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**A MEDIATED MODEL OF E-WOM EFFECTS TOWARDS  
CONTINUOUS USE INTENTION OF SOCIAL COMMERCE**



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## Abstrak

Electronic Word of Mouth (e-WOM) memainkan peranan penting dalam mempengaruhi niat tingkah laku pengguna dalam perdagangan sosial (s-perdagangan). Kajian berkaitan pengaruh atribut anggapan e-WOM terhadap niat penggunaan berterusan s-perdagangan adalah terhad kepada sikap pengguna dalam penggunaan berterusan s-perdagangan. Walaubagaimanapun, faktor kontekstual lain seperti kepercayaan dan komitmen adalah penting dalam mengekalkan hubungan penjual-pembeli dalam s-perdagangan. Malahan, terdapat persaingan sengit untuk mengekalkan pelanggan dan memastikan penggunaan berterusan s-perdagangan bagi mencapai kelebihan bersaing. Kajian ini menggabungkan *Technology Acceptance Model* (TAM) dan *Commitment-Trust Theory* (CTT) untuk meneliti hubungan antara atribut anggapan e-WOM, kepercayaan, komitmen, dan niat untuk terus menggunakan s-perdagangan. Rangka kerja ini turut mengkaji kesan pengantaraan bagi faktor dan hubungan berkaitan. Kajian ini mengadaptasi paradigma post-positivism dan kaedah penyelidikan kuantitatif. Data telah dikumpul daripada 365 pengguna s-perdagangan di Malaysia melalui tinjauan atas talian. Data telah dianalisa menggunakan teknik analisa statistik dan Permodelan Persamaan Struktur. Hasil kajian menunjukkan bahawa niat penggunaan berterusan dipengaruhi secara signifikan oleh kegunaan anggapan, kemudahan penggunaan, dan keseronokan penggunaan e-WOM. Hasil kajian turut mendedahkan bahawa kepercayaan dan komitmen mempengaruhi niat penggunaan berterusan secara signifikan. Sementara itu, kemudahan penggunaan dan keseronokan anggapan didapati mempengaruhi kepercayaan secara signifikan. Tambahan pula, keseronokan anggapan hanya mempengaruhi komitmen. Di samping itu, kepercayaan secara signifikan mengantara hubungan kegunaan anggapan, keseronokan anggapan, dan niat penggunaan berterusan. Akhirnya, komitmen secara signifikan mengantara hubungan kemudahan penggunaan anggapan, keseronokan anggapan, dan niat penggunaan berterusan. Secara teori, kajian ini menyumbang dengan menggabungkan CTT dan TAM untuk menunjukkan ciri anggapan e-WOM, kepercayaan, dan komitmen dalam konteks penggunaan berterusan s-perdagangan. Secara praktikal, ia menyediakan pengetahuan berkaitan faktor penting bagi perniagaan yang beroperasi atas platform s-perdagangan.

**Kata kunci:** Atribut anggapan e-WOM, Kepercayaan, Komitmen, Niat penggunaan berterusan, s-perdagangan.

## Abstract

Electronic Word of Mouth (e-WOM) plays a significant role in influencing users' behavioural intention in social commerce (s-commerce). Research on the influence of perceived attributes of e-WOM on continuous use intention of s-commerce is limited to users' attitudes in continuous usage of s-commerce. However, other contextual factors like trust and commitment are very crucial in sustaining a seller-buyer relationship on s-commerce. Moreover, there has been fierce competition to retain customers and ensure continuous usage of s-commerce to gain competitive advantage. This study integrates Technology Acceptance Model (TAM) and Commitment-Trust Theory (CTT) to examine the relationship between perceived attributes of e-WOM, trust, commitment, and continuous use intention of s-commerce. The framework also examines the mediational effects of those factors and their relationships. This study adapts post-positivism paradigm and quantitative research method. Data was collected from 365 s-commerce users in Malaysia through online survey. The data was analysed using statistical analysis techniques and Structural Equation Modelling. The results showed that continuous use intention is significantly affected by perceived usefulness, ease of use, and enjoyment of e-WOM. It is also revealed that trust and commitment significantly affected continuous use intention. Meanwhile, perceived ease of use and perceived enjoyment are found to significantly influence trust. Furthermore, perceived enjoyment influenced commitment only. Additionally, trust significantly mediated the relationship between perceived usefulness, perceived enjoyment and continuous use intention. Lastly, commitment significantly mediated the relationships between perceived ease of use, perceived enjoyment, and continuous use intention. Theoretically, this study contributes by incorporating CTT and TAM to show the relationship for perceived attributes of e-WOM, trust, and commitment in the context of continuous use of s-commerce. Practically, it provides knowledge about the factors that are vital to businesses operating over the s-commerce platforms..

