC	OTH
N	Valid	413	262	87	127	60
	Missing	50	201	376	336	403

*FB= Facebook * INS= Instagram * TWT= Twitter * SNC= Snapchat

At the same time, 60 respondents representing 12.9% are using different social media websites other than the specified in our survey. Out of the 60 respondents 55 gave notice about the websites or platforms which they are using as per Appendix (C). Due to the language spelling issues, it is clear that the percentages are fragmented while actually when we standardized the spelling we found out that WhatsApp social media platform was repeated 39 times with 70.9% followed by LinkedIn social media platform was happened nine times with 16.3%.

As there was an opportunity to get feedback from the sample subjects, we incorporated a question asking about their comments to get more insights that may not be represented in our questionnaire. Out of 463 subjects, only 15 respondents were willing to give comments with deficient percent of 3.2%. Out of the 15 respondents, three respondents did not mention any feedback, one comment was not relative to the social commerce issue, only three give positive remarks about social commerce and e-

commerce in general, and the rest gave negative comments as in Appendix (D). Most of the negative comments were related to the trust issue and the fear of fraud and sharing personal information. Some comments referred to personal bad experience special from small and medium sellers. It is obvious that trust and the seller brand name matters a lot to all who gave negative comments. Please check Table 7:

Table 7: Respondents Comments

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	15	3.2	3.4	3.4
	NO	421	90.9	96.6	100.0
	Total	436	94.2	100.0	
Missing	System	27	5.8		
Total		463	100.0		

4.2 Validity and Reliability

To assess the internal consistency (reliability) of the model we executed a reliability analysis using Cronbach's alpha as the measure for that analysis. Cronbach's alpha is measuring the reliability of the correlations of the variable items. According to the results, as shown in Table 8, most of the alpha values are exceeding 0.8 which is the recommended value based on the literature (Fornell & Larcker, 1981; Sheikh et al., 2017) as shown in table 8. With higher values than 0.9 for the three variables: Hedonic motivation (HM), Habit (HT), and Behavioral intention (BI) it is considered an excellent level of reliability. Where the other two variables were at the acceptable level

of more than 0.7 only, this result indicates the reliability of the used survey instrument which could be used for further studies in the future.

Table 8: Cronbach's Alpha Value Of Main Variables

Constructs	N	Number of items	Cronbach's alpha
Performance Expectancy (PE)	463	4	0.757
Effort Expectancy (EE)	463	4	0.851
Social Influence (SI)	463	3	0.884
Facilitating Condition (FC)	463	3	0.740
Hedonic Motivations (HM)	463	3	0.913
Habit (HT)	463	4	0.909
Perceived Value (PV)	463	5	0.838
Social Commerce Constructs (SCC)	463	6	0.870
Trust (TR)	463	5	0.894
Behavioral Intention	463	3	0.916

The validity of the survey is considered to be reliable based on the fact that it has been adopted from previous studies (Sheikh et al., 2017)

4.3 Descriptive Variables

The initial analysis that has performed was the descriptive analysis which explores the descriptive results of the collected data to check how the respondents perceive each item which we used in the data collection online survey instrument. Based on the literature when explaining the results of a five-point Likert scale, researchers are considering the following classification as a base of grouping the

results: 1-2.33 could be considered as low agreement, 2.33-3.66 considered as moderate agreement, and 3.66-5 is considered as high agreement.

As shown in Table 9 most of the items (almost two-thirds) means are between 2.33-3.66 which is considered moderate while almost one third has high means more than 3.66. The highest value of the variables mean is for the effort expectancy (EE) 3.91 followed by the performance expectancy (PE) 3.89 and social commerce constructs (SC) 3.88 where the habit variable is having the least mean value 2.87.

Most of the items standard deviations are similar within the variable construct itself and even if compared with the other variables which show analogous dispersion of data around the mean.

Table 9: Descriptive Analysis

Item short description	N	Mean	Std. Deviation
PE_1: I find social media websites very useful.	463	3.96	.921
PE_2: Using SMWS increase chances of achieving things	463	3.88	.902
PE_3: Using SMWS help me accomplish things	463	4.09	.891
PE_4: I can save time when I use SMWS	463	3.65	1.203
PE_AVG: Performance Expectancy	**463**	**3.8952**	**.75097**
EE_1: Learning to use SMWS is easy	463	4.02	.856
EE_2: interaction with SMWS is understandable	463	3.78	.952
EE_3: I find SMWS for purchase are easy	463	3.89	.897
EE_4: I can be skill fill in using SMWS for purchases	463	3.95	.855
EE_AVG: Effort Expectancy	**463**	**3.9104**	**.74061**
SI_1: People important to me think that I should use SMWS for purchasing.	463	3.23	1.045
SI_2: people influence my behavior think, I should us SMWS for purchasing	463	3.13	1.034
SI_3: people I value their opinion think I should us SMWS for purchasing	463	3.27	1.009
SI_AVG: Social Influence	**463**	**3.2088**	**.92716**
FC_1: I have the resources to use SMWS for purchasing	463	3.93	.925
FC_2: I have the knowledge to use SMWS for purchasing	463	3.96	.894
FC_3: I feel comfortable using SMWS for purchasing	463	3.42	1.084

