

The Intention to Use Facebook in the Case of North Cyprus

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ABSTRACT

This study examines the effect of Theory of Planned Behavior (TPB) on the intention of users to use Facebook in North Cyprus. Based on the TPB, attitude, subjective norms, perceived behavioral control and perceived value have been examined as the determinants of intention to use Facebook. Regression and correlation analyses were conducted to examine the relationship between the aforementioned determinants and the intention to use Facebook. Furthermore, t-test and ANOVA analyses were used to compare different groups regarding the dependent and independent variables. A total of two hundred and thirty-two were used for analyzing. The results of the thesis revealed that there is no significant difference between males and females regarding their intention to use Facebook. Moreover, ANOVA analyses showed no significant differences between the age and the intention. Furthermore, ANOVA analyses revealed that there are no significant differences between the highest education level and the intention. However, subjective norms and perceived value have significant effect on the intention to use Facebook. The correlation test showed that all independent variables are positively related with the intention to use Facebook. The results showed that there were no significant differences between men and women regarding their intention to use Facebook. Similarly, the results have exposed that there are no significant differences among the age groups of users towards using Facebook. Finally, it is found out that the users' intention differs according to their education level.

Keywords: Theory of Planned Behavior, Facebook, Regression Analysis, Anova test, Independent t-test, North Cyprus.

ÖZ

Bu çalışma Kuzey Kıbrıs'taki kullanıcılarının Facebook kullanma isteklerinin çalışılmasında Planlı Davranış Teorisi'nin (PDT) katkılarını inceleyecektir. PDT tabanına dayanarak çalışmada Facebook kullanım niyetinin arkasındaki tutum, öznel normlar, algılanan davranışsal kontrol ve algılanan değerler gibi belirleyici faktörler incelenmiştir. Facebook kullanım isteği ile bu gibi faktörlerin gösterdiği ilişkiler regresyon ve korelasyon analizleri ile değerlendirilmiştir. Buna ek olarak, bağımlı ve bağımsız değişkenlere ait sınıflandırılmış grupların belirgin farklar gösterip göstermediği t-testi ve ANOVA ile test edilmiş, toplamda 232 katılımcının verisi incelenmiştir. Araştırma sonuçlarına göre öncelikle Facebook kullanım niyetinin kullanıcıların yaş veya cinsiyetlerine göre belirgin bir fark göstermediği gözlemlenmiştir. Ait olunan eğitim alt grubunun da Facebook kullanım niyetleri üzerinde herhangi bir belirgin etkisinin olmadığı ANOVA testiyle bulgulanmıştır. Yapılan korelasyon analizi ise tüm bağımsız değişkenlerin Facebook kullanım niyeti ile pozitif yönde bir ilişki gösterdiğini belirtmiştir. Son olarak, öznel normlar ve algılanan değerlerin de Facebook kullanım niyetleri ile pozitif yönde belirgin korelasyon gösterdiği gözlemlenmiştir.

Anahtar Kelimeler: Planlı Davranışlar Teorisi, Facebook, regresyon analizi, ANOVA, bağımsız örneklem t-testi, Kuzey Kıbrıs.

To My Family

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TABLE OF CONTENTS

ABSTRACT.....	iii
ÖZ.....	iv
DEDICATION.....	v
ACKNOWLEDGMENT.....	vi
LIST OF TABLES.....	xii
LIST OF FIGURES.....	xiii
1 INTRODUCTION AND AIMS OF THE RESEARCH.....	1
1.1 Introduction.....	1
1.2 Theoretical Background.....	3
1.2.1 The Theory of Planned Behavior (TPB).....	3
1.2.2 Facebook.....	4
1.3 The Aims and Objectives of This Study.....	4
1.4 Sampling Procedures and Data Collection Method and Methodologies.....	5
1.5 Remarks of Thesis.....	6
1.6 Structure of Thesis.....	6
2 LITERATURE REVIEW.....	8
2.1 Introduction.....	8
2.2 The History of the Internet.....	9
2.3 Social Websites.....	12
2.4 Mark Zuckerberg.....	14
2.5 The Use of Facebook.....	14
2.5.1 Facebook Users' Profiles Contents.....	16
2.5.2 Facebook and Privacy.....	17