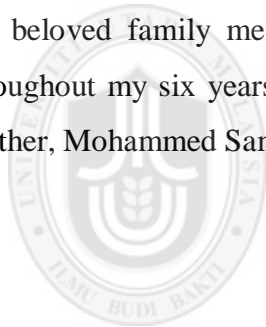
**Keywords:** Perceived attributes of e-WOM, Trust, Commitment, Continuous use intention, S-commerce.

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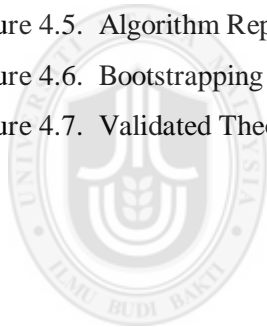


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## LIST OF ABBREVIATIONS

AVE	Average Variance Extracted
COMM	Commitment
CTT	Commitment-Trust Theory
CUI	Continuous Use Intention
CVI	Content Validity Index
DIT	Diffusion of Innovation Theory
e-commerce	Electronic Commerce
ECT	Expectation Confirmation Theory
e-WOM	electronic Word-of-Mouth
ICT	Information and Communication Technology
MM	Motivational Model
OECD	Organization for Economic Cooperation and Development
PE	Perceived Enjoyment
PEU	Perceived Ease of Use
PLS-SEM	Partial Least Square Structural Equation Modelling
PU	Perceived Usefulness
s-commerce	Social Commerce
SCT	Social Cognitive Theory
SEM	Structural Equation Modelling
TAM	technology acceptance model
TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action
UGC	User Generated Content
VIF	Variance Inflation Factor
WOM	Word-Of-Mouth

# CHAPTER ONE

## INTRODUCTION

### 1.0 Introduction

This chapter entails an introduction to the study by explaining the background of the research and stating the problem statement. Next, this chapter formulates the research questions and the research objectives. Then, it entails the description of the scope of the study as well as the significance of the study are proposed next. Additionally, the operational definitions of the critical terms understudied in this research. Finally, this chapter is concluded with a summary.

### 1.1 Research Background

The rapid growth in Information and Communication Technology (ICT) with the appearance of Web 2.0 empowered both corporate organizations and consumers and have also reshaped the way of doing business in general, and commerce in particular (Huseynov & Yildirim, 2016; Hong & Zhu, 2006). The ICT and Web 2.0 technologies allow consumers to make inquiries and shop online anywhere at any time (Dawot, Song, Hashim & Hussin, 2014; Maamar, 2003; Wen, Chen & Hwang, 2001). In other words, the advent of online shopping gave birth to electronic commerce (e-commerce) which has continue to gain so much acceptance across industries and economies (Dawot et al., 2014; Maamar, 2003). Evidently, Orendorff (2017) reported that, the global e-commerce sales will rise from USD1.3 trillion from 2014 to USD 4.5 trillion in 2021. Similarly, in Malaysia, it was predicted that the number of e-commerce users would grow from 13.86 million in 2016 to 21.4million in 2022 (The Statistics Portal, 2018).

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only

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## Appendix A

### Content Validity Form



Dear Sir/Ma,

We seek your kind indulgence to provide feedback on the items included in the questionnaire of the study entitled; **The Mediating Roles of Trust and Commitment on the relationships between Perceived Attributes of e-WOM and Continuous Use Intention of S-Commerce.** The objective of this research in broad terms is to examine the significant influence of perceived attributes of e-WOM (perceived usefulness, perceived ease of use and perceived enjoyment of e-WOM) on trust, commitment and continuous use intention of e-WOM.

