



ASSESSMENT OF FACTORS INFLUENCING THE ADOPTION OF SOCIAL MEDIA MARKETING ON SOME SELECTED RESTAURANTS IN YOLA METROPOLIS ADAMAWA STATE, NIGERIA

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Abstract

Social media is gaining popularity all over the world, due to ample technological and innovations advancements, People nowadays connected to each other with the help of social media such as facebook, twitter, instagram, youtube and many more on the internet. This study analysed factors influencing the adoption of social media marketing by some selected restaurant in Yola metropolis Adamawa State, Nigeria. Primary data was collected from 104 randomly sampled restaurants using structured questionnaire, and was analysed using both descriptive statistics and inferential statistics. The result of multiple regression shows that, one-unit increase on ease of use and perceived usefulness, will result to an increase in the adoption of social media marketing by some selected restaurant in Yola Adamawa state. The result of ANOVA revealed that; all the independent variable are jointly and significantly influenced the adoption of social media marketing by selected restaurant in Yola Adamawa state. (at 5% level of significant). The study concluded that, the respondents' attitude towards the adoption of social media in their business indicates a positive disposition. The study recommended that restaurant should create official profile across social media platforms and also they should interact frequently on their social media platforms by placing regular update.

Keywords: Social Media, Marketing, Adoption and Restaurant

Introduction

Technology has changed the channels people use to communicate with each other dramatically. As a result, the communication channel between the client and the company has also changed. Social networks are becoming a niche for marketing professionals to reach their target audiences. Social networking access creates market opportunities for different types of businesses and also a channel for social interaction. These are sites that allow individuals or groups to create content, engage in conversations, and share content. Social media allows people to exchange business messages, such as business ideas, political views, and personal comments through different platforms on the Internet. Social media is a source or means for each

individual to produce, share information and content in electronic communities (Burke, 2013).

Marketing in social networks is defined as the channel through which the company promotes or announces the sale of its products or services online. At present, marketing through social media has become an advertising channel for businesses and is growing rapidly, as SMEs can reach their target customers (Cohn, 2011). Social media also increase the capacity and performance of organizations which improve customer service, customer relations and access to information (Parveen, Jaafar & Ainin, 2015).

Choosing social media as an advertising channel for business and business organizations is an

important window for customers to connect in a customized way and also to relate on one-on-one basis. But the traditional means of advertisement hardly hear what consumers are saying about their products unless they embark on research. To this end, the social media have made it possible for consumers to express their fillings, experiences and opinions about the product (Arens & Weigold 2011). These stems from the reality that social media is extremely interactive in life; from time to time a friend pencil in the mind of other friends to various services or goods they have see or used on social platforms by commenting. The conviction a someone has for his friend might decide if he would belief an advert referred to him by his friend or not. Murdogh, (2009) put forward that; your affairs with friends will have an effect on your respond to adverts on social media.

Ease of use is the view of individual's that using the recent technology will be free of effort. Ease of use can also be presented as the issue on how to use and learn the technology on a daily basis. Without doubt many marketers adopt social media marketing in other to be or have innovative feedback from customer and to provide unfulfilled need of customers (Kotler, 2011).

Perceived usefulness was defined by Parreno (2013) as "expectation value" in which consumers have the privilege to access valuable information before others, and it must provide greater advantages such as be quicker, cheaper, and easier. Wang (2016) defined perceived usefulness as the element whereby people obtain advantages to fulfil their needs. Perceived usefulness online was mentioned in many dimensions such as obtaining relevant information faster. People respond better to messages for which they obtain more advantages. Law, (2015) designated perceived usefulness as a belief in increasing or enhancing the quality of life after they obtain information. Al-Suqri (2013) identified perceived usefulness as people's perception that technology will raise their living standard or working performance.

Although, well-built organizations before now benefit from social media marketing some small business are lagging behind in adoption, others are struggling to use but lacking basic understanding of its advantages to engage customers. Consequently, countless opportunities are missed by small and medium scale enterprises (SMEs) however, some SMEs have the notion that they will do well without social media marketing, even if they hold the required resources for the adoption of social media marketing, they will not adopt (Nakara, 2012). This research aims to assess the factors which influence the adoption of social media

marketing by some selected restaurants in Yola metropolis, Adamawa State.