2.5.3 Future Plans of Facebook	18
2.5.4 Negative Impact of Facebook on Social Life	19
2.6 Facebook in Aspects of Life.....	20
2.6.1 Facebook in Education	20
2.6.2 Catfishing on Facebook	21
2.6.3 Facebook in Political Campaigns	22
2.6.4 Facebook in Public Health.....	23
2.6.5 Facebook in Tourism	24
2.6.6 Facebook in Fundraising	24
2.7 Factors Affecting Facebook Usage	25
2.8 Theory of Planned Behavior (TPB)	26
2.8.1 Attitude (ATT).....	28
2.8.2 Subjective Norms (SN).....	29
2.8.3 Perceived Behavior Control (PBC)	30
2.8.4 Perceived Value (PV)	31
2.9 Reasons That Would Make TPB Weak to Predict the Behavior.....	32
2.10 Application of Theory of Planned Behavior (TPB)	33
3 METHODOLOGY	39
3.1 The Research Design.....	39
3.2 Questionnaire Design	41
3.2.1 Specify the Information Needed.....	42
3.2.2 Interviewing Approach	43
3.2.3 Determine the Contents	43
3.2.4 Overcoming Unwillingness to Answer.....	44
3.2.5 Choosing Questions Structure	44

3.2.6	Choosing Question Wording	44
3.2.7	Determining the Order of The Questions	45
3.2.8	Form and Layout.....	45
3.2.9	Reproduction of The Questionnaire.....	45
3.3	Sampling Design	46
3.3.1	Define The Target Population (Step 1).....	47
3.3.2	Determine a Sampling Frame (Step 2)	47
3.3.3	Select Sampling Technique (Step 3).....	47
3.3.4	Determine The Sample Size (Step 4)	47
3.3.5	Execute the Sampling Process (Step 5)	48
3.3.6	Facebook in Cyprus	48
4	MODEL AND HYPOTHESES	49
4.1	Introduction	49
4.2	The Relationship Between Attitude (ATT) and Intention.....	49
4.3	The Relationship Between Subjective Norms (SN) and Intention.....	52
4.4	The Relationship Between Perceived Behavior Control (PBC) And Intention	53
4.5	Relationship between Perceived Value (PV) and Intention	54
4.6	Relationship Between the Gender and the Intention to Use Facebook	55
4.7	Relationship between the Age and the Intention to Use Facebook.....	56
4.8	Relationship Between the Level of Education and The Intention to Use Facebook	56
5	EMPIRICAL INTERPRETATION	58
5.1	Introduction	58
5.1	Demographic Test	59
5.1.1	Gender.....	59

5.1.2 Age.....	59
5.1.3 Martial Status.....	59
5.1.4 Occupation.....	60
5.1.5 Highest Education Level (HEL).....	60
5.1.6 Years of Using Facebook.....	61
5.1.7 Addiction to Facebook.....	62
5.1.9 Annual Income.....	63
5.2 Independent Sample T-Test	63
5.3 One-way Anova Test.....	66
5.3.1 The Age of Respondents.....	66
5.3.2 ANOVA: The Highest Education Level (HEL)	69
5.4 Reliability of The Items.....	76
5.4.1 Miss Uses and Limitations of Cronbach’s Alpha.....	77
5.5 Exploratory Factor Analysis Test.....	78
5.6 Correlation Test.....	80
5.6.1 The Relationship between the Intention to use Facebook and the Variables	82
5.7 Regression Analysis	83
6 CONCLUSION, RECOMMENDATION AND SUGGESTION.....	88
6.1 Introduction	88
6.2 Managerial Implications.....	88
6.3 Limitations of the Study	89
6.3.1 Age of the Participants.....	89
6.3.2 Method of Collecting the Data	89
6.3.3 The Limited Factors that have been Used	89

6.4 Suggestions for Further Researches	90
6.5 Conclusion.....	91
REFERENCES	92
APPENDICES	109
Appendix A: Questionnaire.....	110
Appendix B: Structure of Questionnaire	114