Also, this study examines the mediating effect of both trust and commitment on the relationships between perceived attributes of e-WOM on continuous use intention of s-commerce.

Kindly rate the items of the questionnaire base on their relevance to the understudied variables in this research. Also, we would appreciate it if you could put some remarks in the comment section provided in the attached questionnaire.

If you require further information about this research, please contact:

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Kindly evaluate the following items based on their relevancy for measuring the concept under which they are placed. The items will be distributed to respondents to rate their agreement or disagreement using a 7 point Likert Scale. Finally, the comment boxes are provided after the survey for your overall comments and specific comments on any of the items.

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### **Definitions**

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#### **Social Commerce**

Social commerce (s-commerce) refers to the adoption of the social media to facilitate the interaction among users and assist them to collaborate and make their decision regarding the products and services.

#### **Electronic Word-Of-Mouth**

Electronic Word-Of-Mouth (e-WOM) refers to the user-generated contents that are posted on social media. It has three perceived derived attributes which are: perceived usefulness, perceived ease of use, and perceived enjoyment.

#### **Continuous Use Intention of S-Commerce**

It is the decision of the user to continue using s-commerce services in term of purchasing products.

#### **Perceived Usefulness of e-WOM**

Perceived usefulness is the degree to which a consumer believes that using e-WOM enhances their experience within the context of s-commerce.

#### **Perceived Ease of Use of e-WOM**

Perceived ease of use refers to the degree to which a customer believes that using e-WOM is simple, and straightforward.

#### **Perceived Enjoyment of e-WOM**

Perceived enjoyment refers to the extent to which a customer feels that e-WOM is fun and entertaining.

#### **Commitment**

Commitment is the perception of commitment by S-commerce users with regards to their relationships with other users.


#### **Trust**

Trust is an individual user's willingness to rely on the words and decisions of the other users in s-commerce.

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**Please use the following scales to rate relevance of the items below.**

1 = not relevant, 2 = somewhat relevant, 3 = quite relevant, 4 = highly relevant.

S/N	Continuous Use Intention of S-Commerce	Relevance			
1	I plan to continue purchasing products using s-commerce in the future.	1	2	3	4
2	I will frequently use s-commerce to purchase products continuously in the future.	1	2	3	4
3	I will continue to purchase products using s-commerce as much as possible.	1	2	3	4
4	I will consider s-commerce the first choice to buy similar products in the future.	1	2	3	4
5	I would like to continue using s-commerce to purchase products.	1	2	3	4
6	I will continue using s-commerce to buy similar products in the future.	1	2	3	4
Comments:					
		 <b>UUM</b> Universiti Utara Malaysia			
Commitment		Relevance			
1	I have a real emotional attachment to others when using s-commerce.	1	2	3	4
2	I feel a strong relation with others when using s-commerce.	1	2	3	4
3	I feel a sense of belonging towards others when using s-commerce.	1	2	3	4
4	I feel like a part of the group when using s-commerce.	1	2	3	4
Comments:					

<b>Trust</b>		<b>Relevance</b>			
1	I trust the information shared on s-commerce by other users to be true.	1	2	3	4
2	Users of s-commerce are trustworthy.	1	2	3	4
3	The information offered by other s-commerce users are reliable.	1	2	3	4
4	S-commerce users do not make false statements.	1	2	3	4
5	The information offered by the other s-commerce users is trustworthy.	1	2	3	4
Comments:					
<b>Perceived Usefulness of e-WOM</b>		<b>Relevance</b>			
1	E-WOM enhance my s-commerce shopping activities effectively.	1	2	3	4
2	I find using E-WOM as useful.	1	2	3	4
3	E-WOM improves my performance in shopping within s-commerce.	1	2	3	4
4	E-WOM makes it easier for me to shop within s-commerce.	1	2	3	4
5	E-WOM makes it easier for me to search and find information about products	1	2	3	4
6	E-WOM allows me to accomplish my shopping more quickly.	1	2	3	4
7	I evaluate E-WOM as practical	1	2	3	4
8	I evaluate E-WOM as functional	1	2	3	4
Comments:					