Business organization in Nigeria has been classified as small, medium and large. In a developing country like Nigeria, the government is turning to small and medium scale enterprise as a means of economic development and also a seedbed of employment, inventions and also innovations. Presently in Nigeria, small and medium enterprise (SME) assist in promoting the economy growth of the country. Given the emerging global business landscape and the need to use modern technology, marketing through social media is important to promote sales in SMEs.

Babalola and Gbemisola (2015), note that social media marketing is the glue that keeps partners, employees and customers communicating together. Social media involves the use of self-service applications that deliver relevant information to relevant people that need it, which lead to a wonderful value to business enterprises. According to McDowell and Morda (2011), put forward that, in our society today, most people are easily influenced to sign in to social media to socialize with one another. According to Karaatli (2010), posit that social media has met up individual and customer desire for a genuine communication with the company because they are free from place and time constraints.

Despite the vast acceptance of social media marketing around the world, some SMEs are still lagging behind and doubting whether social media marketing will be functional and effective compared to the traditional way of marketing. However, Jaffe (2005) has deemed these forms of traditional media to be non-viable because of their inability to reach large audiences. In fact, these traditional advertising channels are dead but not buried according to (Jaffe 2005). This is because some of these traditional channels are still in use. Therefore, is important to clearly mention the factors that hinder the enterprise from adopting social media marketing so that the use of social media marketing among the enterprise in Nigeria will increase (Parveen, et al, 2015). It can be observed from different scholars that social media is very vital in marketing activities. However, there is conflicting opinion on the adoption of social media by small and medium enterprise in less develops countries because of costs effectiveness. It is on this basis that this research intends to assess factors that influence the adoption of social media by restaurant in Yola Adamawa State. Previous literatures do not sufficiently explain the factors which influence adoption of social media marketing of small and medium scale restaurants. This study therefore, attempts to fill the gap by

establishing the factors that influence the adoption of social media marketing of Small and Medium Enterprises (SMEs) in Nigeria.

The broad objective of this study is to assess the factors influencing the adoption of social media marketing by small and medium scale restaurant in Yola metropolis, Adamawa State, Nigeria. Apart from the introduction, the rest of the paper is organized into section 2, literature review, section 3, is the materials and methods used, section 4 is the data presentation and discussion of the results and section 5 is the conclusion and policy recommendations

Literature Review

The concept of advertisement channels where in existence before the Internet arrived. Over the years, traditional advertising channels have been used in promotions, and marketers have used traditional forms of marketing such as sales promotion, media advertising, public relations and direct marketing to encourage potential customers to take action or persuade existing customers to continue buying their products and services. This was done with the aim of increasing sales through the brand. However, Jaffee (2005) considered that these traditional forms of media were not viable because of their inability to reach a large audience. In fact, according to Jaffee, these traditional channels died but were not buried (Jaffee, 2005). This is because some of these traditional channels are still effective and this argument is supported by Calde et al. (1998) and Guinn et al. (2009) Calde and his colleagues emphasized that there are some circumstances where a traditional advertisement is more effective.

However, the consensus is that today, with the evolution of social networking and the power of the Internet, traditional advertising methods are not very effective unless they are complemented by the power of the Internet. Traditionally, before the advent of social media as a marketing tool, companies used advertising channels such as television, radio and print media to reach customers. However, the emergence and popularity of social networks has forced companies (small or large) to implement social networking strategies most companies start their online communities to promote their brand recognition. Companies interact with online communities to achieve a variety of benefits, including positive deployment that helps them increase brand awareness and also to obtain information about consumer needs and preferences for retail purposes.

Social media has gained popularity in recent years and, as a result of this frequency, other traditional media have experienced a decline in both business

and popularity. Parveen., et.al (2015) argued that the main channels of the media have faced many problems in recent times that have led to the closure of television facing a turn in their levels of profits. Parveen et al (2015) are correlating the performance of these traditional channels with the rise of social media in marketing and brand management. As a result of the termination and the difficult economic environment, companies have adjusted to the budgets, especially advertising budgets that have changed channels on the line (parveen et al 2015). Facebook, Twitter, YouTube and LinkedIn. In fact, Facebook, Twitter and YouTube are the most common channels that companies use in their online marketing to create brand awareness or simply to react with the clients.

