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**THE DEVELOPMENT OF SOCIAL COMMERCE INTENTION  
MODEL SNS AMONG UNIVERSITY STUDENTS**



**DOCTOR OF PHILOSOPHY  
UNIVERSITI UTARA MALAYSIA**

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Awang Had Salleh  
Graduate School  
of Arts And Sciences

Universiti Utara Malaysia

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**Assoc. Prof. Dr. Norhafezah Yusof**

Tandatangan  
(Signature)

Pemeriksa Luar:  
(External Examiner)

**Dr. Sulfeeza Mohd Drus**

Tandatangan  
(Signature)

Pemeriksa Dalam:  
(Internal Examiner)

**Prof. Dr. Wan Rozaini Sheik Osman**

Tandatangan  
(Signature)

Nama Penyelia/Penyelia-penyelia:  
(Name of Supervisor/Supervisors)

**Assoc. Prof. Dr. Ariffin Abdul Mutalib**

Tandatangan  
(Signature)

Nama Penyelia/Penyelia-penyelia:  
(Name of Supervisor/Supervisors)

**Assoc. Prof. Dr. Norsiah Abdul Hamid**

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## Abstrak

Kecenderungan yang ketara untuk menggunakan urus niaga perdagangan melalui platform media sosial di kalangan belia Saudi untuk membuat siasatan yang mendalam mengenai fenomena ini adalah keperluan bagi banyak pengguna media sosial, peruncit dan pembuat keputusan. Memahami pembolehubah yang menyumbang dalam meningkatkan minat pengguna media sosial ke arah perdagangan sosial menjadi amat penting dalam pasaran inovatif yang menjanjikan ini di dalam Saudi konteks. Walau bagaimanapun, disebabkan kekurangan kajian yang memperjelaskan mengenai peranan kepercayaan, sikap, dan kepuasan dalam hubungan antara niat perdagangan niat sosial dan sokongan maklumat, sokongan emosi, dan kemudahan penggunaan, kegunaan yang dirasakan, keselamatan yang dirasakan, dan keselamatan yang dirasakan; Teori Tindakan yang Dipetik, Teori Perilaku Yang Dirancang dan Model Penerimaan Teknologi telah digunakan dalam kajian ini untuk membangunkan model konseptual dengan 25 hipotesis yang sengaja menyiasat perhubungan ini. Kajian ini menggunakan pendekatan kuantitatif. Data dikumpulkan melalui soal selidik dari 538 pelajar yang belajar di lima universiti Saudi, SPSS versi 23 digunakan dalam menganalisis data dan teknik SEM-PLS digunakan untuk menguji hipotesis yang dirumuskan. Daripada 25 hipotesis, hasilnya menunjukkan bahawa sokongan maklumat, kemudahan penggunaan dan kegunaan yang dirasakan mempunyai kesan yang tidak penting atau hubungan tidak langsung kepada kepercayaan, sementara sokongan emosi, keselamatan dan keselamatani yang dirasakan sangat mempengaruhi kepercayaan. Di samping itu, kepercayaan mempunyai kesan yang signifikan terhadap sikap dan kepuasan. Kepuasan juga mempunyai kesan yang signifikan terhadap niat dan niat perdagangan sosial dan akhirnya, sikap mempengaruhi pengaruh niat sosial. Akibatnya, model membuktikan terhadap pengaruh langsung sokongan emosional, keamanan yang dirasakan, dan keselamatan yang dirasakan kepada kepercayaan yang secara langsung mempengaruhi kepuasan dan secara sempurna; kedua-dua variable moderasi ini memiliki kesan positif pada niat perdagangan sosial. Pengajian ini membahas kepentingan wawasan bagi pengaruh perdagangan sosial untuk membangunkan kempen strateginya berdasarkan persepsi mahasiswa terhadap perdagangan sosial untuk memaksimumkan niat dan keterlibatan mereka di dalamnya.

**Kata Kunci:** Niaga perdagangan sosial, Sokongan sosial, Kepercayaan sikap, Kepercayaan, Kepuasan

## Abstract

The tendency toward using commerce transactions through social media platforms among Saudi youth made deep investigation of this phenomenon a necessity for many social media users, retailers and decision makers. Understanding the variables that contribute in increasing social media users' intentions towards social commerce became crucial in this promising innovative market in Saudi context. Nevertheless, due to the lack of studies that clarify the mediating roles of trust, attitude, and satisfaction on the relationships between the Saudis' social commerce intention and information support, emotional support, and perceived ease of use, perceived usefulness, perceived security, and perceived privacy; the Theory of Reasoned Action, Theory of Planned Behaviour and Technology Acceptance Model were used in the present study to develop a conceptual model with 25 hypotheses purposely to investigate these relationships. The study adopted a quantitative approach Data were collected through questionnaires from 538 students studying in five Saudi universities, SPSS version 23 was used in analysing the data and SEM-PLS technique was utilised to test the postulated hypotheses. Out of 25 hypotheses, the results showed that informational support, perceived ease of use and the perceived usefulness have insignificant impact or indirect relationship to trust, while emotional support, perceived security and privacy significantly impact the trust. In addition, trust has a significant effect on attitude and satisfaction. Satisfaction has a significant impact on attitude and social commerce intention and finally, attitude significantly influences social commerce intention. Consequently, the model proved a direct influence of emotional support, perceived security, and perceived privacy on trust which influence directly the satisfaction and attitude; both of these moderating variables have a positive impact on the social commerce intention. This study overture important insights to the social commerce retailers to build campaign strategies based on university students' perceptions toward social commerce to maximize their intention and engagement in it.

**Keywords:** Social commerce intention, Social support, Attitudinal beliefs, Trust, Satisfaction

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# CHAPTER ONE

## INTRODUCTION

### 1.1 Overview

Chapter One introduces the background of the study, the statement of the problem, the research questions and objectives, the scope and the contribution of the study.

### 1.2 Background of the Study

At present, the global nature of social media cannot be denied for its popularity and influence. In December 2017, Facebook, Twitter and other social media sites have hosted over 1.4 billion users daily (Tsai & Men, 2017). Social Network Sites (SNSs) provide online platforms through which people of similar interests can recreate and communicate with one another by posting and exchanging information (Litt & Hargittai, 2016). These sites also supply some online socially oriented services, such as texting, tools for profiling, blogging, walls posting and sharing through a technology-enabled platform to sustain the recreation and exchange of user-generated content to satisfy the social needs of the users (Hu, Kettinger & Poston, 2015). Based on the activities of these sites, users are often encouraged to participate actively through interaction and contribution to the online content thus enhancing the value for online interaction or collaboration(Heinonen, K. (2011). Importantly, longer and deeper participation assist users to expand and maintain their social network relationships (Ellison, Vitak, Gray, & Lampe, 2014).

having the necessity to interact with one another in the real world and create contents(Papasolomou, & Melanthiou, 2012), and this reality has been made



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## APPENDIX A



PUSAT PENGAJIAN TEKNOLOGI MULTIMEDIA DAN KOMUNIKASI  
SCHOOL OF MULTIMEDIA TECHNOLOGY AND COMMUNICATION  
Universiti Utara Malaysia  
06010 UUM SINTOK  
KEDAH DARUL AMAN  
MALAYSIA



Tel: 604-928 5801  
Faks (Fax): 604-928 5804  
Laman Web (Web): <http://www.smmtc.uum.edu.my>

### "MUAFAKAT KEDAH"

UUM/CAS (SMMTC)/94028  
31<sup>st</sup> January 2017

To whom it may concern

#### CONFIRMATION OF STUDY

This is certify that **AMRO MAREI ALSHAWWREH (Matric. No: 94028)** is a Doctor of Philosophy (PhD) student at School of Multimedia Technology and Communication, Universiti Utara Malaysia. He is conducting a research entitled **Conceptual Model of Social Commerce Intention in Social Networks Sites as A Platform Among University Students in Saudi Arabia** under the supervision of Assoc. Prof. Dr. Ariffin Abdul Mutalib and Dr. Norsiah Abdul Hamid.