LIST OF TABLES

Table 1: Gender Distribution	59
Table 2: Age Distribution	59
Table 3: Martial Status	60
Table 4: Occupation	60
Table 5: Highest Education Level.....	61
Table 6: Years of Using Facebook.....	61
Table 7: Addiction to Facebook.....	62
Table 8: Location	62
Table 9: Annual Income.....	63
Table 10: Independent Sample T-Test.....	64
Table 11: Test of Homogeneity of Variances	66
Table 12: ANOVA	67
Table 13: Test of Homogeneity of Variances	70
Table 14: Robust Tests of Equality of Means.....	71
Table 15: ANOVA: The Highest Education Level (HEL)	71
Table 16: Reliability Statistics	77
Table 17: KMO and Bartlett's Test	78
Table 18: Rotated Component Matrix	79
Table 19: Correlations.....	81
Table 20: Regression.....	83
Table 21: Conclusion	86

LIST OF FIGURES

Figure 1: Internet users in the world by regions - June 2016.....	11
Figure 2: Facebook Users Worldwide	15
Figure 3: The process of designing a questionnaire is shown in this figure	42
Figure 4: Sampling Design Process	46
Figure 5: Conceptual Model	57

Chapter 1

INTRODUCTION AND AIMS OF THE RESEARCH

1.1 Introduction

This study analyzes a group of respondents' intentions to use Facebook in North Cyprus based on the Theory of Planned Behavior. Two-thirty-two questionnaires were taken into consideration to study the correlations between Facebook users and TPB. This study is divided into seven chapters where every chapter is concerned with specific topic about this issue. Chapter two is the literature review of this study and revises the history of the internet, social media and the theory of planned behavior. In addition, many sub-subjects are involved; the creator of the Facebook "Mark Zuckerberg" and a brief about his life, the many uses and the benefits of using Facebook, the contents of Facebook website "www.facebook.com, Facebook and the privacy concerns, future plans of Facebook, negative impact on the social life and many uses of the website such as, education, catfishing, political campaigns, public health, tourism and fundraising. There are many factors affecting the usage of Facebook such as age, sex, impression and personality type. All these are covered in the first section of chapter 2. The second section will cover the history of TPB and the three main variables behind it which they are attitude, subjective norms and perceived behavioral control and mentioning their definitions to the readers. As we are using these variables to study the intentions of our respondents to use Facebook, we added a fourth independent variable which is the perceived value which made the theory an extended one. As every theory has its own weaknesses, we also mentioned

some of these weaknesses that affects the theory and make it limited in the face of other theories.

To conduct a marketing research, a research design is needed to show the whole procedures to be followed. This is what chapter 3 talks about. Chapter three is covering the methodology taken in this study and explaining the types of research design; exploratory research design and conclusive one are the main types of any research design. Where other types are also mentioned with their definitions such as the quantitative and qualitative researches. This chapter also mentions the questionnaire design and the steps to conduct a good one; specify the information needed, specify the type of the interviewing method, the content of individual questions, designing the questionnaires to overcome inability to answer, questions structure, questions wording, arranging the questions in a good order, the form and layout of the questions, reproduce the questionnaire and finally the elimination of the bugs by pretesting. This chapter also is covering the sampling design process which will be used for this study, and they are: Defining the target populations and then selecting the sampling frame. Selecting the appropriate sampling techniques to use, determining the sampling size and finally the final step which is execute the sampling process. Chapter four is covering the statements of the hypothesis and studies the relationship between the independent variables which they are attitude, subjective norms, perceived behavioral control and perceived value on the dependent variable which is the intention to use Facebook. This chapter mentioned the four hypothesis to find out whether they are rejected or not. These hypotheses are: There are a significant positive relationship between attitude and the intention to use Facebook. The second one is; Subjective norms has significant impact on the intention of using Facebook. The third one is; Perceived Behavioral Control has

positive significant effect on the intentions. The final one is; Perceived Value has significant positive effect on the intentions of using Facebook. These hypotheses were written based on many previous studies regarding the internet and social websites. Chapter 5 concludes the empirical interpretations about the different analysis and tests we did. Using the SPSS program to analyze the data such as T-test, ANOVA test, correlation and regression tests. The results and findings of these analyzing are discussed in final chapter “6” Conclusion, recommendation and suggestion.