<b>Perceived Ease of Use of e-WOM</b>		<b>Relevance</b>			
1	Understanding E-WOM requires less effort.	1	2	3	4
2	Understanding E-WOM requires less time.	1	2	3	4
3	E-WOM interaction is easy to understand.	1	2	3	4
4	E-WOM interaction is easy to follow.	1	2	3	4
5	I find it easy to understand E-WOM	1	2	3	4
Comments:					
<b>Perceived Enjoyment of e-WOM</b>		<b>Relevance</b>			
1	I find the experience of reading E-WOM is enjoyable.	1	2	3	4
2	I find the experience of reading E-WOM is pleasant.	1	2	3	4
3	E-WOM is interesting.	1	2	3	4
4	E-WOM is kind of entertaining.	1	2	3	4
Comments:					

Expert's suggestions and comments regarding the questionnaire:

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Expert Information:

Name of Expert: \_\_\_\_\_

Expertise Area: \_\_\_\_\_

Years of Experience in the Particular Area: \_\_\_\_\_ Years

Official Stamp:



***Thank you very much; your support in this study is highly appreciated.***

## Appendix B Results of Content Validity Index (CVI)

### Item-Level and Scale-Level CVIs for Automotive CBBE

Experts								
Continuous Use Intention of S-Commerce								
Items	1	2	3	4	5	6	7	Item-Level CVI
CUI1	4	4	4	3	3	4	4	7/7=1.00
CUI2	4	4	4	4	4	4	4	7/7=1.00
CUI3	4	4	4	4	4	4	3	7/7=1.00
CUI4	4	4	4	4	3	4	3	7/7=1.00
CUI5	4	4	4	4	4	4	3	7/7=1.00
CUI6	2	4	3	4	4	4	3	6/7=0.85
Proportion Relevant:	0.83	1	1	1	1	1	1	S-CVI/Ave = 6.83/7 = 0.97
Commitment								
COMM1	2	4	4	4	4	4	4	6/7=0.85
COMM2	3	4	3	4	4	4	4	7/7=1.00
COMM3	1	4	4	4	4	4	4	6/7=0.85
COMM4	4	4	4	4	3	4	3	7/7=1.00
Proportion Relevant:	0.50	1	1	1	1	1	1	S-CVI/Ave = 6.25/7 = 0.92
Trust								
TRUST1	2	4	4	4	4	4	4	6/7=0.85
TRUST2	2	4	4	4	4	4	4	6/7=0.85
TRUST3	4	4	3	4	4	4	4	7/7=1.00
TRUST4	4	4	4	4	4	4	4	7/7=1.00
TRUST5	4	4	4	4	4	4	4	7/7=1.00
Proportion Relevant:	0.60	1	1	1	1	1	1	S-CVI/Ave = 6.60/7 = 0.94
Perceived Usefulness of e-WOM								
PU1	4	4	4	4	4	4	4	7/7=1.00
PU2	4	4	3	4	4	4	3	7/7=1.00
PU3	4	4	3	3	4	4	3	7/7=1.00
PU4	4	4	4	3	3	4	3	7/7=1.00
PU5	4	4	3	3	3	4	3	7/7=1.00
PU6	4	1	3	3	4	4	3	5/7=0.85
PU7	1	4	3	3	3	4	3	5/7=0.85
PU8	3	4	1	3	4	4	3	5/7=0.85
Proportion Relevant:	0.87	0.87	0.87	1	1	1	1	S-CVI/Ave = 6.61/7 = 0.94
Perceived Ease of Use of e-WOM								
PEOU1	4	4	2	3	4	4	3	6/7=0.85
PEOU2	4	4	3	3	4	4	4	7/7=1.00
PEOU3	4	4	3	3	3	4	4	7/7=1.00
PEOU4	4	4	3	3	4	4	4	7/7=1.00
PEOU5	2	3	3	3	4	4	3	4/7=0.85
Proportion Relevant:	0.80	0.80	0.80	1	1	1	1	S-CVI/Ave = 6.40/7 = 0.91