Item short description	N	Mean	Std. Deviation
FC_AVG: Facilitating Conditions	**463**	**3.7682**	**.78803**
HM_: using SMWS for purchasing is fun	463	3.48	1.029
HM_2: using SMWS for purchasing is enjoyable	463	3.56	1.004
HM_3: using SMWS for purchasing is entertaining	463	3.52	1.023
HM_AVG: Hedonic Motivation	**463**	**3.5191**	**.94028**
HT_1: purchasing through SMWS is habit for me	463	2.97	1.157
HT_2: I am dedicated to use SMWS for purchasing	463	2.56	1.170
HT_3: I must use SMWS for purchasing	463	2.90	1.181
HT_4: it is natural for me to purchase through SMWS	463	3.07	1.191
HT_AVG: Habit	**463**	**2.8747**	**1.04095**
PV_1:SMWS offer better value for money for purchasing	463	3.18	1.077
PV_2: shopping on SMWS take reasonable time	463	3.56	.976
PV_3: Shopping on SMWS improve the way I am perceived	463	2.91	1.117
PV_4: Prices on SMWS are reasonable	463	3.35	1.046
PV_5: overall, shopping on SMWS is worthwhile	463	3.61	.924
PV_AVG: Perceived Value	**463**	**3.3231**	**.80203**
SC_1: I will ask for suggestions online before I do shopping on SMWS	463	3.83	.920
SC_2: I am using others recommendations to buy a product	463	3.99	.906
SC_3: I am willing to buy products that have more like and shares	463	3.87	1.017
SC_4:I am recommending products to others on SMWS	463	3.93	.908
SC_5: I am sharing my shopping experience to others on SMWS	463	3.81	.977
SC_6: I am using ratings and reviews to share my shopping experience	463	3.88	.962
SC_AVG Social Commerce Constructs	**463**	**3.8848**	**.73923**
TR_1: providers on SMWS are trustworthy	463	2.95	.972
TR_2: Providers on SMWS keep promises and commitments	463	3.28	.959
TR_3: I trust providers on SMWS as they keep my interest in mind	463	3.00	.955
TR_4: providers on SMWS are honest	463	2.96	.955
TR_5: providers on SMWS care about consumers	463	3.22	.988
TR_AVG: Trust	**463**	**3.0816**	**.80892**
BI_1: I will continue using SMWS for future purchases	463	3.47	.946
BI_2: I will always try SMWS for purchasing	463	3.29	1.003
BI_3: I will frequently use SMWS for purchasing	463	3.31	1.011
BI_AVG: Behavioral Intention	**463**	**3.3557**	**.91312**

As we mentioned earlier that there is a tendency in the sample to female compared to male we reviewed the descriptive data for both genders to check if there

are differences that may result due to the gender as a moderating factor that may affect any of the used variables. According to the data in Table 10, the mean value for both male and female are very similar with a higher value for most of the variables in males' values except for one variable which is Social Commerce Constructs where the female mean value is higher than male's mean value. This result indicates that females are more interested in sharing their purchasing experience about social commerce in the platforms of social media using different ways such as likes, shares, and reviews. Also, it is noticeable that the Perceived value constructs witness the highest difference in the mean values between male and female as mentioned in Table 10 below:

Table 10: Descriptive Analysis Per By Gender

Gender	Male		Female	
Construct	Mean	Std. Deviation	Mean	Std. Deviation
Performance Expectancy (PE)	3.9167	0.77943	3.8856	0.73880
Effort Expectancy (EE)	4.0139	0.72648	3.8636	0.74330
Social Influence (SI)	3.4375	0.79769	3.1055	0.96352
Facilitating Condition (FC)	3.9630	0.73233	3.6803	0.79755
Hedonic Motivations (HM)	3.5648	0.87553	3.4984	0.96872
Habit (HT)	2.9132	1.06079	2.8574	1.03308
Perceived Value (PV)	3.6069	0.76548	3.1950	0.78619
Social Commerce Constructs (SCC)	3.8391	0.76679	3.9054	0.72674
Trust (TR)	3.2125	0.81737	3.0226	0.79937
Behavioral Intention	3.5417	0.84720	3.2717	0.93052

Thus we did a one-way ANOVA test to check if there are any differences between the two groups (male and female) according to Table 11 which shows significant differences between the two groups in most of the items.

Table 11: ANOVA Test By Gender

		Sum of Squares	Mean Square	F	Sig.
PE_AVG	Between Groups	0.096	0.096	0.170	0.681
EE_AVG	Between Groups	2.240	2.240	4.111	0.043
SI_AVG	Between Groups	10.933	10.933	13.050	0.000
FC_AVG	Between Groups	7.930	7.930	13.104	0.000
HM_AVG	Between Groups	0.437	0.437	0.494	0.483
HT_AVG	Between Groups	0.309	0.309	0.285	0.594
PV_AVG	Between Groups	16.838	16.838	27.688	0.000
SC_AVG	Between Groups	0.436	0.436	0.798	0.372
TR_AVG	Between Groups	3.579	3.579	5.523	0.019
BI_AVG	Between Groups	7.232	7.232	8.820	0.003

Another moderating factor which we reviewed was the nationality as the earlier data shows a tendency to non-Qatari nationality in the sample. Thus we tried to check if this factor may affect the descriptive data analysis. According to data in Table 12, we noticed that the highest difference in mean values was between the values of the Habit construct that happened to be the lowest mean value for the non-Qatari nationals among all the other variables, which give impressive result similar to the previous study in Saudi Arabia where Habit was showing similar mean value (Sheikh et al., 2017).

Table 12: Descriptive Analysis By Nationality

Nationality	Qatari		Non- Qatari	
Construct	Mean	Std. Deviation	Mean	Std. Deviation
Performance Expectancy (PE)	4.0478	0.83113	3.8715	0.72604
Effort Expectancy (EE)	4.0919	0.77013	3.8810	0.72778
Social Influence (SI)	3.5588	0.92405	3.1493	0.91491
Facilitating Condition (FC)	4.0490	0.79648	3.7150	0.77605
Hedonic Motivations (HM)	3.8676	0.83684	3.4665	0.93893
Habit (HT)	3.5147	0.96379	2.7684	1.01337
Perceived Value (PV)	3.6853	0.78821	3.2575	0.78549
Social Commerce Constructs (SCC)	3.9804	0.69081	3.8694	0.74253
Trust (TR)	3.3471	0.85597	3.0412	0.78807
Behavioral Intention	3.7647	0.73766	3.2841	0.92420

Thus we conducted an ANOVA test moderated by the nationality factor which shows that most of the variables are witnessing significant differences between the two groups the Qatari and the non-Qatari ones as shown in table 13.