1.2 Theoretical Background

1.2.1 The Theory of Planned Behavior (TPB)

The (TPB) is a method to predict the person’s behavior in a specific time and place. It has three factors that could affect the intention(s) of the person to let them do the behavior (action). TPB is a framework model that may provide understanding to people’s intentions. It is widely used to predict the behavior of individuals in many fields especially the technology field (Pelling, & White, 2009). Some studies included TPB to predict internet purchasing (George, 2004). TPB is also used to understand the partner monitoring behavior on Facebook (Darvell, Walsh, & White, 2011). The first factor in this model is the attitude, which we can define it as the perception (like or dislike) of the person about doing a specific action. The second factor is subjective norms, which is the person’s people as friends or relatives whom can affect the person’s behavior. The third factor is the perceived behavior control and could be defined as “to what extent its easy or difficult to do the behavior” ("Theory of Planned Behavior", n.d.). In addition to these factors, we will use another factor which is the perceived value that could be defined as the user’s overall assessment of the utility (Al-Debei, Al-Lozi & Papazafeiropoulou, 2013). All these

factors will be studied to see their effects on the intention(s) of users of Facebook website.

1.2.2 Facebook

Facebook is one unique social website were first generated for a college student in the United States, after that went global for every user above eighteen years old. There are many reasons that made the Facebook so famous:

Time of The Launch: The website was launched in a time where other social websites as Myspace targeted older demographic rather than youth people.

Innovation: Many workers for Facebook Inc. are developing technologies everyday to make Facebook more creative and innovative for the users. By using users data, they are trying to get to know their interests and needs.

Its Features: Facebook is making users happy by adding creative features to the website such as “feedback” which allows users to check into other users news and updates. Another feature is “uploading videos and pictures” which allows the users to upload personal media to share them with others and many more features will be mentioned in the upcoming parts of this study (“Thornton et al.,” n.d)

1.3 The Aims and Objectives of This Study

The aim of this study is to investigate the factor(s) affecting the intentions of the respondents to use Facebook in North Cyprus. This study focuses on the following independents variables to study their effects on the intention to use Facebook:

Attitude (ATT); Subjective Norms (SN); Perceived Behavioral Control (PBC);
Perceived Value (PV).

By studying the effects of the previous variables on the intention(s) to use Facebook, a deeper understanding is hoped to be gained to see the relationship(s) on the intention(s). This study also will investigate the effect(s) of the following demographic variables on the intention(s) to use Facebook in North Cyprus; Gender; Age; Highest Education Level. After studying these previous factors, it is hoped to have more understanding of each one of them on their effects on the intention(s) to use Facebook.

1.4 Sampling Procedures and Data Collection Method and Methodologies

A random sampling technique was adopted in North Cyprus (Famagusta and Lefkosa) cities. By doing a random sampling, we make sure that every person has equal opportunity to participate in this study. The sample size was two hundred and thirty two (232) respondents answers were filtered out of two hundred and fifty (250). The selection of the respondents' process was adapted by mall intercept technique. The questionnaire used Churchill's nine steps to be built and was printed in English language to be distributed on both locals and international people in North Cyprus. The questionnaires were distributed in cafes, malls and universities campuses and buildings. The questionnaire was divided into six sections, every section contained a multiple questions regarding a specific factor involved in this study. These sections are:

- Questions regarding the attitude independent variable to study its effect on the intention(s).
- Questions regarding subjective norms independent variable to study its effect on the intention(s).

- Questions regarding the perceived behavioral control independent variable to study its effect on the intention(s).
- Questions regarding the perceived value independent variable to study its effect on the intention(s).
- Questions regarding the intention(s) to use Facebook
- Demographic questions to study their effect(s) on the intention(s).

The data collected were treated carefully regarding the anonymously of the respondents.

1.5 Remarks of Thesis

The study has found out that TPB independent variables (attitude, subjective norms, perceived behavioral control and perceived value) have positive relationship toward Facebook users' intention regarding the correlation analyses. On the other hand, only subjective norms and perceived value was found to affect the intention regarding the regression analyses. The study has also found out that there were significant differences between both women and men regarding the perceived value toward using Facebook while there were no significant differences between the users regarding their age toward using Facebook. Moreover, the study exposed that regarding the education level, there was significant differences between the users with respect to perceived behavior control variable.