In this regard, I hope that you could kindly provide assistance and cooperation for him to successfully complete the research. All information gathered will be strictly used for academic purpose only.

Your cooperation and assistance in this is very much appreciated.

Thank you.

Yours faithfully

**ASSOCIATE PROFESSOR DR. ARIFFIN ABDUL MUTALIB**  
Dean  
School of Multimedia Technology and Communication

Universiti Pengurusan Terkemuka  
The Eminent Management University



**Section (A)**

**PARTICIPANTS BACKGROUND INFORMATION**

1	Gender: Select only one		
	Male		Female
2	Age: Select only one		
		Below 20 years old	
		21- 25 years old	
		26- 30 years old	
		31- 35 years old	
		36-40 years old	
		41-45 years old	
		More than 46 years old	
3	Education Level: Select only one		
		Master Degree	
		Bachelor Degree	
		PHD	
		Other	

4	Marital Status: Select only one	
		single
		married
		divorced
		Widowed
<b>Internet Usage Question</b>		
1	How long have you been using the internet?	
		Less than 6 months
		6 months to 1 year
		1 to 2 years
		2 to 4 years
		Over 4 years
2	On average ,how many hours do you spend per day using the internet?	
		Never/almost never
		Less than $\frac{1}{2}$ an hour
		From $\frac{1}{2}$ to 1 hour

		1-2 hours
		2-3 hours
		More than 3 hours
3	Do you have social media account such as Facebook, twitter?	
		yes
		No
4	Experience with social network sites	
		1 month or less
		2- 6 months
		7-11 months
		More than one year
5	Number of contacts on social network sites	
		50 or less
		51-100
		101-200
		More than 200

6	On average how frequently do you use online shopping to purchase products and services ?	
		Never/almost never
		Less than once a month
		A few time a week
		About once a day
		Several times a day
7	Which one of the following products and services you frequently purchase online or that you intend to purchase online in the near future?	
		Cd's
		Books
		Airline reservations
		Others
		None



**Section (B)**

N. o	Statement	S D	D	N	A	S A
<b>Social commerce intention</b> :Adapted from (Hajli, M. N., 2014; Turban, 2015)						
1	I will continue using online social network sites.	1	2	3	4	5
2	I am very likely to provide the online vendors with the information they need to better serve my needs.	1	2	3	4	5
3	I am willing to provide my experiences and suggestions when my friends on the social network sites want my advice on buying something.	1	2	3	4	5
4	I am willing to buy the products recommended by my friends on social network sites.	1	2	3	4	5
5	I will consider the shopping experiences of my friends on social network sites when I want to shop.	1	2	3	4	5
<b>Attitude:</b> Adapted from (Olney,Holbrook, and Batra,1991)						
6	Using online shopping on social network sites pleasant	1	2	3	4	5
7	Using online shopping on social network sites .is fun .	1	2	3	4	5
8	Using online shopping on social network sites enjoyable	1	2	3	4	5
9	I would describe my attitude toward social network sites as very favorably	1	2	3	4	5

10	I am positive toward shopping products on social network sites	1	2	3	4	5
<b>Satisfaction:</b> Adapted from: (Hajli, M. N., 2014; Spreng et al., 1995)						
11	I am satisfied with using social network sites.	1	2	3	4	5
12	I am pleased with using social network sites.	1	2	3	4	5
13	I am happy with social network sites.	1	2	3	4	5
14	I am contented with using social network sites.	1	2	3	4	5
<b>Trust</b> ( <u>Lin, 2007</u> )						
15	Online social network sites are safe environments to exchange information with others	1	2	3	4	5
16	Online social network sites are reliable environments to conduct their activities.	1	2	3	4	5
17	Online social network sites handle personal information submitted by users in a competent fashion.	1	2	3	4	5
18	Services provided by social network sites instills the confidence of customers.					
19	Service provide by social network sites are trustworthy.					
<b>Information Support</b> Adapted from( Hajli, M.; Liang, Ho, Li, (2011)						
20	On the social network sites, some people would offer suggestions when I need help.	1	2	3	4	5

21	When I encountered a problem, some people on social network sites would give me information to help me overcome the problem.	1	2	3	4	5
22	When faced with difficulties, some people on social network sites would help me discover the cause and provide me with suggestions.	1	2	3	4	5
<b>Emotional Support</b> Adapted from( Hajli, M.; Liang, Ho, Li, (2011))						
23	When I face difficulties, I easily can find support from friends on social network	1	2	3	4	5
24	When I face difficulties, some people on social network sites comfort and encouraged me to face the difficulties.	1	2	3	4	5
25	When I face difficulties, some people on social network sites listen to me talking about my private feelings.	1	2	3	4	5
26	When I face difficulties, some people on social network sites express interest and concern in my emotions.	1	2	3	4	5
<b>Perceived ease of use</b> adapted from: (Gefen et al., 2003)						
27	The social network sites are easy to use.	1	2	3	4	5
28	It is easy to become skillful at using the social network sites and the customer reviews	1	2	3	4	5
29	The social network sites are flexible to interact with	1	2	3	4	5
30	It is easy to reference the customer reviews on the social network sites.	1	2	3	4	5

31	My interaction with the social network sites is clear and easy to be understood.	1	2	3	4	5
32	It is easy to interact with social network sites.	1	2	3	4	5
<b>Perceived Usefulness</b> Adapted from: (davis, 1989; Venkatesh et al., 2003)						
33	Using online social network sites improves my ability in sharing information and connecting with others.	1	2	3	4	5
34	Using online social network sites enables me to acquire more information or meet more people.	1	2	3	4	5
35	The online social network sites are a useful in increasing my communication with others.	1	2	3	4	5
36	The online social network sites are a useful to interact with other members.	1	2	3	4	5
<b>Perceived Security</b> Adapted from: ( Kolsaker and Payne, 2002; DongHer, 2004)						
37	The social network sites have mechanism to ensure the safe transmission of their users information.	1	2	3	4	5
38	The social network sites have sufficient technical capacity to ensure that the data I send cannot be modified by hackers.	1	2	3	4	5
39	Purchasing on the social network sites do not cause financial risks.	1	2	3	4	5
40	The electronic payment on the social network sites is safe.	1	2	3	4	5
<b>Perceived Privacy</b> Adapted from: ( Park and Kim, 2003; Kelly and Erickson, 2005)						

41	The social network sites are abide by personal data protection laws.	1	2	3	4	5
42	The social network sites only collect user's personal data that are necessary for their activity.	1	2	3	4	5
43	The social network sites do not provide my personal information to others without my consent.	1	2	3	4	5
44	I feel safe when sending my personal information to the social network sites.	1	2	3	4	5
45	The social network sites show concern for privacy of their users.	1	2	3	4	5



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معلومات حول تقييم القميص اركين  
لقسم أ)

الجنس: اختر واحفظ			1
ثى		كبر	
العمر: اختر واحفظ			2
قل من 20 سنة			
21 - 25 سنة			
26 - 30 سنة			
31 - 35 سنة			
36 - 40 سنة			
41 - 45 سنة			
أكبر من 46 سنة			
مستويات علمي: اختر واحفظ			3
درج لماجستير			
درج قبلك الوريوس			
لثوره			
أخرى			