Table 13: ANOVA Test By Nationality

		Sum of Squares	df	Mean Square	F	Sig.
PE_AVG	Between Groups	1.802	1	1.802	3.270	0.071
EE_AVG	Between Groups	2.578	1	2.578	4.783	0.029
SI_AVG	Between Groups	9.723	1	9.723	11.582	0.001
FC_AVG	Between Groups	6.467	1	6.467	10.655	0.001
HM_AVG	Between Groups	9.329	1	9.329	10.909	0.001
HT_AVG	Between Groups	32.283	1	32.283	31.881	0.000
PV_AVG	Between Groups	10.609	1	10.609	17.177	0.000
SC_AVG	Between Groups	0.714	1	0.714	1.322	0.251
TR_AVG	Between Groups	5.422	1	5.422	8.508	0.004
BI_AVG	Between Groups	13.388	1	13.388	16.551	0.000

4.4 Study Hypotheses Testing

By assessing the bivariate correlation relationships between the different independents constructs which are the influencers and the dependent construct (the behavioral Intention -BI) as it is apparent in the last row in Table 14, we can notice that the factors that influence buying intention through social commerce in Qatar in order of significance are: Perceived Value, Trust, Habit, Hedonic Motivation, Facilitating Conditions, Effort Expectancy, Social Influence, Social Commerce Constructs, and Performance Expectancy. It also happened that the highest correlation with behavioral intention among all the items are the Perceived Value (0.766), Trust (0.731), and Habit (0.679) while the lowest with behavioral intention is performance expectancy with value = 0.417.

Table 14: Pearson's Correlation Matrix

Construct	PE	EE	SI	FC	HM	HT	PV	SC	TR	BI
PE	1									
EE	.457**	1								
SI	.492**	.558**	1							
FC	.367**	.657**	.521**	1						
HM	.425**	.526**	.457**	.497**	1					
HT	.437**	.543**	.564**	.546**	.627**	1				
PV	.412**	.567**	.565**	.543**	.580**	.618**	1			
SC	.370**	.425**	.355**	.384**	.501**	.472**	.502**	1		
TR	.395**	.480**	.482**	.462**	.532**	.587**	.657**	.485**	1	
BI	**.417****	**.562****	**.548****	**.583****	**.627****	**.679****	**.766****	**.536****	**.731****	**1**

**. Correlation is significant at the 0.01 level (2-tailed).

The model was found significant in predicting the behavioral intention to buy (BI) as all the variables were found significant at the 0.01 level according to Table 15.

Finally, we performed a multiple regression test to test the hypotheses as shown in Table 16. the $R^2 = 0.730$ and the adjusted $R^2 = 0.725$. The result of regression indicated that six variables have a significant correlation with the dependent variable – BI and that means they are determinants of the behavioral intention to buy through the social commerce in Qatar. The strongest predictor of the behavioral intention-BI is perceived value with beta = 0.33, $P<0.001$. Then, it is followed by the trust with beta = 0.289, $P<0.00$. And, habit with beta = 0.147, $P<0.001$.

On the other hand, three other variables which are performance expectancy – PE, effort expectancy-EE, and Social influence-SI are not having a significant correlation with the behavioral intention-BI as the dependent variable with

Table 15: Multiple regression coefficient table

Constructs	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tol.	VIF
(Constant)	-0.404	0.161		-2.516	0.012		
Performance Expectancy (PE)	-0.016	0.036	-0.013	-0.438	0.661	0.669	1.494
Effort Expectancy (EE)	-0.003	0.045	-0.003	-0.075	0.940	0.450	2.223
Social Influence (SI)	0.019	0.033	0.02	0.576	0.565	0.517	1.934
Facilitating Condition (FC)	0.129	0.04	0.112	3.215	0.001	0.493	2.029
Hedonic Motivations (HM)	0.096	0.034	0.098	2.831	0.005	0.493	2.028
Habit (HT)	0.129	0.033	0.147	3.967	0.000	0.433	2.309
Perceived Value (PV)	0.375	0.043	0.33	8.638	0.000	0.408	2.448
Social Commerce Constructs (SCC)	0.084	0.038	0.068	2.24	0.026	0.641	1.559
Trust (TR)	0.326	0.039	0.289	8.277	0.000	0.489	2.044

To sum up, according to the above-mentioned analysis we can notice that some hypotheses were supported and others are not supported and rejected. Table 16 illustrates a summary of the different hypotheses testing results.

Table 16: Hypotheses Testing Results Summary

Hypotheses	Beta	Sig.	Hypotheses Status
H1: Performance Expectancy positively influence purchase intention	-0.013	0.661	Not supported
H2: Effort Expectancy positively influence purchase intention	-0.003	0.940	Not Supported
H3: Social influence positively influence purchase intention	0.02	0.565	Not Supported
H4: Facilitating conditions positively influence purchase intention	0.112	0.001	Supported
H5: Hedonic Motivation positively influence purchase intention	0.098	0.005	Supported
H6: Habit positively influence purchase intention	0.147	0.000	Supported
H7: Perceived Value positively influence purchase intention	0.33	0.000	Supported
H8: Social Commerce constructs positively influence purchase intention	0.068	0.026	Supported
H9: Trust positively influence purchase intention	0.289	0.000	Supported

It is clear that the result shows that the first three hypotheses H1, H2, and H3 are not supported which contradict with the base model of the UTAUT2 of Venkatesh et al., (2012) and even the model of UTAUT of Venkatesh et al., (2003). But at the same time the result is similar to many other results where Effort Expectancy and Social influence were insignificant also (Tomás Escobar-Rodríguez & Carvajal-Trujillo, 2013; Sheikh et al., 2017; Zhou, Lu, & Wang, 2010) this may be because of the high technological environment which Qatar witnesses where using the technology in online shopping became a natural activity.