Marketing through Social Media

In general terms, it is important to first define the terms "marketing" to which reference is made in the title. Therefore, according to the US Marketing Association, marketing is an organizational function and a set of processes to create, deliver and value customers and to manage customer relationships in ways that benefit the organization and its stakeholders (Marketingpower.com, 2012). Chaffey *et al.*, (2012) describe Internet marketing as an Internet application and related digital technologies to achieve marketing objectives. These marketing objectives can be achieved through the use of social networks. Online marketing has fast and solid access points to extremely fast and profitable information, in addition to the fact that the Internet has no geographical limits. In addition to profitability, the marketer also has the opportunity to seek new suppliers at a fraction of the previous research costs. In other words, all online marketing research is very profitable, Gay (2007). He pointed out some of the key weaknesses facing online marketing. The first is that cultural and linguistic differences can pose difficulties in the collection of information across national borders. Second, it can be difficult to ensure that the respondent is the person the vendor believes he or she is (Gary, 2015).

To create successful and effective content on social networks, companies need to know what customers want to see, hear, and read. In other words, it is important to know the interests and values of customers. It is also useful for the company to assume the role of active participant in social networks, both when it comes to building and engaging in customer discussions (Kaplan & Haenlein, 2010). Social media provides the opportunity to share media content with their customers. This content must make customers involved, liking and sharing with friends. All these actions are small signs of customer approval, which

do not require much participation. (Hayes et al., 2012).

Ease of Use

Ease of use made the technology acceptance model one of the most influential research models to understand the use of information technology (Chau, 2001). Ease of use (PEoU) affects the adoption and use of new information technologies (Davis, 1989). It was discovered that PEoUs were the key factors in their adoption in the early days of personal computers in organizational settings (Davis, 1986). Davis and Bagozzi & Warshaw (1989) defined perceived ease of use as the degree to which a potential user expected the target system to have no effort. Many researchers have shown that perceived utility can also be associated with an increase in performance unrelated to work that occurs outside the organization. Tseng, Hsu and Chuang (2012) found that PEoU had a significant positive impact on attitudes towards site use. PEoU has a positive impact on online shopping for consumers: future plans to use online shopping (Koufaris, 2002).

According to Lin (2007), the commercialization of social networks can provide users with ease of use, since users no longer need to make an effort to operate. Based on the research of Goh (2013), many companies offer an online market to raise awareness and attract a market segment of young customers. According to Armstrong et al. (2011), both marketers and consumers used to adopt marketing through social networks to exchange information and contacts. Marketing through social networks is very simple, users do not need any knowledge of IT to create media because the user can easily learn how to use and get more information as quickly as possible.

Perceived Usefulness

The perceived benefit is the degree to which the individual believes that the use of a particular system will improve its functioning, while the perceived ease of use is the degree to which the individual believes that the use of a particular system will be free of effort physical and mental. It has been shown that interest has a direct positive impact on the adoption of SME marketing in Egypt (El-Gohary, 2012). Pookulangara and Koesler (2011) also tested the perceived usefulness of research on the use of social networks and found statistically significant results. These studies confirm that end users influence the adoption of marketing through social networks. The impact of this factor depends on the technological knowledge of SME workers in emerging countries such as Kosovo, Albania and other neighbouring countries. If the workers are technically competent, this factor has a positive effect. On the contrary, this factor

will be an obstacle to the adoption of the commercialization of social networks in SMEs.

Theoretical Review

Theories are important for each investigation because they guide research. These theories include:

Theory of Planned Behaviour

The theory of planned behaviour (TPB) is an extension of the theory of logical action. The theory takes into account the perceptions of people about their control of doing something. According to this theory, the attitude toward behaviour involves the feelings of the person about the possible outcome of the behaviour. The control of perceived behaviour is the person's belief in their ability to participate in a particular behaviour, it's also explain the subjective rule, the behavioural attitude, the perception and the intentions of behavioural control behaviour (Terry 2008). This study was developed to understand and anticipate the intention of SMEs to adopt social media marketing instead of predicting how small business owners develop and implement their online marketing strategy.