4	الحالة الالتهامية: اضر واحلقط
	أعزب
	متزوج
	مطلق
	أرمل
<b>سوالهت خدام الالتهنت</b>	
1	فانتهى وانتهت خدم الالتهنت
	قُل من 6 أشهر
	6 أشهر إلى سنة واحدة
	من سنة إلى سنتين
	من سنتين إلى 4 سنوات
	أكثر من 4 سنوات
2	في المتوسط، كم ساعة تقضي هلي وهي تلي لتخدم الالتهنت؟
	بداً تقريباً ابداً
	قُل من نصف ساعة
	من نصف ساعة إلى ساعة

من ساعات إلى ساعات		
من ساعات إلى ساعات		
أكثر من ساعات		
هل لديك حساب الوسائط الاجتماعية مثل فيس بوك تويتر؟		3
نعم		
لا		
خبرة بموقع على شبكات الاجتماعية		4
1 شهر أو أقل		
2-6 أشهر		
6 أشهر إلى سنة		
أكثر من سنة واحدة		
لقد تم تصليح غي موقع على شبكات الاجتماعية		5
50 أو أقل		
51-100		
101-200		
أكثر من 200		



6	في العيون ط ك م عدد ال مرات التي تستخدموا لتسوق عبر الهاتف نشر اء ال منتجات ول خدمات؟		
	بدا التقريبي ابدا		
	قل من مرش هري		
	مرات تلهي ل لبوعج		
	حول ي مرقيوي		
	عدة مرات في اليوم		
7	أي واحد من منتجات ول خدمات التلال ي تقوم ب شراء بشرك م تكر ر ع بال نترنت أو لكي يتقوي ش رها على الهاتف تقني لم تقبل القريب؟		
	أس طونات		
	اقتب		
	حجز طيران		
	أخرى		
	الشيء		

القسم ب)

لوقم	ليوان	ال أفوق بشدة	ال أفوق	مجلد	أوا فق	أف بشدة
<b>هدفلت ج ا ر ل ل ج ا ل م ع ي ة ) ب ق ب س م ن ه ا ل ج ي ، ا م ل ي ا ن ج ، ه و ، ل ي ، 2011 ت و ب ا ن ، 2015 )</b>						
1	سوفلس ت م ر ف ي ا س ت خ د ا م م و ق ل ل ش ب ك ا ت ا ل م ع م ا ع ي ة ع ل ي ال ل ه ت ر ن ت .	1	2	2	3	5
2	م ن ا ل م م ع م ل ج د ك ت ف و ي ر ا ل م ع ي ن ع ل ل ل ن ت ر ن ت م ع ا ل م ع ل و م ا ت ا ل ت ي ب ي ن ج ا و ر ل ه ت ق ي م خ د م ق ا ل ن ل ا ل م ع ي ا م ل ي .	1	2	3	4	5
3	ل ا ع ل ي ا س ت ع د ا ل ت ق ي م م ر ي ل ي و ا ل ق ت ر ا ح ا ت ع ر د م ل ي و ي د أ ص ق ي ل ع ل ل ل ش ب ك ة ا ل م ع م ا ع ي ق ص ر ي م ع ي ل ش ر ا ع ش ي ء م .	1	2	3	4	5
4	ل ا ع ل ي ا س ت ع د ا ل ت ش ر ا ء ا ل م ع ا ت ا ل ت ي و ص ر ي ت ب ه ا ل م ع م ا ع ي ل ج ي م و ق ل ل ش ب ك ا ت ا ل م ع م ا ع ي ة .	1	2	3	4	5
5	س ل ظ ر ف ي ت ج ا ر ب ا ل س و ق ا ل م ع م ا ع ي ع ل ي م و ق ل ل ش ب ك ة ا ل م ع م ا ع ي ة ع ر د م ا و ي د ا ن ل ن س و ق .	1	2	3	4	5
6	ا ل ت س و ي ق م ع ر ا ل م ع م ا ع ي ة م ع م ا ع ي ة م و ق ل ل ش ب ك ا ت ا ل م ع م ا ع ي ة م ع م ا ع ي ة .	1	2	3	4	5
7	ا ل ت س و ي ق م ع ر ا ل م ع م ا ع ي ة م و ق ل ل ش ب ك ا ت ا ل م ع م ا ع ي ة م ر ح .	1	2	3	4	5
8	ا ل ت س و ي ق م ع ر ا ل م ع م ا ع ي ة م و ق ل ل ش ب ك ا ت ا ل م ع م ا ع ي ة م ع م ا ع ي ة .	1	2	3	4	5
9	أ و د ا ن ا ف ن س ل و ك ي ت ج ا ه م و ق ل ل ش ب ك ة ا ل م ع م ا ع ي ة ل م ع م ا ع ي ة ج د ا .	1	2	3	4	5

5	4	3	2	1	أنا وثق وزوج من تاج الكنتسوق على موق بلل شبكات ال استخدام اعمية.	10
5	4	3	2	1	أنا راض عن است خلم موق بلل شبكات ال استخدام اعمية.	11
5	4	3	2	1	يسرن ي است خدام موق بلل شبكات ال استخدام اعمية.	12
5	4	3	2	1	أنا لس عجب است خدام موق بلل شبكات ال استخدام اعمية.	13
5	4	3	2	1	أنا مقق ع است خدام موق بلل شبكات ال استخدام اعمية.	14
5	4	3	2	1	موق عالت واصل ال استخدام اعمي عل لظن ت رنت ه ي بيعة أمن ف تبادل المعل ومات مع آل خرين.	15
5	4	3	2	1	موق عالت واصل ال استخدام اعمي عل لظن ت رنت ه ي بيعة اني مكن ال عدم ادعليه اني لئن ش طهم.	16
5	4	3	2	1	ت عامل موق عالت واصل ال استخدام اعمي عل لظن ت رنت المعل ومات الش خصري لمقد مة من قبل الم ست خدي ب طريقة مخصصة.	17
					ت غرس ال خدمات التي تقود مة موق بلل شبكات ال استخدام اعمي فلكقة في ال عمالء.	18
					ال خدم لمقد مة من خال موق بلل شبكات ال استخدام اعمية هي جيري فالثقة.	19
5	4	3	2	1	لغى موق بلل شبكات ال استخدام اعمي فب عض الن اس بقدم فتر اجات	20

					تقديم أكورب حاح إلى مساعده.	
5	4	3	2	1	تقديم واجهه مشكله فإنب عض ان اس على موق بل شبكات ال حتم اعيت عطيني الم عمل وم ان لم س عدت في الميهت غل ب على لام شكلة.	21
5	4	3	2	1	تقديم موجهه ص عوبات فإنب عض ان اس على موق ع ال شبكات ال حتم اعيت س اعني في لكش افل سبب وتزوني بالقرارات	22
5	4	3	2	1	تقديم أوله ص عوبات، أحمس هول ال دعم من الصق على ال شبكة ال حتم اعيت	23
5	4	3	2	1	تقديم أوله ص عوبات فإنب عض ان اس على موق بل شبكة ال حتم اعيت ع زيني تشح عي على مواج ال ص عوبات.	24
5	4	3	2	1	تقديم أوله ص عوبات فإنب عض ان اس على موق بل شبكة ال حتم اعيت تم على ول انك حدث عن مش اعوي ال خاصة.	25
5	4	3	2	1	تقديم أوله ص عوبات فإنب عض ان اس على موق بل شبكة ال حتم اعيت يعر عن ال ص اوال ق في مش اعوي.	26
5	4	3	2	1	موق بل شبكات ال حتم اعوي قبوله ال ست خدام.	27
5	4	3	2	1	من لسل هل أتصبح ما هرفي ملت خدام موق ع للشبكات ال حتم اعوي ومراج عمل عمالء.	28
5	4	3	2	1	موق بل شبكات ال حتم اعوي من لقف اعل معها.	29