CHAPTER FIVE: CONCLUSIONS AND FUTURE WORKS

In this chapter, we will conclude all the previous chapters to give a comprehensive about social commerce in Qatar and the factors that influence the consumer intention to buy through it. Summary for our study results will be discussed along with what could be the managerial implications of these results and our recommendations to the general and marketing managers. Also, it will show what the limitations for the current study and the future works that we suggest for researchers to study are.

5.1 Conclusion

This study is investigating the factors that influence the intention to buy through social commerce in Qatar. The study is trying to reveal the specialty of the state of Qatar characteristics either the cultural, demographical, or the economic ones. The research is based on the recommendations of Venkatesh et al. (2016) who recommended testing his extended model of the unified theory of acceptance and use of technology (UTAUT2) in different contexts that he named as the higher level contextual factors. These higher-level contextual factors are including environmental attribute, organization attributes, and location attributes. Moreover, we tested the model in a new concept in technology's literature (social commerce) to check the model ability to anticipate the adoption of this concept (Venkatesh et al., 2016).

In conclusion, we can demonstrate that according to the data analysis results of the survey, the constructs which we used in our model to predict the behavioral intention – BI could be divided into two categories. The first category that includes facilitating condition, hedonic motivation, habit, perceived value, social commerce

constructs, and trust, each have a significant and positive influence on behavioral intention – BI. This support the hypotheses H4, H5, H6, H7, H8, and H9. While, performance expectancy, effort expectancy, and social influence do not have a significant relationship with behavioral intention-BI. Thus, the hypotheses H1, H2, and H3 are not supported and rejected.

Based on that, the main factors that influence the intention to buy through social commerce in Qatar are ordered as follows: perceived value, Trust, habit, facilitating condition, hedonic motivation, and social commerce constructs. This result supports the previous results of the previous literature studies (Baptista & Oliveira, 2015; Tomás Escobar-Rodríguez & Carvajal-Trujillo, 2013; T. Escobar-Rodríguez & Carvajal-Trujillo, 2014; Gan & Wang, 2017; N. Hajli, 2015; Sheikh et al., 2017; Venkatesh et al., 2012)

Meanwhile, effort expectancy and social influence are not having a significant influence on the behavioral intention to buy through the social commerce which agrees with the previous studies in the literature (Tomás Escobar-Rodríguez & Carvajal-Trujillo, 2013; Sheikh et al., 2017; Zhou et al., 2010). Also, performance expectancy in Qatar context is not having a significant influence on the behavioral intention to buy through social commerce which differs from previous studies (Abed, 2018; Sheikh et al., 2017; Venkatesh et al., 2012).

5.2 Recommendations and Managerial Implications

To get the most benefits from the previous findings, managers should work actively to spur the consumers' intention to buy through social commerce using social media websites (SMWS). To do that, Qatari companies' managers should intensively

study the main predictors and influencers on the consumers' intention to buy according to the importance and significance which we found in the data analysis of the proposed model of our research.

For example, the companies' managers can look for the appropriate strategies to reinforce the perceived value that the consumers realize about their products and services. Managers should pursue building effectively the value proposition which they offer to their consumers. Moreover, they have to look carefully to the antecedents of both the perceived value and trust as they are the most influential factor on the behavioral intention to buy in Qatar context through social commerce. These results support the previous studies about the importance of the perceived value and the items that build that construct either the benefits which the consumers get or the sacrifices and risk that they face (C.-C. Chen et al., 2018; Gan & Wang, 2017).

Trust is the second important construct that affects the behavioral intention to buy. Managers should look up in the literature how they can build the trust and what is its antecedents in Qatar context. For instance, being a social commerce vendor requires to build a high profile reputation and to give a price advantage to the consumers as factors that influence trust (Yahia et al., 2018). Also, the managers should check out the requirements of building trust with both the social factors and the structural factors (Lu et al., 2016)

As the habit was found the third most influential factor on the behavioral intention to buy through social commerce in Qatar, and as it aligns with the study of Sheikh (2017) thus the managers should design their social media websites in a way

make it useful to the consumer and make him habitually use these webpages to buy their needs.

Moreover, as the findings improve the significant positive relationship between the social commerce constructs variable and the behavioral intention –BI which align with the previous studies (Guo, Wang, & Leskovec, 2011; N. Hajli, 2015; N. Hajli & Sims, 2015) managers should take the presence on the social media websites as much relevant as any other marketing and communication tool. The reason behind what we mentioned earlier about the distinctive characters of web 2.0. Mutual interaction and content creation by consumers are represented by the reviews, recommendation, likes and sharing which are the social commerce constructs on the social media websites. These constructs could be considered as the electronic or social word of mouth (M. N. Hajli, 2014; N. Hajli, 2015; N. Hajli, Xiaolin, Featherman, & Yichuan, 2014; Naveen & Tung, 2011)

Facilitating conditions and hedonic motivation aspects could be used by companies' managers to increase the consumers' intention to buy through social commerce context. They have to prepare their social media websites to achieve the targets of being comfortable, enjoyable and entertaining to the users. Also, for those who are not familiar with purchasing online or with the tools that the website is using, managers should provide an effective way to give them the essential knowledge that helps them to do the purchase process either by publishing tutorial videos or step by step manuals. These efforts will increase the consumers' attraction to the social media websites of the companies who are doing social commerce (Sheikh et al., 2017)

5.3 Study Limitations

According to the current sample and situation of the data collection, there are some limitations to the study which we need to mention to be avoided in future researches. The limitations could be divided into different categories such as the sample demographics limitations, the model moderators, the model variables itself, and the survey used as the study instrument.