Innovation Diffusion Theory

The Innovation Diffusion Theory (IDT) predicts the diffusion of innovation in a social system (Rogers, 1995). Several TAM and ITD studies have been used as a combined tool to explore the factors that affect the adoption of new technologies. For example, Lee (2007) combined IDT and TAM to explore the factors that affect the adoption of electronic commerce in SMEs. The Theory provides a useful framework to explain the adoption of online marketing to small business owners. The main limitation of RTD is its fixed nature and its inability to capture the continuous evolution of technologies during and after adoption (Pentina et al., 2012). The model also ignores some important internal and external factors that may be important when considering the adoption of online marketing in SMEs (Al Jawhari, 2012). According to Pentina et al. (2012), other factors may include cost, the size of social pressures and competitiveness.

Technology Acceptance Model

nological acceptance models were proposed to explain the use and prediction of the system, and it was the only model that attracted the attention of the information systems community. Therefore, it is essential for anyone who wishes to study the acceptance of technology by users to understand the technology acceptance model. Schutter, (2009).

The TAM model predicts the decision maker's intentions to adopt a new technology based on

perceived usefulness and ease of use (Davis, 1989). Researchers applied this theory to a variety of fields and techniques, including online marketing (Omar et al., 2011; Pentina et al., 2012). Pentina et al. (2012) selected the Technology Acceptance Model (TAM) as a theoretical framework to explore the adoption of SME marketing technology. The TAM, TRA and electronic commerce assimilation models were used to determine the factors that affect the adoption of online marketing by SMEs in Nigeria.

The objective of this study is to measure and predict the factors that affect the adoption of marketing through social networks by selected

restaurant, when examining the relationship between independent variables (ease of use, and perceived usefulness). And dependent variable (adoption of marketing through social networks). So TAM, theory would be feasible to use. In addition, to understand the complexity of the decisions of small business owners to implement or adopt social media marketing, predictive theories such as TAM will be more appropriate. The objective of this study was to understand and anticipate the intention of a small and medium restaurant to adopt the marketing of social networks instead of predicting how the development of small businesses and their strategy to market social networks.

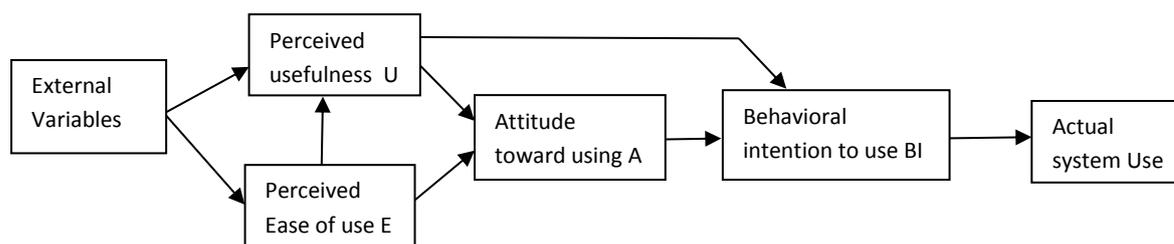


Fig.1: Technology Acceptance Model (TAM)

Source: Davis, F. D. (1989).

A conceptual framework was constructed to explain the relationship between variables in the game in this research. After reviewing the models and the theoretical literature, a conceptual framework is proposed in Figure 1.1 below. In this study, TAM models were adapted to identify the factors that influence the intention to adopt marketing through social networks. The framework

below identifies the factors that influence the adoption of marketing in social networks, the ease of use, the perceived usefulness. Therefore, the ease of use and perceived usefulness in the social networks of the TAM model are incorporated into the conceptual framework to prove the intention of the SME restaurant to adopt the marketing of social networks.

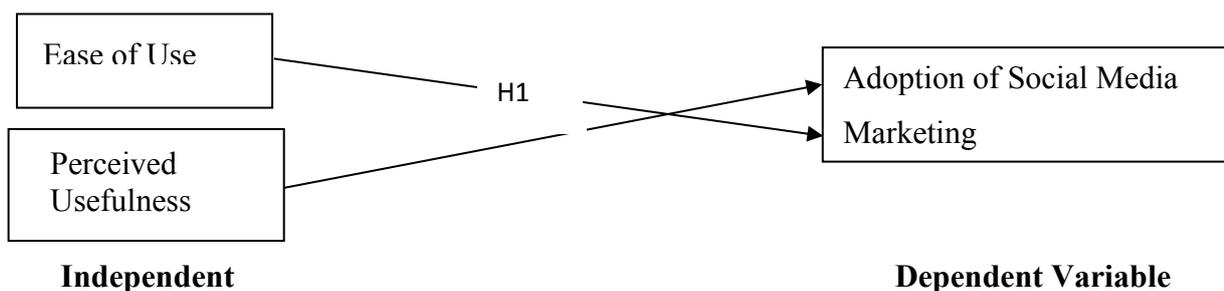


Fig. 2: Concept Framework Adapted and modified from the TAM Model

Source: Davis, F. D. (1989).