5	4	3	2	1	من لاسرله الإشاره إلى مراجع عمل عملاء تجوى موق على شبكات ال استخدام عية.	30
5	4	3	2	1	نفا تجوى مع موق على شبكات ال استخدام عية واضح وسهل ليكون فم هو ماً.	31
5	4	3	2	1	من لاسرله النفا عمل مع موق على شبكات ال استخدام عية.	32
5	4	3	2	1	ي حسن استخدام موق على شبكات ال استخدام عية عمل للونترنت قد تيفي يتبادل العمل ومات ووك واصل مع آل خرين.	33
5	4	3	2	1	يمكنني استخدام موق على شبكات ال استخدام عية عمل للونترنت من ال حصول على مزيد من العمل ومات أو قبالة مزيد من الناس.	34
5	4	3	2	1	موق على شبكات ال استخدام عية عمل للونترنت تم في دقي زيادة التوصل مع آل خرين.	35
5	4	3	2	1	موق على شبكات ال استخدام عية عمل للونترنت تم في دقي النفا عمل مع آل عضء آل خرين.	36
5	4	3	2	1	لدى شبكات التوصل ال استخدام عية التي فاض من النقل آل من لم عمل ومات مستخدميه.	37
5	4	3	2	1	لدى شبكات التوصل ال استخدام عية في وقتك افي وقتك أكد من أن البيئات التي سلت لل يمكن ت عميلها مقبال للقر اصرة	38
5	4	3	2	1	ال يسبب لشراء تجوى موق على شبكة ال استخدام عية ال م خاطر الم الية	39

5	4	3	2	1	فأوجد الـ كـ تـ رـ نـ يـ لـ جـ يـ مـ اـ قـ مـ اـ قـ لـ شـ بـ كـ اـ تـ الـ مـ جـ مـ اـ عـ جـ مـ اـ مـ نـ .	40
5	4	3	2	1	تـ لـ تـ زـ مـ مـ وـ قـ لـ شـ بـ كـ اـ تـ الـ مـ جـ مـ اـ عـ جـ مـ اـ مـ نـ لـ جـ وـ اـ نـ يـ نـ حـ جـ يـ ة الـ بـ يـ نـ الـ تـ شـ خـ صـ يـ ةـ .	41
5	4	3	2	1	تـ قـ وـ مـ مـ وـ قـ لـ شـ بـ كـ اـ تـ الـ مـ جـ مـ اـ عـ جـ مـ اـ عـ جـ مـ عـ يـ نـ اـ تـ لـ مـ سـ تـ خـ دـ مـ الـ شـ خـ صـ يـ ةـ لـ يـ تـ يـ يـ ضـ رـ يـ وـ تـ وـ لـ تـ شـ اـ طـ هـ مـ .	42
5	4	3	2	1	الـ تـ فـ وـ رـ مـ وـ قـ لـ شـ بـ كـ اـ تـ الـ مـ جـ مـ اـ عـ جـ مـ اـ عـ جـ مـ الـ مـ عـ لـ وـ مـ الـ تـ شـ خـ صـ يـ ة الـ خـ اـ صـ قـ بـ يـ لـ آلـ خـ يـ نـ دـ وـ زـ وـ لـ فـ قـ تـ يـ .	43
5	4	3	2	1	أـ شـ عـ رـ بـ أـ لـ مـ اـ نـ عـ يـ دـ اـ رـ سـ الـ مـ عـ لـ وـ مـ الـ بـ لـ يـ شـ خـ صـ يـ ةـ عـ لـ يـ مـ وـ قـ ع الـ شـ بـ كـ اـ تـ الـ مـ جـ مـ اـ عـ جـ مـ اـ عـ J .	44
5	4	3	2	1	تـ ظـ هـ رـ مـ وـ قـ لـ شـ بـ كـ اـ تـ الـ مـ جـ مـ اـ عـ جـ مـ اـ عـ جـ مـ الـ حـ رـ صـ عـ لـ يـ خـ صـ وـ صـ يـ ة مـ سـ تـ خـ دـ مـ يـ هـ .	45

## APPENDIX B

### Missing Values Maintaining

#### Frequencies

##### Notes

Output Created	18-APR-2018 19:32:38
Comments	
Input	Data
	C:\Users\User\Desktop\Umro\Umro .sav
Active Dataset	DataSet1
Filter	<none>
Weight	<none>
Split File	<none>
N of Rows in Working Data File	360
Missing Value Handling	Definition of Missing
	User-defined missing values are treated as missing.
	Cases Used
	Statistics are based on all cases with valid data.

Syntax		<p>FREQUENCIES</p> <p>VARIABLES=Gender Age Education Marital status Internet_Usage_period Avergare_Hours</p> <p>Media_Account network_experience media_contacts online_social_commerce frequently_purchases SCI1</p> <p>SCI2 SCI3 SCI4 SCI5 ATT1 ATT2 ATT3 ATT4 ATT5 SATT1 SATT2 SATT3 SATT4 TRUST1 TRUST2 TRUST3 TRUST4</p> <p>TRUST5 INFSPPT1 INFSPPT2 INFSPPT3 EMTSPPT1 EMTSPPT2 EMTSPP3 EMTSPP4 PEU1 PEU2 PEU3 PEU4 PEU5 PEU6</p> <p>PU1 PU2 PU3 PU4 PS1 PS2 PS3 PS4 PP1 PP2 PP3 PP4 PP5</p> <p>/ORDER=ANALYSIS.</p>
Resources	Processor Time	00:00:00.08
	Elapsed Time	00:00:00.14

**Statistics**

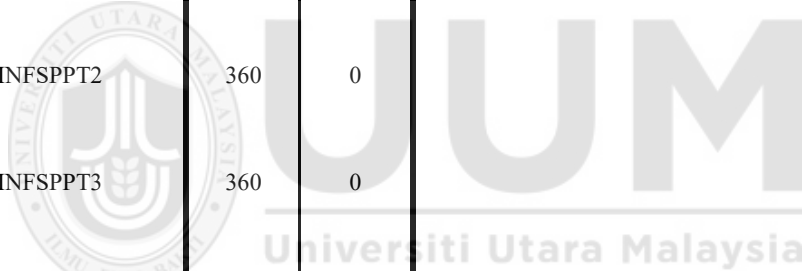
	N
--	---



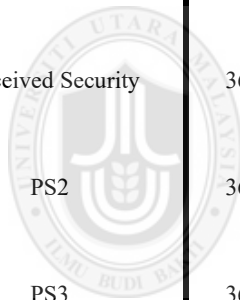
	Valid	Missing
Gender	360	0
Age	360	0
Education	360	0
Marital_status	360	0
How long have you been using internet	360	0
How many hours do you spend per day using the internet	360	0
Do you have social media account	360	0
Experience with social network sites	360	0
Number of contacts on social network sites	360	0
on the average how frequently do you purchases through social network sites	360	0