1.6 Structure of Thesis

The first chapter will be the introduction of this study and will include a brief about the content. It will also include the theoretical background, the aims of our study and the sampling procedures and data collection methods we used. The second chapter will be the literature review and will talk about the birth of Facebook and the Theory

of Planned Behavior and some applications of them. The third chapter is the research methodology and will discuss the research design and the questionnaire design that helped us to collect our data from the respondents. The fourth chapter will discuss the related technological applications that used the TPB. The fifth chapter will include the analysis of our collected data using SPSS program and results followed by the interpretations. The sixth chapter will have managerial implications for this study and the limitations we had faced.

Chapter 2

LITERATURE REVIEW

2.1 Introduction

Through ages, the Internet has played a major role in the human lives through facilitating and developing new more bridges to communicate between peoples no matter what the distance is. Creating a gate to find useful information and to lookup for whatever comes to the user's mind. The earth has become a small village since the 1960s kissing goodbye the homers and welcoming the new era of the Internet. This chapter dives in the internet history through the recent years and it talks about the use of the internet in our modern life through the using of the social network websites like the trending website (Facebook). It explains the application that could be done with the social network sites (SNS) and a gives a brief about the cofounder and the CEO of Facebook Mark Zuckerberg. Facebook has many benefits and wide range of use. However, it also has bad effects on the users that are mentioned in this upcoming chapter. This chapter also shows the contents of Facebook website when user surfs through it and explains some buttons and features inside Facebook. As users of Facebook are became over 1 billion users around the world. This chapter will mention the Theory of Planned Behavior which has been used since 1985 by its creator Ajzen. Theory of Planned Behavior (TPB) is an extension of Reason Action Theory (TRA) that will be mentioned in this chapter. (TPB) is a tool that we used in this case to measure the usage of Facebook through the integrated three variables that the theory holds. This chapter will demonstrate the (TPB) history in clarifying the

use of the theory in many topics and showing how much the effectiveness of the independent variables; the attitude, subjective norms and perceived behavior control and the perceived value and explains their definitions and how they are related to the TPB .This chapter will add the extended (TPB) variable which is the perceived value (PV) .This chapter will also show how these variables are connected to the intentions of the people and how they could influence peoples' behaviors (action). Every theory has its own cons and this chapter will talk about some cons that make the Theory of Planned Behavior vulnerable and weak to use.

Internet played and still playing a major role in people's life since a very long time. In the upcoming section, we will talk about the history of the internet and how it got started.

2.2 The History of the Internet

The Internet, since its invention in 1962 has revolutionized communication as we know it. In a never seen before integration of capabilities. The internet has become the main medium for human communication, a mechanism for information dissemination and a means for collaborating and interacting between human beings despite their geographical location. The internet has opened doors beyond anyone's imagination, impacting all aspects of our lives, from communication to business. The history of the internet is complex and complicated, starting as packet switching between academics and government agencies, which have been partners in developing this invention that would change the world forever. In August of 1962, J.C.R Licklider was the first person to socially interact using networking, he discussed his concept of a Galactic Network in the means of written memos. His vision was of a world where computers would be connected seamlessly to each other

and share information and data freely. (Leiner et al.,2016) In 1966 Lawrence G. Roberts took his idea of computer networks to DARPA and collaboratively created The Advanced Research Projects Agency Network (ARPANET), which was published in 1967, but it wasn't until 1970 that the first computer was connected at University of California Los Angeles (UCLA). In 1971 users of (ARPANET) were able to start creating their own applications.