	Perceived Enjoyment of e-WOM							
PENJ	3	4	3	3	4	4	3	6/7=0.85
PENJ	4	4	4	3	3	4	3	6/7=0.85
PENJ	3	4	1	3	4	4	3	6/7=0.85
PENJ	3	4	4	3	3	4	2	6/7=0.85
Proportion Relevant:	1	1	0.80	1	1	1	0.80	S-CVI/Ave = 6.50/7 = 0.92



**UUM**  
Universiti Utara Malaysia

## Appendix C Pilot Study

Dear Respected Respondent,

My name is Atyaf Sami, a doctoral candidate at School of Computing, College of Arts and Sciences, Universiti Utara Malaysia. This study is aimed at having a better understanding of the influence of e-WOM on the s-commerce continuous use intention among consumers of s-commerce. This questionnaire has three sections and it will only take 5-10 minutes to complete this survey. All responses are treated anonymous and will be kept strictly confidential. Your cooperation and willingness to participate in this survey is highly appreciated. If you have any questions regarding this research, you may address them by contacting me.

Thank you.

Atyaf Sami

PhD Candidate

School of Computing – College of Arts and Science

University Utara Malaysia.

H/P: +6011-21404199

E-mail: [mhsalbayati@yahoo.com](mailto:mhsalbayati@yahoo.com)

Note:

**Continuous use intention** refers to a continuance decision follows an initial acceptance decision. Users' repeated acts of co-creating usage and shopping.

**Social commerce (s-commerce)** refers to an online shopping activity/ies that take place using web 2.0 or social media applications.

**S-commerce user** refers to the person who uses s-commerce for buying products on s-commerce.

**E-WOM** refers to any statements (comments) made by customers about a product or a company via the social media (in other words, e-WOM means the comments consumer write or leave evaluating or reflecting their experience with the product or service).

**SECTION A: This section requires you to share your previous experience using social commerce (s-commerce). Please select appropriate answer and fill up your response where needed:**

1. Do you have the intention to continue purchasing products from s-commerce?

- Yes
- No

2. Please state the platform(s) used by each of the s-commerce website you visited.

- I. Facebook
- II. Twitter
- III. Instagram
- IV. WhatsApp
- V. Viber
- VI. Others (please state)

3. How frequent do you purchase from s-commerce?

- I. Once a few hours
- II. Daily
- III. Few times a week
- IV. 2-3 times a month
- V. Less than once a month

4. What motivates you to use s-commerce? (You can choose more than one)

- Convenient
- Save cost
- Save time
- Provides many choices
- Fun
- Other (please state) \_\_\_\_\_

5. Please choose the types of products that you have purchased through the s-commerce (You can choose more than one):

- |                          |              |                          |                                       |
|--------------------------|--------------|--------------------------|---------------------------------------|
| <input type="checkbox"/> | Clothing     | <input type="checkbox"/> | Jewelry and Watches                   |
| <input type="checkbox"/> | Footwear     | <input type="checkbox"/> | Books or Magazines                    |
| <input type="checkbox"/> | Equipment    | <input type="checkbox"/> | Home and Living                       |
| <input type="checkbox"/> | Videos, DVDs | <input type="checkbox"/> | Travel (e.g. airline tickets, hotels) |
| <input type="checkbox"/> | Music & CDs  | <input type="checkbox"/> | Computer Hardware                     |
| <input type="checkbox"/> | Flowers      | <input type="checkbox"/> | Software                              |
| <input type="checkbox"/> | Foods        | <input type="checkbox"/> | Electronic Products (e.g. Camera)     |
| <input type="checkbox"/> | Sports Goods | <input type="checkbox"/> | Tickets (e.g. Concert, Movies)        |

Others (please state): \_\_\_\_\_

**SECTION B: Based on your experience using s-commerce, please select your responses for each statement using the scale from 1 to 7, where:**