Which do you purchase frequently on social network sites	360	0
Social Commerce Intention	360	0
SCI2	360	0
SCI3	360	0
SCI4	360	0
SCI5	360	0
Attitude	360	0
ATT2	360	0
ATT3	360	0
ATT4	360	0
ATT5	360	0
Satisfaction	360	0
SATT2	360	0
SATT3	360	0

SATT4	360	0
Trust	360	0
TRUST2	360	0
TRUST3	360	0
TRUST4	360	0
TRUST5	360	0
Information Support	360	0
INFSPPT2	360	0
INFSPPT3	360	0
Emotional Support	360	0
EMTSPPT2	360	0
EMTSPP3	360	0
EMTSPP4	360	0
Perceived Easy of Use	360	0
PEU2	360	0
PEU3	360	0



PEU4	360	0
PEU5	360	0
PEU6	360	0
Perceived Usefulness	360	0
PU2	360	0
PU3	360	0
PU4	360	0
Perceived Security	360	0
PS2	360	0
PS3	360	0
PS4	360	0
Perceived Privacy	360	0
PP2	360	0
PP3	360	0
PP4	360	0



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PP5	360	0
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**Krejcie and Morgan's**

**TABLE FOR DETERMINING S.**

N	S	N	S	
10	10	100	80	2
15	14	110	86	2
20	19	120	92	3
25	24	130	97	3
30	28	140	103	3
35	32	150	108	3
40	36	160	113	3
45	40	180	118	4
50	44	190	123	4
55	48	200	127	4
60	52	210	132	4
65	56	220	136	4
70	59	230	140	5
75	63	240	144	5
80	66	250	148	6
85	70	260	152	6
90	73	270	155	7
95	76	270	159	7

Note: "N" is population size  
 "S" is sample size.]

## APPENDIX C

Cross Loadings

	ATT	EMTSPPT	INFSPPT	PEU	PP	PS	PU
ATT1	0.750	0.176	0.071	0.029	0.148	0.236	
ATT2	0.896	0.283	0.260	0.242	0.166	0.303	
ATT3	0.879	0.222	0.231	0.162	0.200	0.320	
ATT4	0.714	0.308	0.347	0.234	0.133	0.187	
ATT5	0.699	0.261	0.344	0.266	0.232	0.402	
EMTSPPT1	0.348	0.799	0.601	0.247	0.331	0.381	
EMTSPPT2	0.270	0.848	0.528	0.308	0.384	0.372	
EMTSPPT3	0.197	0.835	0.322	0.172	0.450	0.456	
EMTSPPT4	0.221	0.766	0.302	0.202	0.391	0.327	
INFSPPT1	0.300	0.403	0.867	0.389	0.232	0.283	
INFSPPT2	0.282	0.492	0.904	0.324	0.167	0.265	
INFSPPT3	0.305	0.568	0.908	0.278	0.321	0.355	
PEU1	0.164	0.083	0.247	0.611	0.064	0.066	
PEU2	0.225	0.141	0.183	0.595	0.002	-0.068	
PEU3	0.228	0.207	0.348	0.892	0.103	0.047	

PEU4	0.176	0.234	0.249	0.748	0.150	0.125	
PEU5	0.249	0.304	0.318	0.859	0.199	0.098	
PEU6	0.213	0.227	0.300	0.878	0.141	0.108	
PP1	0.127	0.450	0.201	0.106	0.779	0.655	
PP2	0.041	0.277	0.287	0.191	0.683	0.473	
PP3	0.081	0.323	0.199	0.165	0.816	0.526	
PP4	0.265	0.421	0.172	0.118	0.841	0.661	
PP5	0.289	0.386	0.279	0.178	0.839	0.649	
PS1	0.266	0.385	0.368	0.159	0.517	0.749	
PS2	0.271	0.356	0.213	0.113	0.703	0.858	
PS3	0.363	0.451	0.302	0.129	0.677	0.897	
PS4	0.323	0.397	0.277	0.015	0.625	0.839	
PU1	-0.016	0.041	0.188	0.371	0.073	0.017	
PU2	0.156	0.234	0.269	0.404	0.166	0.208	
PU3	0.198	0.359	0.366	0.370	0.387	0.428	
PU4	0.211	0.386	0.415	0.437	0.349	0.391	
SATT1	0.343	0.328	0.500	0.320	0.271	0.284	
SATT2	0.389	0.450	0.505	0.476	0.249	0.262	
SATT3	0.333	0.442	0.410	0.381	0.184	0.315	

SATT4	0.283	0.390	0.468	0.324	0.261	0.243
SCI1	0.334	0.309	0.431	0.326	0.176	0.201
SCI2	0.326	0.060	0.219	0.171	-0.022	0.079
SCI3	0.309	0.185	0.292	0.426	0.023	0.031
SCI4	0.340	0.078	0.108	0.302	0.002	0.156
TRUST1	0.393	0.430	0.285	0.157	0.378	0.487
TRUST2	0.260	0.328	0.403	0.202	0.272	0.343
TRUST3	0.218	0.408	0.362	0.232	0.403	0.441
TRUST4	0.236	0.241	0.040	0.083	0.482	0.406
TRUST5	0.334	0.377	0.227	0.019	0.523	0.525

Cronbach's Alpha

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O /STDEV)
ATT	0.848	0.847	0.015	5
EMTSPPT	0.829	0.827	0.021	3
INFSPPT	0.874	0.873	0.014	6
PEU	0.891	0.890	0.012	7



PP	0.855	0.854	0.016	5
PS	0.857	0.857	0.015	5
PU	0.848	0.847	0.018	4
SATT	0.893	0.892	0.013	6
SCL	0.713	0.709	0.032	2
TRUST	0.771	0.768	0.020	3

Confidence Intervals

	Original Sample (O)	Sample Mean (M)	2.5%	97.5%
ATT	0.848	0.847	0.817	
EMTSPPT	0.829	0.827	0.787	
INFSPPT	0.874	0.873	0.843	
PEU	0.891	0.890	0.866	
PP	0.855	0.854	0.820	
PS	0.857	0.857	0.827	
PU	0.848	0.847	0.809	
SATT	0.893	0.892	0.862	

<b>SCL</b>	0.713	0.709	0.643
<b>TRUST</b>	0.771	0.768	0.726

Confidence Intervals Bias Corrected

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Bias</b>	<b>2.5%</b>
<b>ATT</b>	0.848	0.847	-0.001	
<b>EMTSPPT</b>	0.829	0.827	-0.001	
<b>INFSPPT</b>	0.874	0.873	0.000	
<b>PEU</b>	0.891	0.890	-0.001	
<b>PP</b>	0.855	0.854	-0.001	
<b>PS</b>	0.857	0.857	-0.001	
<b>PU</b>	0.848	0.847	-0.001	
<b>SATT</b>	0.893	0.892	-0.001	
<b>SCL</b>	0.713	0.709	-0.004	
<b>TRUST</b>	0.771	0.768	-0.003	

Composite Reliability

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV)
ATT	0.893	0.892	0.010	9
EMTSPPT	0.886	0.885	0.012	7
INFSPT	0.922	0.921	0.008	#####
PEU	0.897	0.855	0.128	
PP	0.895	0.894	0.011	8
PS	0.903	0.903	0.009	#####
PU	0.874	0.869	0.024	3
SATT	0.926	0.925	0.008	#####
SCL	0.820	0.817	0.019	4
TRUST	0.845	0.843	0.011	7

Confidence Intervals

	Original Sample (O)	Sample Mean (M)	2.5%	97.5%
ATT	0.893	0.892	0.874	
EMTSPPT	0.886	0.885	0.860	