First, the study was performed in Qatar which has its distinctive cultural characteristics that need to be tested. However, due to the data collecting method which we chose (the snowball method), there were no enough Qatari respondents to be able to generalize the results as the subjects with Qatar nationality were only 68 respondents with 14.7%.

Second, the study sample was unbalanced in term of gender where females were 68.9%, and males were 31.1%. The unbalance resulted in some differences while answering the survey especially one of the important factors which is the perceived value.

Third, the original model of the UTAUT2 was incorporating age, gender, and experience as moderators, while we did not in the current study. Fourth, as we were proposing a hypothesis about the perceived value, we think it would be appropriate if we checked the influence of the income level as a moderator that may affect the respondents answers to the items related to that variable.

Fifth, the number of variables was more than what the current type of internet users are willing to answer. This was clear from the massive number of subjects who did not complete the survey after finishing the demographic questions, and they did not

answer the main study questions. We believe that this percent (almost 28%) just quit the survey once they moved to the questionnaire's main page.

Finally, although most of the survey items were adopted from previous studies, we would like to increase some items while decreasing the variables numbers. We think this strategy may give more reliability to the study constructs and could give more accurate results. The reason would be the concentration that respondents will gain when answering about a few variables.

5.4 Future Works

According to the research conclusion, discussion, and research limitations which were mentioned formerly we could suggest a list of future studies to be performed either inside Qatar to check the context influence or outside Qatar. First, inside Qatar, more researches could be presented to the literature where it uses 100% of Qatari as the sample of the study to be able to generalize the results as we were not able to generalize the current study results due to the limited sample's subjects of Qatari nationality. Also, another research with a balanced sample of male and female could be performed to make sure of the gender effect as a moderator for the model.

Moreover, future researches could be executed with more attention to the antecedents of the two main variables in our study (the perceived value and Trust) as these two constructs are constructed from different items which need to be tested. This test will give more insights into the most influential items that affect the consumers' perceptions of these two variables.

As the study with some few changes was conducted in Saudi Arabia, and then in Qatar, we are highly encouraging the scholars to explore the same model within the

different countries of the middle east and especially the GCC countries who are having cross cultures and their families are extending throughout the different countries of the GCC. This will help in performing a comparison among these countries and between the middle eastern context and the western context.

Another future research could be the testing of the model in the adoption process of different technologies in Qatar context. The reason behind that is the distinctive characteristics of social commerce as representative of monetary interactions, and that may affect the consumers' appealing to adopt that technology. Other technologies may include the consumers' behavioral intention to buy through mobile applications for example.

Also, the model could be extended to add the use behavior to the model as a result of the behavioral intention to check the transformation degree from intention only to actual use behavior. In this way, the full original model of Venkatesh et al. (2012) could be compared in term of results with Qatar context result.

Finally, we recommend using a qualitative research method to examine the factors that have effects on the consumers' intention to buy through social commerce. This will give more insights to understand the determinants of consumers' decision-making process as well, and how they can do proper prioritization to their interests.

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Appendix A: Survey Items

(The English version of the questionnaire)

Factors Influencing Consumer Intention to Buy
Through Social Commerce in Qatar

Dear Sir/Madam:

This research is being conducted as part of my graduation project requirements in an MBA program at the College of Business and Economic, Qatar University. This survey aims at examining the factors influencing consumer intention to buy through social commerce in Qatar.

Your answers to the questions in this survey are essential for completing this study. The information collected will be kept strictly confidential. Answering this survey will take only 10 to 15 minutes. The time and effort you spend in answering this survey are highly appreciated. Your participation in this survey is voluntary and your feedback and all of your suggestions will be confidential and used for research purposes only. This study is approved by the QU-IRB under the approval NO.: ……………………. **you can skip any question or withdraw at any time**.

If you have any questions about this research, kindly feel free to contact me and My supervisor at this email addresses: zs1704570@qu.edu.qa. & eabushanab@qu.edu.qa

If you agree to participate tick "Yes" ☐, if not tick "No" ☐

Sincerely,
Zaki Shoheib

General information:

Please select the appropriate choice of the following:

1- **Age**

18-20	21-30	31-40	41- 50	51- or More
☐	☐	☐	☐	☐

2- **Gender**

Male	Female
☐	☐

3- **Education Level**

High School or less	High Diploma	Bachelor	Postgraduate
☐	☐	☐	☐

4- **Nationality**

Qatari	Non-Qatari
☐	☐

5- **What is/are the social media websites/ pages/ Apps you are currently using (you can choose more than one)**

Facebook	Instagram	Twitter	Snapchat	Others please specify
☐	☐	☐	☐	☐ . . . .

Please indicate the degree to which you agree or disagree with the following statements.

	Performance Expectancy (PE) When purchasing online.....	**Strongly Disagree**	**Disagree**	**Neither agree or disagree**	**Agree**	**Strongly agree**
1	I find social media websites very useful.					
2	Using social media websites increases my chances of achieving things that are important to me.					
3	Using social media websites helps me accomplish things more quickly.					
4	I can save time when I use social media websites.					
	Effort Expectancy (EE)	**Strongly Disagree**	**Disagree**	**Neither agree or disagree**	**Agree**	**Strongly agree**
1	Learning how to use social media websites for online purchasing is easy for me.					
2	My interaction with social media websites for online purchasing is clear and understandable.					
3	I find social media websites for online purchasing are easy to use.					
4	It is easy for me to become skillful at using social media websites for online purchasing.					
	Social Influence (SI)	**Strongly Disagree**	**Disagree**	**Neither agree or disagree**	**Agree**	**Strongly agree**
1	People who are important to me think that I should use social media websites for online purchasing.					
2	People who influence my behavior think that I should use social media websites for online purchasing.					
3	People whose opinions that I value, prefer that I should use social media websites for online purchasing.					
	Facilitating Conditions (FC)	**Strongly Disagree**	**Disagree**	**Neither agree or disagree**	**Agree**	**Strongly agree**
1	I have the resources necessary to use social media websites for online purchasing.					