The first groundbreaking program was the Electronic Mail, which was introduced in 1972. And later, Electronic Mails which were known as Emails became the most popular network application and paved the way for the interaction that we see on the Internet today. As a matter of fact, Queen Elizabeth sent her first Email in 1976. ARPANET was initially restricted to communities of academics and military based operatives. but in 1985, Steve Wolff wanted the network to include higher education students and stated "... the connection must be made available to all qualified users on campus". And so The National Science Foundation Network (NSFNET) was made worldwide in 1995. Reaching over 50,000 networks on all the continents and even in space. This was the first step that took the internet from a small restricted network to a worldwide phenomenon. One of the key roles that helped the growth of the internet was document sharing and later was the formation of the broad community, the latter contributed to satisfy many communities and make DARPANET more commercial. On October of 1995, the FNC released a resolution to define the term 'Internet'. The resolution states that the internet is a global information system. By 1998, the internet had over 600 websites and 20,000 hosts, world.std.com started providing access to the internet through dial-up, and Google was launched, changing the way people used the internet forever. But what really marked the age of the internet was the era of social networking sites (SNSs), starting

with Friendster (2001) and Myspace (2003). The Internet became a popular means of communication for youth all over the world, a place where they could share personal content and interact with their peers freely. This phenomenon was further established with the creation of Facebook, a free social network website, that allows people to make their own profiles, share personal contents (photos, videos and written messages) and even send messages to other people. The name of Facebook originated from a book that was given to students by some universities to help them get to know each other (Zimmermann, 2012).

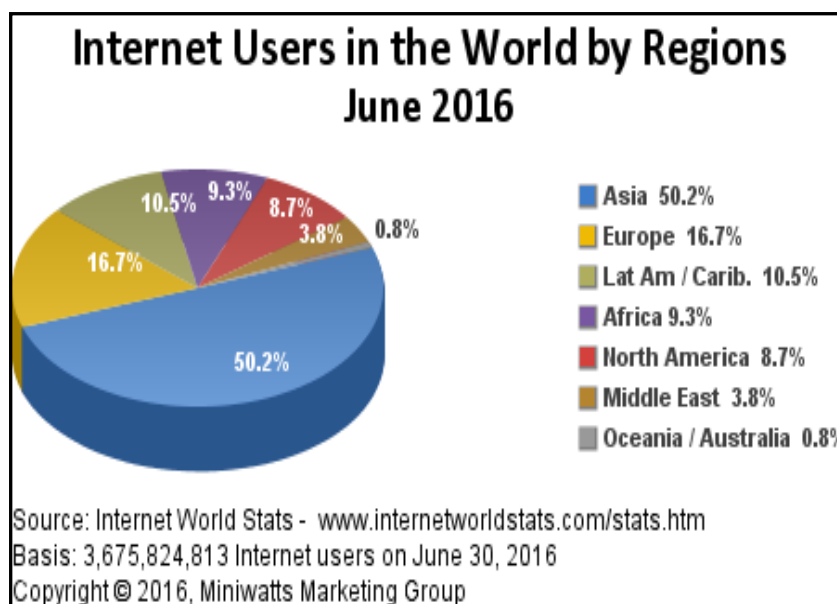


Figure 1: Internet users in the world by regions - June 2016
Source: (Internet World Stats, 2017)

An updated statistics figure indicates the internet users in the world by regions by June 2016 shows that Asia is titled as number one region in using the internet by 50 % to the rest of the world while Europe comes after it for almost 17 % and in the final place comes Australia for 1% only.

After we discussed the history of the internet and the role it played through many years, the next section will talk about a big industry that was born to change lives and markets on earth.

2.3 Social Websites

USENET was the first persistent messaging service to debut in the 1970s between the universities and the government of the United States of America. (Ray, 2016). By 1990s, sixdegrees.com was the first social messaging website that allowed people to create profiles and share information. Myspace, Twitter, LinkedIn and Facebook were remarkable for the 2000 year times. These services helped students, workers and people in general to share interests with each other, photos, videos and even messages were features provided by these websites to keep people in touch. For example; LinkedIn service is now the most used website for both job recruiters and job seekers in business fields (Hemmendinger et al., 2016). The website Facebook was launched in 2004 by Mark Zuckerberg, a Harvard university student at that time, initially, the website was created to the students of Harvard university only, but upon popular demand it grew to more universities and later included high schools then it became for anyone and everyone ages over 13 years old. As of 2016, active users of Facebook have exceeded 1.71 billion users, over 1 billion of those are active monthly users, and over 5 billion interactions are generated daily. With more and more users spending excessive amount of time on the website. Some of the reasons that made Facebook became so successful and standout from other networking websites include that it was launched at a particular time where social networking website were created for adults, so when Facebook was created for collages students, young people flocked to register. Innovation was another reason of Facebook's success, Facebook hires a team of researchers known by Data Science Team, whom are always