<b>INFSPPT</b>	0.922	0.921	0.903
<b>PEU</b>	0.897	0.855	0.493
<b>PP</b>	0.895	0.894	0.871
<b>PS</b>	0.903	0.903	0.885
<b>PU</b>	0.874	0.869	0.815
<b>SATT</b>	0.926	0.925	0.906
<b>SCL</b>	0.820	0.817	0.774
<b>TRUST</b>	0.845	0.843	0.819

Confidence Intervals Bias Corrected

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Bias</b>	<b>2.5%</b>
<b>ATT</b>	0.893	0.892	-0.001	
<b>EMTSPPT</b>	0.886	0.885	-0.001	
<b>INFSPPT</b>	0.922	0.921	0.000	
<b>PEU</b>	0.897	0.855	-0.042	
<b>PP</b>	0.895	0.894	-0.001	
<b>PS</b>	0.903	0.903	0.000	

<b>PU</b>	0.874	0.869	-0.005
<b>SATT</b>	0.926	0.925	0.000
<b>SCL</b>	0.820	0.817	-0.003
<b>TRUST</b>	0.845	0.843	-0.002

### Average Variance Extracted (AVE)

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statist
<b>ATT</b>	0.628	0.626	0.023	
<b>EMTSPPT</b>	0.660	0.659	0.027	
<b>INFSPT</b>	0.797	0.797	0.019	
<b>PEU</b>	0.599	0.554	0.115	
<b>PP</b>	0.631	0.630	0.025	
<b>PS</b>	0.701	0.701	0.021	
<b>PU</b>	0.644	0.639	0.041	
<b>SATT</b>	0.757	0.757	0.022	
<b>SCL</b>	0.534	0.530	0.031	

<b>TRUST</b>	0.522	0.520	0.021
--------------	-------	-------	-------

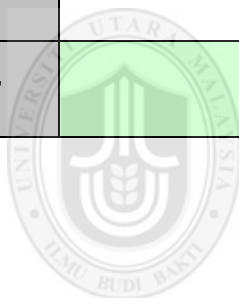
Confidence Intervals

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>2.5%</b>	<b>97.5%</b>
<b>ATT</b>	0.628	0.626	0.585	
<b>EMTSPPT</b>	0.660	0.659	0.607	
<b>INFSPPT</b>	0.797	0.797	0.757	
<b>PEU</b>	0.599	0.554	0.193	
<b>PP</b>	0.631	0.630	0.578	
<b>PS</b>	0.701	0.701	0.659	
<b>PU</b>	0.644	0.639	0.557	
<b>SATT</b>	0.757	0.757	0.707	
<b>SCL</b>	0.534	0.530	0.466	
<b>TRUST</b>	0.522	0.520	0.477	

Confidence Intervals Bias Corrected

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Bias</b>	<b>2.5%</b>
<b>ATT</b>	0.628	0.626	-0.001	

<b>EMTSPPT</b>	0.660	0.659	-0.001
<b>INFSPPT</b>	0.797	0.797	-0.001
<b>PEU</b>	0.599	0.554	-0.045
<b>PP</b>	0.631	0.630	0.000
<b>PS</b>	0.701	0.701	0.000
<b>PU</b>	0.644	0.639	-0.005
<b>SATT</b>	0.757	0.757	0.000
<b>SCL</b>	0.534	0.530	-0.003
<b>TRUST</b>	0.522	0.520	-0.002



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## APPENDIX D

### Descriptive for Each Item

DESCRIPTIVES VARIABLES=INFSPPT1 INFSPPT2 INFSPPT3 EMTSPPT1 EMTSPPT2  
EMTSPP3 EMTSPP4 PEU1 PEU2 PEU3

PEU4 PEU5 PEU6 PU1 PU2 PU3 PU4 PS1 PS2 PS3 PS4 PP1 PP2 PP3 PP4 PP5 TRUST1  
TRUST2 TRUST3 TRUST4

TRUST5 SATT1 SATT2 SATT3 SATT4 ATT1 ATT2 ATT3 ATT4 ATT5 SCI1 SCI2 SCI3 SCI4  
SCI5

/STATISTICS=MEAN STDDEV MIN MAX.

### Descriptive

		Notes
Output Created		19-APR-2018 17:22:49
Comments		
Input	Data	C:\Users\User\Desktop\Umro\Umro .sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>



	N of Rows in Working Data File	360
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	All non-missing data are used.
Syntax		<p>DESCRIPTIVES</p> <p>VARIABLES=INFSPPT1</p> <p>INFSPPT2 INFSPPT3 EMTSPPT1</p> <p>EMTSPPT2 EMTSPPT3 EMTSPPT4</p> <p>PEU1 PEU2 PEU3</p> <p>PEU4 PEU5 PEU6 PU1 PU2</p> <p>PU3 PU4 PS1 PS2 PS3 PS4 PP1</p> <p>PP2 PP3 PP4 PP5 TRUST1</p> <p>TRUST2 TRUST3 TRUST4</p> <p>TRUST5 SATT1 SATT2 SATT3</p> <p>SATT4 ATT1 ATT2 ATT3 ATT4</p> <p>ATT5 SC11 SC12 SC13 SC14 SC15</p> <p>/STATISTICS=MEAN STDDEV</p> <p>MIN MAX.</p>
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.09

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Information Support	360	1	5	3.42	1.114
INFSPPT2	360	1	5	3.44	1.043
INFSPPT3	360	1	5	3.39	1.049
Emotional Support	360	1	5	3.40	1.051
EMTSPPT2	360	1	5	3.52	1.092
EMTSPPP3	360	1	5	3.07	1.208
EMTSPPP4	360	1	5	3.08	1.137
Perceived Easy of Use	360	1	5	3.94	1.164
PEU2	360	1	5	3.93	1.052
PEU3	360	1	5	4.02	.920
PEU4	360	1	5	3.54	1.078
PEU5	360	1	5	3.92	.932
PEU6	360	1	5	4.11	.994
Perceived Usefulness	360	1	5	3.74	1.028

PU2	360	1	5	3.84	.993
PU3	360	1	5	3.74	1.167
PU4	360	1	5	3.58	1.129
Perceived Security	360	1	5	2.79	1.166
PS2	360	1	5	2.75	1.167
PS3	360	1	5	2.81	1.252
PS4	360	1	5	2.89	1.084
Perceived Privacy	360	1	5	3.27	1.054
PP2	360	1	5	3.43	1.051
PP3	360	1	5	3.29	1.152
PP4	360	1	5	2.94	1.262
PP5	360	1	5	3.28	1.258
Trust	360	1	5	2.62	1.292
TRUST2	360	1	5	3.24	1.065
TRUST3	360	1	5	3.11	1.026
TRUST4	360	1	5	3.43	.962

TRUST5	360	1	5	2.90	.898
Satisfaction	360	1	5	3.68	1.145
SATT2	360	1	5	3.85	.942
SATT3	360	1	5	3.74	.982
SATT4	360	1	5	3.75	1.070
Attitude	360	1	5	3.56	1.111
ATT2	360	1	5	3.44	1.108
ATT3	360	1	5	3.41	1.116
ATT4	360	1	5	3.43	1.026
ATT5	360	1	5	2.84	1.175
Social Commerce Intention	360	1	5	4.11	1.013
SCI2	360	1	5	3.59	1.046
SCI3	360	1	5	3.93	1.055
SCI4	360	1	5	3.58	1.039
SCI5	360	1	5	3.89	.983

Valid N (listwise)	360				
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## APPENDIX E

### Descriptive for Latent variables

DESCRIPTIVES VARIABLES=INFSPPT EMSPPT PEU PU PS PP TRUST SATT ATT SCI  
/STATISTICS=MEAN STDDEV MIN MAX.