Empirical Review

Notta & Vlachvei (2012) looked for factors that influenced consumer attitudes towards advertising on social networks. The research was conducted in London (United Kingdom), the descriptive search was used, the sample size 303 was used for the study and 303 were distributed Questionnaires for respondents who have experience in the use of

Facebook and in response to advertisements From Facebook. The researcher applied the non-probability by using three sampling techniques to find a sampling unit, a sampling for the trial, an inventory of samples and a rest of samples. The correlation coefficient of the Pearson product was applied to test all the hypotheses. The results of this study show that Facebook advert provide

Multiple Regression Analysis

Table 1: Coefficient Output for Hypothesis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	-1.334	.454		-2.940	.004
Ease of Use	.082	.026	.195	3.120	.002
Perceived usefulness	.034	.010	.209	3.232	.002

Source: Field Survey Result, 2018

Table 1 depicts the result of the multiple regressions showing the factors influencing the adoption of social media marketing by small and medium scale Restaurant in Yola Metropolis Adamawa State, Nigeria. The result showed that, ease of use of social media (X1) and perceived usefulness (X2) influence the adoption of social media marketing positively and significantly. The coefficients of ease of use of social media (X1), the perceived usefulness (X2) and the constant were all found to be statistically significant at 1%

significant level as indicated by their respective probability values of 0.004 and 0.002, 0.002.

Precisely, the coefficients of ease of use of social media (X1), perceived usefulness (X2), were obtained as 0.082 and 0.034 respectively, implying that, one unit increase in ease of use of social media (X1) and perceived usefulness (X2) will result to 0.082, and 0.034, units increase in the adoption of social media marketing by small and medium scale restaurants in Yola Metropolis, Adamawa State, Nigeria.

Table 2: Model Summary for Hypothesis

Model	R	R square	Adjusted R. Square	Std. error of the estimated	Durbin-Watson
1	.800 ^a	.639	.625	1.110	1.646

Source: Field Survey, 2018.

Table 2 shows the correlation coefficient as well as the coefficient of determination. The correlation score of 0.800 among the variables used for the study. The model's coefficient of determination (R^2) value was 0.639. This implies that the model has explained about 64% variation in the adoption of social media marketing by small and medium scale restaurants in Yola Metropolis.

In Table 2, the result of the Durbin-Watson Test was presented. The Durbin Watson Test reports, a

test statistic, with a value from 0 to 4, where: 2 signify absence of autocorrelation, 0 to <2 indicating positive autocorrelation, and values >2 to 4 indicates negative autocorrelation. The acceptable critical values of Durbin Watson Test are between 1.5 and 2.5. The Durbin Watson Test was used to test for autocorrelation in this study which has a score of 1.646. This implies that there is little or no autocorrelation in the data used for the study.

Table 3: Analysis of Variance (ANOVA) Test for Hypothesis

Model	Sum of squares	Df	Mean square	F	Sig.
Regression	215.964	4	53.991	43.855	0.000 ^b
Residual	121.882	99	1.231		
Total		103			

Source: Field Survey, 2018.

a. Dependent Variable: Adoption of social media marketing

b. Predictors: (Constant), ease of use and perceived usefulness.

Table 3 contains the ANOVA result which presents the overall fitness of the model. The result showed an F-Statistic of 43.855 which measure the joint significance of the parameters of the model and was found to be statistically significant at 1% as indicated by it probability value of 0.000 ($P < 0.05$).

This result implies that ease of use of social media (X1) and perceived usefulness (X2), jointly and significantly influenced the adoption of social media marketing by small and medium scale restaurants in Yola Metropolis.