developing new ideas and features to meet the users's likes and needs. Ever since 2007, Facebook has held a conference by the name of Facebook F8, the conference is held yearly with the sole purpose of introducing new features and announcing new ideas. A key element of Facebook popularity in recent years, is the ease of accessing the website. Facebook is continuously creating new applications and programs for mobile and computer users to access Facebook easily, those applications include, Facebook, Facebook Messenger, Instagram, WhatsApp, Facebook at work, Moments and Facebook Pages Manager. Advertising is the main method of Facebook to earn money, which could be seen by millions of users through creating a free account on the website that allows them to share their photos, statues and join existing groups and have a conversation with them. Facebook allows people to maintain relationships with other people they already know, find their family members accounts, make new friendships or even have a serious relationship like engagement and marriage. The original idea behind Facebook was a service called Facemash. Created by a Harvard student named Mark Zuckerberg. Facemash was an online service to measure attractiveness of the students of Harvard university. Facemash service was shut down due to violating the acquiring resources policy of the university, but with several 450 users and over twenty-two thousand votes for the website led of the creation of the domain thefacebook.com in year 2004 ("Facebook", 2016). By the year 2004, thefacebook.com was used by Harvard students to upload their photos and personal information and timetables of their classes at school, the popularity of the facebook had increased in the USA and some other high ranked universities were allowed to join the service. and by year 2006, the Facebook (renamed to facebook.com in year 2005) service allowed everyone above 13 years old to join ("Facebook",2016).

Facebook is considered the biggest social network site (SNS) ("Global social media ranking 2016 Statistic", 2016). Hence the idea of creating Facebook was one of its kind by its creator. In this upcoming section we will talk in brief about the CEO and the creator who changed the perception of social network websites.

2.4 Mark Zuckerberg

Mark Elliot Zuckerberg was born in year 1984. He is the CEO and the owner of the most used social network website facebook.com. Zuckerberg joined Harvard university as a student in year 2002 and by 2004 he created the domain thefacebook.com to help his fellowship students to share information between each other (Tikkanen & Gregersen, 2016). Zuckerberg fortune was estimated at about 19 billion dollars by year 2012.

After we talked in a short about the innovator of Facebook. This chapter will discuss how people use this website and what are the benefits of using it.

2.5 The Use of Facebook

People use Facebook as a communication bridge between them, it connects them disregarding distance whether they are far away in other countries or just living in same neighborhood. whether they are online or offline it allows them to send messages to each other to respond on the spot or after they read the message. Through uploading and sharing photos, statues and comments between them, it keeps people up to date with their acquaintances and their beloved ones' news. Making new relationships as friendships or even romantic relationships, is another purpose of using Facebook service. Facebook photos service allows people to share photos between them and interact with these photos by comments or other gestures as likes to keep users closer to each other. Another use of photos is that Facebook lets users

to create their own albums regarding specific events. Lurking is another reason to use Facebook. Lurkers are people who keep using Facebook through reading threads and messages in message boards and news feed without interacting or participating with other users. Facebook provides people with applications to entertain them. Entertainment is an important reason to keep using Facebook. In the modern age, Facebook let users beside sharing information and profile and share statues with other, to create a page in the purpose of doing business (Tosun, 2012). Facebook is one big market to the marketers to advertize and promote their products and services to a huge amount of exposed users on the website (James, 2012). What really helps Facebook to become worldwide and easy to use is the language option feature which allows the user to select the language of facebook.com interface, so they can easily interact with the site. So many popular languages are available to facilitate the usage of Facebook; English, Chinese, French, Arabic, Spanish and Hebrew are available in the site ("Facebook", 2016).