		Strongly Disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
2	I have the knowledge necessary to use social media websites for online purchasing.					
3	I feel comfortable using social media websites for online purchasing.					
	Hedonic motivation (HM)	**Strongly Disagree**	**Disagree**	**Neither agree or disagree**	**Agree**	**Strongly agree**
1	Using social media websites for online purchasing is fun.					
2	Using social media websites for online purchasing is enjoyable.					
3	Using social media websites for online purchasing is very entertaining.					
	Habit (HT)	**Strongly Disagree**	**Disagree**	**Neither agree or disagree**	**Agree**	**Strongly agree**
1	The use of social media websites for online purchasing has become a habit for me.					
2	I am addicted to using social media websites for online purchasing.					
3	I must use social media websites for online purchasing.					
4	Using social media websites for online purchasing has become natural to me.					
	Perceived Value (PV)	**Strongly Disagree**	**Disagree**	**Neither agree or disagree**	**Agree**	**Strongly agree**
1	Social media websites offer better value for my money for online purchasing.					
2	Shopping on social commerce websites takes a reasonable amount of time.					
3	shopping on social commerce websites would improve the way I am perceived.					
4	Prices on social commerce websites are reasonable.					
5	Overall, shopping on social commerce websites is worthwhile.					
	Social Commerce Constructs (SCCs)	**Strongly Disagree**	**Disagree**	**Neither agree or disagree**	**Agree**	**Strongly agree**
1	I will ask my friends on forums and communities to provide me with their suggestions before I go shopping.					

#		Strongly Disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
2	I am willing to use people's online recommendations to buy a product.					
3	I am willing to buy products that have more likes and shares.					
4	I am willing to recommend a product to my friends on social media website.					
5	I am willing to share my own shopping experience with my friends on forums and communities.					
6	I am willing to share my own shopping experience with my friends using ratings and reviews.					
	Trust (T)	Strongly Disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
1	Providers on social media are trustworthy					
2	Providers on social media give the impression that they keep promises and commitments					
3	I trust providers on social media because they have my best interests in mind					
4	Based on my experience with social media providers, I know they are honest					
5	Based on my experience with social media providers, I know they care about consumers					
	Behavioral Intention (BI)	Strongly Disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
1	I intend to continue using social media websites for online purchasing in the future.					
2	I will always try to use social media websites for online purchasing.					
3	I plan to continue to use social media websites frequently for online purchasing.					

Do You have extra comments?

……………………………………………………………………………………………………..
…………………………………………….…………………………………………………………
……………………………………………………………………………………………………..

Thanks for your kind cooperation

العوامل المؤثرة على نية المستهلك للشراء من خلال مواقع التواصل الإجتماعي في دولة قطر

سيدي العزيز / سيدتي العزيزة:

يتم إجراء هذا البحث كجزء من متطلبات مشروع التخرج في برنامج ماجستير إدارة الأعمال في كلية الأعمال والاقتصاد بجامعة قطر. يهدف هذا المسح إلى دراسة العوامل التي تؤثر على نية المستهلك للشراء من خلال مواقع التواصل الإجتماعي في دولة قطر.

تعتبر إجاباتك على الأسئلة في هذا الاستبيان ضرورية لإكمال هذه الدراسة. سيتم الاحتفاظ بالمعلومات التي تم جمعها في سرية تامة. تستغرق الإجابة على هذا الاستبيان من 10 إلى 15 دقيقة فقط. إن الوقت والجهد الذي تقضيه في الإجابة على هذا الاستبيان محل تقدير كبير. تعتبر مشاركتك في هذا الاستبيان اختيارية وستكون ملاحظاتك وجميع الاقتراحات الخاصة بك سرية ويتم استخدامها لأغراض البحث فقط. تمت الموافقة على هذه الدراسة من قبل QU-IRB تحت رقم الموافقة: .... **يمكنك تخطي أي سؤال أو الانسحاب في أي وقت.**

إذا كان لديك أي أسئلة حول هذا البحث ، فلا تتردد في الاتصال بي على عنوان البريد الإلكتروني التالي: zs1704570@qu.edu.qa. أو الاتصال بالمشرف على هذه الدراسة على عنوان البريد التالي: eabushanab@qu.edu.qa

إذا كنت موافق على المشاركة برجاء وضع علامة أمام الإختيار "نعم" ☐ أو وضع علامة أمام

الاختيار "لا" ☐

مع خالص تحياتي

زكي شهيب

معلومات عامة:

برجاء إختيار الإجابة المناسبة لكل سؤال من الأسئلة التالية:

6- العمر

51 أوأكثر	50-41	40-31	30-21	20-18
☐	☐	☐	☐	☐

7- الجنس

أنثى	ذكر
☐	☐

8- المستوى التعليمي

الدراسات العليا	البكالوريوس	الدبلوم العالي	ثانوي او أقل
☐	☐	☐	☐

9- الجنسية

غير قطري	قطري
☐	☐

10- ما هي وسائل التواصل الإجتماعي التي تستخدمها حاليا (يمكنك إختيار أكثر من وسيلة)

أخرى – برجاء التحديد	سناب شات	تويتر	انستجرام	فيس بوك
☐	☐	☐	☐	☐

يرجى الإشارة إلى أي مدى توافق أو لا توافق فيها على العبارات التالية.