### Descriptive

#### Notes

Output Created		19-APR-2018 17:21:18
Comments		
Input	Data	C:\Users\User\Desktop\Umro\Umro .sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	360

Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	All non-missing data are used.
Syntax		DESCRIPTIVES VARIABLES=INFSPPT EMSPPT PEU PU PS PP TRUST SATT ATT SCI  /STATISTICS=MEAN STDDEV MIN MAX.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.13

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
INFSPPT	360	1.00	5.00	3.4157	.95472
EMSPPT	360	1.00	5.00	3.2660	.91333
PEU	360	1.00	5.00	3.9111	.82111
PU	360	1.00	5.00	3.7250	.89688
PS	360	1.00	5.00	2.8104	.97782
PP	360	1.00	5.00	3.2417	.92127

TRUST	360	1.00	4.60	3.0583	.75944
SATT	360	1.00	5.00	3.7549	.89867
ATT	360	1.00	5.00	3.3350	.87382
SCI	360	1.00	5.00	3.8222	.72393
Valid N (listwise)	360				





## APPENDIX F

### Multicollinearity based on Correlation

CORRELATIONS

/VARIABLES=ATT SATT TRUST INFSPPT EMSPPT PEU PU PS PP

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

### Correlations

#### Notes

Output Created		19-APR-2018 20:48:43
Comments		
Input	Data	C:\Users\User\Desktop\Umro\Umro . After deleting outliers.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	342

Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		<p>CORRELATIONS</p> <p>/VARIABLES=ATT SATT TRUST INFSPPT EMSPPT PEU PU PS PP</p> <p>/PRINT=TWOTAIL NOSIG</p> <p>/MISSING=PAIRWISE.</p>
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.04

### Correlations

		ATT	SATT	TRUST	INFSPPT	EMSPPT	PEU	PU
ATT	Pearson Correlation	1	.385**	.421**	.326**	.308**	.230**	.1
	Sig. (2-tailed)		.000	.000	.000	.000	.000	
	N	342	342	342	342	342	342	
SATT	Pearson Correlation	.385**	1	.345**	.506**	.414**	.368**	.3

	Sig. (2-tailed)	.000		.000	.000	.000	.000	
	N	342	342	342	342	342	342	
TRUST	Pearson Correlation	.421**	.345**	1	.341**	.469**	.086	.2
	Sig. (2-tailed)	.000	.000		.000	.000	.112	
	N	342	342	342	342	342	342	
INFSPPT	Pearson Correlation	.326**	.506**	.341**	1	.504**	.299**	.3
	Sig. (2-tailed)	.000	.000	.000		.000	.000	
	N	342	342	342	342	342	342	
EMSPPT	Pearson Correlation	.308**	.414**	.469**	.504**	1	.190**	.3
	Sig. (2-tailed)	.000	.000	.000	.000		.000	
	N	342	342	342	342	342	342	
PEU	Pearson Correlation	.230**	.368**	.086	.299**	.190**	1	.5
	Sig. (2-tailed)	.000	.000	.112	.000	.000		
	N	342	342	342	342	342	342	
PU	Pearson Correlation	.162**	.335**	.253**	.338**	.322**	.580**	

	Sig. (2-tailed)	.003	.000	.000	.000	.000	.000	
	N	342	342	342	342	342	342	
PS	Pearson Correlation	.381**	.292**	.588**	.333**	.460**	.068	.3
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.208	
	N	342	342	342	342	342	342	
PP	Pearson Correlation	.214**	.236**	.530**	.238**	.439**	.096	.3
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.075	
	N	342	342	342	342	342	342	

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

## APPENDIX G

### Multicollinearity based on Tolerance value and VIF

#### Notes

Output Created	19-APR-2018 20:58:04
Comments	
Input	Data
	C:\Users\User\Desktop\Umro\Umro. After deleting outliers.sav
	Active Dataset
	DataSet1
	Filter
	<none>
	Weight
	<none>
	Split File
	<none>
	N of Rows in Working Data File
	342
Missing Value Handling	Definition of Missing
	User-defined missing values are treated as missing.
	Cases Used
	Statistics are based on cases with no missing values for any variable used.

Syntax	REGRESSION  /MISSING LISTWISE  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL  /CRITERIA=PIN(.05) POUT(.10)  /NOORIGIN  /DEPENDENT SCI  /METHOD=ENTER ATT SATT TRUST INFSPPT EMSPPT PEU PU PS PP  /SCATTERPLOT=(*ZRESID ,*ZPRED)  /SAVE MAHAL.
Resources	Processor Time 00:00:00.45  Elapsed Time 00:00:00.61  Memory Required 5748 bytes  Additional Memory Required for Residual Plots 176 bytes
Variables Created or Modified	MAH_5  Mahalanobis Distance

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.533	.185		8.284	.000		
ATT	.217	.037	.286	5.859	.000	.686	1.457
SATT	.218	.040	.280	5.482	.000	.624	1.602
TRUST	-.058	.049	-.064	-1.177	.240	.547	1.830
INFSPPT	.033	.038	.045	.872	.384	.608	1.644
EMSPPT	-.095	.039	-.128	-2.424	.016	.589	1.698
PEU	.206	.045	.246	4.601	.000	.571	1.752
PU	.162	.043	.204	3.724	.000	.542	1.844
PS	.048	.047	.070	1.028	.305	.349	2.867
PP	-.120	.047	-.164	-2.571	.011	.402	2.486

a. Dependent Variable: SCI

Error # 2070

The application is unable to communicate properly with the license server.

The license server may be down, or there may be other network-related

communication or DNS issues interfering. This command is not executed.

Execution of this command stops.

Specific symptom number: 5

End of job: 29 command lines 1 errors 0 warnings 1 CPU seconds





## APPENDIX H

**Non response Bias- Report both tables in the thesis. Sig 2 tale must be above 0.05**

T-TEST GROUPS=Responsebias(1 2)

/MISSING=ANALYSIS

/VARIABLES=SCI ATT SATT TRUST INFSPPT EMSPPT PEU PU PS PP

/CRITERIA=CI(.95).

### T-Test

#### Notes

Output Created		19-APR-2018 21:23:35
Comments		
Input	Data	C:\Users\User\Desktop\Umro\Umro . After deleting outliers.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	342

Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on the cases with no missing or out-of-range data for any variable in the analysis.
Syntax		<pre>T-TEST GROUPS=Responsebias(1 2)  /MISSING=ANALYSIS  /VARIABLES=SCI ATT SATT TRUST INFSPPT EMSPPT PEU PU PS PP  /CRITERIA=CI(.95).</pre>
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.31

### Group Statistics

	Responsebias	N	Mean	Std. Deviation	Std. Error Mean
SCI	Early Response	248	3.93	.587	.037
	Late Response	94	3.77	.851	.088
ATT	Early Response	248	3.33	.881	.056

	Late Response	94	3.39	.909	.094
SATT	Early Response	248	3.84	.817	.052
	Late Response	94	3.72	.985	.102
TRUST	Early Response	248	3.11	.753	.048
	Late Response	94	2.99	.734	.076
INFSPPT	Early Response	248	3.52	.903	.057
	Late Response	94	3.39	.964	.099
EMSPPT	Early Response	248	3.34	.867	.055
	Late Response	94	3.15	.997	.103
PEU	Early Response	248	3.96	.749	.048
	Late Response	94	3.90	.942	.097
PU	Early Response	248	3.79	.831	.053
	Late Response	94	3.81	.898	.093
PS	Early Response	248	2.78	.973	.062
	Late Response	94	2.94	1.017	.105