<u>Strongly Disagree</u>	<u>Disagree</u>	<u>Somewhat Disagree</u>	<u>Neutral</u>	<u>Somewhat Agree</u>	<u>Agree</u>	<u>Strongly Agree</u>
1	2	3	4	5	6	7

Code	Items/ measurements	7 Point Likert Scale						
		1	2	3	4	5	6	7
1	Electronic word of mouth (E-WOM) enhances my social commerce (s-commerce) shopping activities effectively.	1	2	3	4	5	6	7
2	I find using E-WOM as useful.	1	2	3	4	5	6	7
3	E-WOM improves my performance in shopping within s-commerce.	1	2	3	4	5	6	7
4	E-WOM makes it easier for me to shop within s-commerce.	1	2	3	4	5	6	7
5	E-WOM makes it easier for me to search and find information about products.	1	2	3	4	5	6	7
6	E-WOM allows me to accomplish my shopping more quickly.	1	2	3	4	5	6	7
7	I evaluate E-WOM as practical.	1	2	3	4	5	6	7
8	I evaluate E-WOM as functional.	1	2	3	4	5	6	7
9	Understanding E-WOM requires less effort.	1	2	3	4	5	6	7
10	Understanding E-WOM requires less time.	1	2	3	4	5	6	7
11	E-WOM interaction is easy to understand.	1	2	3	4	5	6	7
12	E-WOM interaction is easy to follow.	1	2	3	4	5	6	7
13	I find it easy to understand E-WOM.	1	2	3	4	5	6	7
14	I find the experience of reading E-WOM is enjoyable.	1	2	3	4	5	6	7
15	I find the experience of reading E-WOM is pleasant.	1	2	3	4	5	6	7
16	E-WOM is interesting.	1	2	3	4	5	6	7
17	E-WOM is kind of entertaining.	1	2	3	4	5	6	7
18	I trust the information shared on s-commerce by other users.	1	2	3	4	5	6	7
19	Users of s-commerce are trustworthy.	1	2	3	4	5	6	7
20	The information offered by other s-commerce users are reliable.	1	2	3	4	5	6	7

21	S-commerce users do not make false statements.	1	2	3	4	5	6	7
22	The information offered by the other s-commerce users are trustworthy.	1	2	3	4	5	6	7
23	I have a real emotional attachment to others when using s-commerce.	1	2	3	4	5	6	7
24	I feel a strong relation with others when using s-commerce.	1	2	3	4	5	6	7
25	I feel a sense of belonging towards others when using s-commerce.	1	2	3	4	5	6	7
26	I feel like a part of the group when using s-commerce.	1	2	3	4	5	6	7
27	I plan to continue purchasing products using s-commerce in the future.	1	2	3	4	5	6	7
28	I will frequently use s-commerce to purchase products continuously in the future.	1	2	3	4	5	6	7
29	I will continue to purchase products using s-commerce as much as possible.	1	2	3	4	5	6	7
30	I will consider s-commerce the first choice to buy similar products in the future.	1	2	3	4	5	6	7
31	I would like to continue using s-commerce to purchase products.	1	2	3	4	5	6	7
32	I will continue using s-commerce to buy similar products in the future.	1	2	3	4	5	6	7

**SECTION C: Demographic information. Please choose your answer where appropriate.**

1. Gender:  Male  
 Female
2. Age:  Below 20 years  
 20-25 years  
 26-30 years  
 31-35 years  
 36-40 years  
 41 years and above
3. Education:  Primary school  
 Secondary school  
 Diploma  
 Bachelor  
 Master  
 PhD  
If others, please specify: \_\_\_\_\_