أوافق بشدة	موافق	محايد	غير موافق	غير موافق بشدة	**توقع الأداء** **عندما أقوم بعملية الشراء عبر الإنترنت....**	م
					أجد مواقع التواصل الاجتماعي مفيدة جدًا.	1
					يزيد استخدام مواقع التواصل الاجتماعي من فرصي في تحقيق أشياء مهمة بالنسبة لي.	2
					يساعد استخدام مواقع التواصل الاجتماعي على تحقيق الأشياء بسرعة أكبر.	3
					يمكنني توفير الوقت عند استخدام مواقع التواصل الإجتماعي.	4
أوافق بشدة	موافق	محايد	غير موافق	غير موافق بشدة	**توقع الجهد**	
					من السهل بالنسبة لي التعرف على كيفية استخدام مواقع التواصل الاجتماعي للشراء عبر الإنترنت.	1
					تفاعلي مع مواقع التواصل الاجتماعي لعمليات الشراء عبر الإنترنت واضح ومفهوم.	2
					أجد عمليات الشراء عبر الإنترنت من خلال مواقع التواصل الإجتماعي سهلة الاستخدام.	3
					من السهل بالنسبة لي أن أصبح ماهراً في استخدام مواقع التواصل الاجتماعي لإتمام المشتريات عبر الإنترنت.	4
أوافق بشدة	موافق	محايد	غير موافق	غير موافق بشدة	**التأثير الإجتماعي**	
					يعتقد الأشخاص المهمون بالنسبة إليّ أنني يجب أن أستخدم مواقع التواصل الاجتماعي لعمليات الشراء عبر الإنترنت.	1
					يعتقد الأشخاص الذين يؤثرون على سلوكي أنه يجب عليّ استخدام مواقع التواصل الإجتماعي لإتمام عمليات الشراء عبر الإنترنت.	2
					يفضل الأشخاص الذين أقدر آرائهم أن أستخدم مواقع التواصل الاجتماعي لعمليات الشراء عبر الإنترنت.	3
أوافق بشدة	موافق	محايد	غير موافق	غير موافق بشدة	**الظروف الميسرة**	
					لدي الموارد اللازمة لاستخدام مواقع التواصل الإجتماعي لإتمام عمليات الشراء عبر الإنترنت.	1
					لدي المعرفة اللازمة لاستخدام مواقع التواصل الإجتماعي لإتمام عمليات الشراء عبر الإنترنت.	2

أوافق بشدة	موافق	محايد	غير موافق	غير موافق بشدة		
					أشعر براحة في استخدام مواقع التواصل الإجتماعي لإتمام عمليات الشراء عبر الإنترنت.	3
أوافق بشدة	موافق	محايد	غير موافق	غير موافق بشدة	**دافع الإستمتاع**	
					يعد استخدام مواقع التواصل الاجتماعي لإتمام عمليات الشراء عبر الإنترنت أمراً مبهج.	1
					يعد استخدام مواقع التواصل الاجتماعي لإتمام عمليات الشراء عبر الإنترنت أمراً ممتعاً	2
					يعد استخدام مواقع التواصل الاجتماعي للشراء عبر الإنترنت أمراً مسلياً للغاية.	3
أوافق بشدة	موافق	محايد	غير موافق	غير موافق بشدة	**العادة**	
					أصبح استخدام مواقع التواصل الاجتماعي لإتمام عمليات الشراء عبر الإنترنت عادة بالنسبة لي.	1
					أنا مدمن على استخدام مواقع التواصل الإجتماعي لإتمام عمليات الشراء عبر الإنترنت.	2
					يجب أن أستخدم مواقع التواصل الإجتماعي لإتمام عمليات الشراء عبر الإنترنت.	3
					أصبح استخدام مواقع التواصل الاجتماعي لإتمام عمليات الشراء عبر الإنترنت أمراً طبيعيًا بالنسبة لي.	4
أوافق بشدة	موافق	محايد	غير موافق	غير موافق بشدة	**القيمة المدركة**	
					تقدم مواقع التواصل الإجتماعي أفضل قيمة لأموالي لعمليات الشراء عبر الإنترنت.	1
					يستغرق التسوق على مواقع التجارة الاجتماعية فترة زمنية معقولة.	2
					يمكن للتسوق عن طريق مواقع التواصل الإجتماعي أن يحسن من نظرة الآخرين إلي.	3
					الأسعار على مواقع التواصل الإجتماعي معقولة.	4
					بشكل عام ، يعد التسوق على مواقع التواصل الإجتماعي أمراً جديراً بالإهتمام.	5
أوافق بشدة	موافق	محايد	غير موافق	غير موافق بشدة	**مكونات التجارة الإجتماعية**	
					سأطلب من أصدقائي في المنتديات ومواقع التواصل الإجتماعي أن يقدموا لي اقتراحاتهم قبل الذهاب للتسوق.	1
					أرغب في استخدام توصيات الأشخاص عبر الإنترنت لشراء منتج.	2

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	أوافق بشدة	موافق	محايد	غير موافق	غير موافق بشدة		
						أرغب في شراء المنتجات التي لديها الكثير من المشاركات و الإعجاب	3
						أنا على استعداد للتوصية بمنتج يستحق الشراء لأصدقائي على مواقع التواصل الاجتماعي.	4
						أرغب في مشاركة تجربة التسوق الخاصة بي مع أصدقائي في المنتديات ومواقع التواصل الإجتماعي أو من خلال التقييمات والمراجعات.	5
						أرغب في مشاركة تجربة التسوق الخاصة بي مع أصدقائي بإستخدام التقييم و المراجعات.	6