PP	Early Response	248	3.21	.881	.056
	Late Response	94	3.39	.997	.103

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
SCI	Equal variances assumed	10.595	.001	1.960	340	.051	
	Equal variances not assumed			1.668	128.052	.098	
ATT	Equal variances assumed	.028	.867	-.538	340	.591	
	Equal variances not assumed			-.530	163.252	.597	
SATT	Equal variances assumed	3.003	.084	1.109	340	.268	
	Equal variances not assumed			1.020	144.106	.309	
TRUST	Equal variances assumed	.028	.868	1.273	340	.204	

	Equal variances not assumed			1.287	171.650	.200
INFSPPT	Equal variances assumed	.072	.789	1.175	340	.241
	Equal variances not assumed			1.140	158.501	.256
EMSPPT	Equal variances assumed	2.030	.155	1.721	340	.086
	Equal variances not assumed			1.616	149.353	.108
PEU	Equal variances assumed	2.411	.121	.613	340	.540
	Equal variances not assumed			.554	139.878	.581
PU	Equal variances assumed	1.275	.260	-.202	340	.840
	Equal variances not assumed			-.196	157.033	.845
PS	Equal variances assumed	.060	.807	-1.377	340	.170
	Equal variances not assumed			-1.349	161.429	.179
PP	Equal variances assumed	1.746	.187	-1.568	340	.118

Equal variances not assumed			-1.482	151.133	.140
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# APPENDIX I

## Normality based on Skewness and Kurtosis for each item. Appendix

DESCRIPTIVES VARIABLES=SCI1 SCI2 SCI3 SCI4 SCI5 ATT1 ATT2 ATT3 ATT4 ATT5  
SATT1 SATT2 SATT3 SATT4

TRUST1 TRUST2 TRUST3 TRUST4 TRUST5 INFSPPT1 INFSPPT2 INFSPPT3 EMTSPPT1  
EMTSPPT2 EMTSPPT3 EMTSPPT4

PEU1 PEU2 PEU3 PEU4 PEU5 PEU6 PU1 PU2 PU3 PU4 PS1 PS2 PS3 PS4 PP1 PP2 PP3 PP4  
PP5

/STATISTICS=KURTOSIS SKEWNESS.

### Descriptive

#### Notes

Output Created		19-APR-2018 20:01:32
Comments		
Input	Data	C:\Users\User\Desktop\Umro\Umro . After deleting outliers.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	342

Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	All non-missing data are used.
Syntax		<pre> DESCRIPTIVES VARIABLES=SCI1 SCI2 SCI3 SCI4 SCI5 ATT1 ATT2 ATT3 ATT4 ATT5 SATT1 SATT2 SATT3 SATT4  TRUST1 TRUST2 TRUST3 TRUST4 TRUST5 INFSPPT1 INFSPPT2 INFSPPT3 EMTSPPT1 EMTSPPT2 EMTSPP3 EMTSPP4  PEU1 PEU2 PEU3 PEU4 PEU5 PEU6 PU1 PU2 PU3 PU4 PS1 PS2 PS3 PS4 PP1 PP2 PP3 PP4 PP5  /STATISTICS=KURTOSIS SKEWNESS. </pre>
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.10

**Descriptive Statistics**

	N	Skewness	Kurtosis
--	---	----------	----------



	Statistic	Statistic	Std. Error	Statistic	Std. Error
Social Commerce Intention	342	-1.151	.132	1.396	.263
SCI2	342	-.593	.132	-.050	.263
SCI3	342	-1.102	.132	1.176	.263
SCI4	342	-.801	.132	.480	.263
SCI5	342	-1.149	.132	1.336	.263
Attitude	342	-.607	.132	-.260	.263
ATT2	342	-.600	.132	-.222	.263
ATT3	342	-.355	.132	-.591	.263
ATT4	342	-.206	.132	-.317	.263
ATT5	342	.065	.132	-.804	.263
Satisfaction	342	-.982	.132	.467	.263
SATT2	342	-1.073	.132	1.706	.263
SATT3	342	-.846	.132	.444	.263
SATT4	342	-1.039	.132	.732	.263

Trust	342	.226	.132	-1.083	.263
TRUST2	342	-.591	.132	-.281	.263
TRUST3	342	-.244	.132	-.426	.263
TRUST4	342	-.764	.132	.153	.263
TRUST5	342	-.108	.132	-.258	.263
Information Support	342	-.877	.132	.362	.263
INFSPPT2	342	-.832	.132	.384	.263
INFSPPT3	342	-.655	.132	.009	.263
Emotional Support	342	-.696	.132	.166	.263
EMTSPPT2	342	-.830	.132	.158	.263
EMTSPPT3	342	-.258	.132	-.775	.263
EMTSPPT4	342	-.299	.132	-.633	.263
Perceived Easy of Use	342	-1.176	.132	.902	.263
PEU2	342	-1.091	.132	.750	.263
PEU3	342	-.947	.132	1.117	.263
PEU4	342	-.616	.132	.125	.263

PEU5	342	-0.899	.132	1.038	.263
PEU6	342	-1.144	.132	1.058	.263
Perceived Usefulness	342	-1.020	.132	1.394	.263
PU2	342	-1.128	.132	1.301	.263
PU3	342	-1.064	.132	.730	.263
PU4	342	-.814	.132	.183	.263
Perceived Security	342	-.074	.132	-.810	.263
PS2	342	-.149	.132	-1.139	.263
PS3	342	.038	.132	-1.003	.263
PS4	342	-.100	.132	-.644	.263
Perceived Privacy	342	-.516	.132	-.130	.263
PP2	342	-.868	.132	.362	.263
PP3	342	-.512	.132	-.445	.263
PP4	342	-.183	.132	-1.042	.263
PP5	342	-.484	.132	-.700	.263

Valid N (listwise)	342				
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## APPENDIX J

### Normality based on Skewness and Kurtosis for variable.

DESCRIPTIVES VARIABLES=SCI ATT SATT TRUST INFSPPT EMSPPT PEU PU PS PP

/STATISTICS=KURTOSIS SKEWNESS.

### Descriptive

#### Notes

Output Created		19-APR-2018 20:09:53
Comments		
Input	Data	C:\Users\User\Desktop\Umro\Umro . After deleting outliers.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	342
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.

Syntax	Cases Used	All non-missing data are used.
		DESCRIPTIVES VARIABLES=SCI ATT SATT TRUST INFSPPT EMSPPT PEU PU PS PP  /STATISTICS=KURTOSIS SKEWNESS.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.06

#### Descriptive Statistics

	N	Skewness		Kurtosis	
		Statistic	Std. Error	Statistic	Std. Error
SCI	342	-1.221	.132	2.453	.263
ATT	342	-.303	.132	-.035	.263
SATT	342	-.983	.132	1.246	.263
TRUST	342	-.268	.132	-.622	.263
INFSPPT	342	-.906	.132	.636	.263
EMSPPT	342	-.595	.132	.231	.263

PEU	342	-.983	.132	1.081	.263
PU	342	-1.083	.132	1.407	.263
PS	342	-.047	.132	-.910	.263
PP	342	-.709	.132	.024	.263
Valid N (listwise)	342				



## APPENDIX K

Normality Using Graph. Histogram and P-plot. Either in Thesis or Appendix

### Charts