Table 4: Collinearity Statistics

Variable	Correlation	Tolerance	VIF	Condition Index
Ease of use	.275	.935	1.070	4.854
Perceived usefulness	.453	.869	1.150	6.447

Source: Field Survey, 2018

To ensure that there was no multicollinearity among the regression variables, several tests were carried out, namely: Correlation matrix, Tolerance, Variance Inflation Factor, and Condition Index.

Correlation matrix findings presented in Table 4 shows that the variables have correlation scores of less than one, ease of use (0.275) and perceived usefulness (0.453).

Tolerance measures shows that ease of use is (.935) and perceived usefulness is (.869). These scores imply that the values were within the acceptable range.

Variance Inflation Factor (VIF) score for the variables presented in Table 4 shows that the OLS assumption was not violated. The scores are follows: ease of use (1.070) and perceived usefulness (1.150). Therefore, since obtained VIFs were all less than 10, the data for regression analysis passed collinearity test.

The Condition Index is calculated using a factor analysis on the independent variables. Values of 10-30 indicate a mediocre multicollinearity in the linear regression variables, values > 30 indicate strong multicollinearity (Keith, 2006). The Condition Index scores (Table 4) for the variables were as follows: ease of use (4.854) and perceived usefulness (6.447)

Hypotheses Testing

The hypotheses of the study were tested and presented as follows:

Hypothesis 1: Ease of use of social media does not have impact on the adoption of social media marketing.

The result of the regression analysis presented in Table 1 indicated that ease of use of social media positively influences the adoption of social media for marketing (coefficients $B = .082$, $t = 3.120$, $P < 0.05$). Based on the result, we reject the null hypothesis and accept the alternative hypothesis.

Hypothesis 2: Perceived usefulness does not significantly affect the adoption of social media marketing.

The result in Table 1 showed that respondents' perceived usefulness does significantly affect the adoption of social media marketing (coefficients $B = .034$, $t = 3.232$, $P < 0.05$). Hence, we reject the null hypothesis and accept the alternative hypothesis.

Discussion of Findings

As opined by Notta and Vlachvei (2012), it is important to know the rate of Internet marketing adoption among small businesses by understanding its extent and effectiveness. Based on the results of

the multiple regression analysis, social media marketing adoption is significantly influenced by ease of use (X_1) and perceived usefulness (X_2).

The use of social media in marketing cannot be overemphasized in this age and time. One major benefit of online marketing is the ability to reach wider audiences and advertise anytime and anywhere (Fan and Tsai, 2014). This is critical for all businesses. According to the findings of the study, the use of social media for marketing by SMEs is determined by perceived ease of use and perceived usefulness. These variables have a positive and direct relationship with the adoption of social media marketing by SMEs. These findings are consistent with *a priori* expectation, and the submissions of Tseng and Chuang (2012) that the ease of use positively impacts the adoption of social media, El-Gohary (2012) that ease of use and perceived usefulness have a positive direct impact on e-marketing adoption by SMEs in Egypt.

According to Terry (2008), perceived ease of use has significant relationship with the adoption of marketing via social media. Based on a past research, perceived ease of use has the positive impacts with adoption of social media marketing (Lee, Cheung & Chen, 2005). According to the study, it is believed that convenience and time saving affect companies to adopt a new marketing strategy in Malaysia (Lin, 2007). According to Lin, (2007) the marketing on social media can give users ease of use, as users do not need to devote more effort to the process.

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Conclusion and Recommendations

The use of social media in conducting marketing activities by business ventures cannot be over emphasized. Based on the findings of the study, it can be concluded that the use of social media by SMEs is greatly determined by ease of use and perceived usefulness of the respondents. This implies that with high expectations, wider social influence and the constant use of the social network is a positive disposition, the likelihood of adopting social media for marketing is very high in the study area. Similarly, the main limiting factor to the adoption of social media by the respondents revolves around the creation of official profiles across the most patronized social media platform by their prospective customers and the frequency of interaction. This implies that with limited frequency of interaction and the official profile or web-side of the respondents, the likelihood of adopting social media by these SMEs is constrained.

In view of the findings of the study, the following recommendations are offered:

- i. SMEs should create official profiles across the most patronized social media platform by their prospective customers, not necessarily depending on their employees' personal social media accounts.
- ii. SMEs should try and interact frequently on their social media platforms by placing regular updates, relate with customers, and make advertisements.

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