4. Your occupation (please state): \_\_\_\_\_

5. Your location  Within Malaysia  
 Outside Malaysia

If it is within Malaysia please specify your state: \_\_\_\_\_

6. Marital status:  Single  
 Married  
 Others (please state): \_\_\_\_\_

## Appendix D Data/Response Obtained From the Survey

The screenshot displays a web browser window with the URL [https://www.surveymonkey.com/analyze/66AKeRdGPY1hu4NeLZHkt5tOheyzkpN\\_2B38FidkgUI0\\_3D](https://www.surveymonkey.com/analyze/66AKeRdGPY1hu4NeLZHkt5tOheyzkpN_2B38FidkgUI0_3D). The page features a green header with 'UPGRADE' and 'CREATE SURVEY' buttons. A yellow banner below the header reads: 'Upgrade to get meaningful results: View all your responses and get powerful analysis. [View Pricing](#)»'. The survey title is 'ONIC WORD OF MOUTH (e-WOM) INFLUENCE ON SOCIAL COMM...'. The navigation bar includes 'DESIGN SURVEY', 'PREVIEW & SCORE', 'COLLECT RESPONSES', 'ANALYZE RESULTS' (highlighted with a 'NEW!' badge), and 'PRESENT RESULTS'. A large yellow warning box states: 'MAXIMUM RESPONSE LIMIT You have reached your limit of 100 survey responses. To see all 702 responses, upgrade to a paid plan.' with an 'UPGRADE' button. The 'RESPONDENTS' count is '702 of 702', with '702 of 702' circled in black. A 'SAVE AS' button is visible. The page has tabs for 'QUESTION SUMMARIES', 'DATA TRENDS', and 'INDIVIDUAL RESPONSES'. A watermark for 'Universiti Utara Malaysia' is overlaid on the page. The bottom left shows 'All Pages' with a dropdown arrow.

## Appendix E

### Facebook Invitation Examples

f N.E.W.S.E.E.D Atyaf

**Sort By**

Top Posts

Most Recent

**Posted By**

Anyone

You

Your Friends

[+ Choose a Source...](#)

**Tagged Location**

Anywhere

[+ Choose a Location...](#)

**Date Posted**

Any date

2018

2017

2016

[+ Choose a Date...](#)

**Atyaf Sami**

October 29, 2017

...

Dear All,

I need your help to fill in my survey entitled : "ELECTRONIC WORD OF MOUTH (e-WOM) INFLUENCE ON SOCIAL COMMERCE CONTINUOUS USE INTENTION", that will take approximately 10 minutes to answer. The survey can be accessed via:  
<https://www.surveymonkey.com/tr/YQ56F7X>

Five (5) lucky draw prizes will be given to the winners that will be chosen randomly. The 5 prizes are attached as in the picture below.  
 Please leave your email and contact number to reach you for delivering my humble gift to you.

"I appreciate your participation and would like to thank you in advance"

**f** Activity Log
Activity Search

••• Atyaf Sami posted in EXPAT in Kuala Lumpur.

Oct 30, 2017 4:31pm

Assalamualaikum dan Salam Sejahtera Semua, Saya ingin memohon bantuan Tuan-Tuan & Puan-Puan untuk me - RM5 Sintok

---

Assalamualaikum dan Salam Sejahtera Semua, Saya ingin memohon bantuan Tuan-Tuan & Puan-Puan untuk mengisi soalan survey saya yang bertajuk: " Pengaruh Hebahan Dari Mulut Ke Mulut Secara Elektronik (E-Wom) ke atas Niat Penggunaan Perdagangan Sosial Secara Berterusan" yang mengambil masa dalam anggaran 10 minit sahaja. Survey tersebut boleh dicapai melalui:

<https://www.surveymonkey.com/tr/YQ56F7X>

... See More

••• Atyaf Sami posted in Penduduk Alor Setar / Jitra (PASJ).

Assalamualaikum dan Salam Sejahtera Semua, Saya ingin memohon bantuan Tuan-Tuan & Puan-Puan untuk me - RM5 Sintok

Assalamualaikum dan Salam Sejahtera Semua, Saya ingin memohon bantuan Tuan-Tuan & Puan-Puan untuk mengisi soalan survey saya yang bertajuk: " Pengaruh Hebahan Dari Mulut Ke Mulut Secara Elektronik (E-Wom) ke atas Niat Penggunaan Perdagangan Sosial Secara Berterusan" yang mengambil masa dalam anggaran 10 minit sahaja. Survey tersebut boleh dicapai melalui:

<https://www.surveymonkey.com/tr/YQ56F7X>

... See More