أوافق بشدة	موافق	محايد	غير موافق	غير موافق بشدة	**الثقة**	
					مقدمي الخدمات و المنتجات عن طريق وسائل التواصل الإجتماعي جديرون بالثقة	1
					يعطي مقدمي الخدمات و المنتجات عن طريق وسائل التواصل الاجتماعي الانطباع بأنهم يحتفظوا بالوعود والإلتزامات	2
					أنا أثق في مقدمي الخدمات و المنتجات عن طريق وسائل التواصل الإجتماعي لأنهم يضعون ما هو مفضل لدي في إعتبارهم.	3
					استنادًا إلى خبرتي مع مقدمي الخدمات و المنتجات عن طريق وسائل التواصل الاجتماعي ، أعلم أنهم صادقون.	4
					استنادًا إلى خبرتي مع مقدمي الخدمات و المنتجات عن طريق وسائل التواصل الاجتماعي ، أعرف أنهم يهتمون بالمستهلكين.	5
					النية السلوكية	
					أعتزم الاستمرار في استخدام مواقع التواصل الإجتماعي لإتمام عمليات الشراء عبر الإنترنت في المستقبل.	1
					سأحاول دائمًا استخدام مواقع التواصل الإجتماعي لإتمام عمليات المشتريات عبر الإنترنت.	2
					أخطط لمواصلة استخدام مواقع التواصل الاجتماعي بشكل متكرر من أجل الشراء عبر الإنترنت.	3

هل لديكم أي تعليق آخر؟

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نشكركم على حسن تعاونكم معنا

Appendix B: Other Social Media Websites Used by The Respondents

	Frequency	Percent
All	1	1.8
Application jobs	1	1.8
Google search-waze-telegram-whatsapp-imo	1	1.8
Linked in	2	3.6
Linkedin	1	1.8
LinkedIn	4	7.3
No	1	1.8
None	1	1.8
Pinterest, linkedin	1	1.8
Pintrest	1	1.8
Watsapp	1	1.8
watshap	1	1.8
Watssap	1	1.8
We heart it	1	1.8
what up	1	1.8
What's app and telegram	1	1.8
what's app	1	1.8
Whats app	1	1.8
whatsApp	1	1.8
Whatsapp	1	1.8
WhatsApp	7	12.7
Whatssap	1	1.8
whatsup	1	1.8
اب واتس - انستغرام	1	1.8
ان لينكيد	1	1.8
واتس	2	3.6
ايمو-آب واتس	1	1.8
اب واتس	7	12.7
ايمو ... اب واتس	1	1.8
واتساب	7	12.7
اب وتس	1	1.8
يوتوب	1	1.8
Total	463	1.8

Appendix C: Subjects Comments

No.	Comment	Negative / Positive
1	I don't purchase from online	Negative
2	I don't buy things on Facebook but the reviews matter the most.	Negative
3	I personally dont like online shopping although there is alot of offers and things you can see but I believe everything is found in our markets now a days so prefer not to use online shopping.	Negative
4	Most of the social media sellers are small and medium self owned business. So it is difficult to expect excellent service from them. Moreover, as from my experience most of them just purchase from other online shopping portals and sell them on their social media pages . This makes it considerably expensive. But since the consumer is not aware of other online shoppings they appear to attract towards these pages and make purchases.	Negative
5	Not all providers are honest or care about customers ,sometimes i treat with spam websites &didn't receive my items finally or receive it totally different than the pictures so i can't 100%trust it.	Negative
6	Trust is very important in social media online purchases; lot of people got scam or quality issues with such deals. Thats why I prefer to purchase from a well known trusty website even if its a bit costier	Negative
7	الاختيارات غير كافيه فبعض المواقع تترك لديك انطباع طيب عند الشراء وبعضها يكون سيئ جدا قد لا تعود اليه أبداً فعملية الشراء من الانترنت سوف تستمر ولكن على مواقع معينه لتلبيه احتياجات محدده	Negative
8	لا تزال عمليات الشراء عبر الانترنت غير محكمة بقوانين لحماية المستهلك ويستغل هذا الامر عدد كبير من مروجي السلع لذا الثقة اللازمة لاتزال غير متوفرة للشراء عبر الانترنت خاصة مع استفادتي من تجارب الآخرين السيئة اما بتعرضهم لعمليات نصب صريحةاو نصب مستتر عن طريق التلاعب في الخامات مثلا الملابس قد يكون المعروض شئ والخامة في الواقع شئ آخر	Negative
9	مواقع التواصل الاجتماعي الخاصة بالشراء ليست دائما صادقه ... من حيث الجوده و الاسعار	Negative
10	يوجد العديد من الخدع التى تحدث بسبب الشراء عبر مواقع التواصل الاجتماعيً وابسطها هى ان المنتج المعروض فى على الانترنت له شكل وكيان مختلف عن الحقيقة .. مند متى ونحن نشترى ساندوتش البرجر الموجود على صفحة الطعام كما نشتريه ف الحقيقة .. اذا كانت الاعلانات الملصقة خارج المطعم ليست شبيهه بما فى داخل المطعم ف كيف فى وجود المسافات وعند القدرة على المواجهة او ارجاع المنتج او تغييره !! اعتبر ان عمليات الشراء على الانترنت ليست سوى تجربة يستمتع الانسان بتجربتها اذا صابت ووصل المنتج مناسب اما لو وصل غير مناسب فستكون كالصفعة من الحبيب ☺	Negative
11	Why you repeat every topic by 3 or 4 different ways of question?????	Not Relevant
12	Purchasing online using social media is good sometimes bad. But it provide good info must be careful sometimes.	Positive
13	عمليه الشراء عبر وسائل التواصل والبرامج المختلفه امر جيد جدا حيث من السهل الوصل الي ماتريد في وقت قصير جدا ولكن امر مشاركه بياناتك الشخصيه وأرقام حساباتك امر دائماً يدعو للقلق اثناء عمليه الشراء ،الي جانب اختلاق المعروض ف الصور عن الحقيقه لان الصور لا توضح كل شئ كاملاً الي جانب الاختلافات ف المقاسات	Positive
14	في الوقت الحالي و المستقبل سوف نرى كل ما يتعلق بالتجارة مرتبط بوسائل التواصل الإجتماعي	Positive