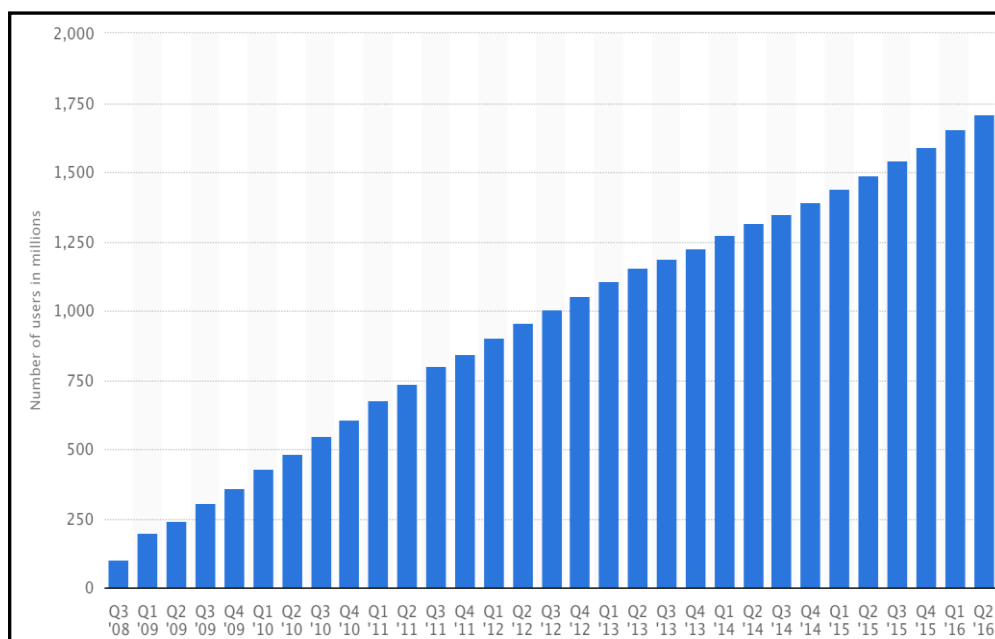


Figure 2: Facebook Users Worldwide
Source: (Internet World Stats, 2017)

As shown above in the graph the number of users significantly slide up through years from 2008 where there were about 100 million users till the second quarter of year 2016 to more than 1500 million users ("Facebook users worldwide 2016 Statista", 2016).

Millions of people are using the Facebook, so when it comes to surfing Facebook website. The interface of the webpage should be appropriate for users and easy to use. In this upcoming section we will talk about the contents and the interface of Facebook. The Facebook interface is not like any other websites, this chapter will discuss how easy is to deal with Facebook page and will mention some of its useful used buttons.

2.5.1 Facebook Users' Profiles Contents

Creating Facebook account does not take any time, filling the forms of users' surname and first name, contact information; E-mail address and phone number, choosing the gender of the user and birthday date are enough to create the user's Facebook profile to be able to contact family, friends or even make new relationships with new people. User's profile is divided into many categories; Timeline, where all user's photos and posts uploaded by the user X to be seen by other Facebook users. Memories, is a new feature added to Facebook to make the website more interesting by letting users see what they have posted, uploaded even shared materials with other Facebook users on the exact date from the date the user shared those materials. "About" , is another category where users are able to add their martial status, work and education, places that they have visited, or any other details the user would like to add. One of the best categories of the Facebook profile is "Photos", where the user could create or share albums regarding different events that occurred with them, such as vacations, weddings and even parties to other users by uploading

those albums. Other commonly used feature is “Check in”. It allows the user to announce their exact location to other users, which might benefit them as there may be some of their friends in that specific area. The “Home”. Is Where the user could communicate with all their friends and family by seeing what they are posting; texts and photos, their relationship statues and places they are visiting. “Events” in Facebook helps users to create and share events dates with other people and invite them for the events. A nice “Friends birthday” feature is integrated with Facebook to remind the user of upcoming birthdays so they can wish them a happy birthday by posts, photos and videos. A bar of the right side of Facebook website shows the online users at the moment so users could have a chat with them immediately. However, users could hide their online status in case that they do not any other users know that they are online ("Facebook", 2016).

Privacy has been known as “being left alone” (Stewart, 2016). Is that the case with Facebook nowadays? In this section we will discuss this issue.

2.5.2 Facebook and Privacy

Privacy is a big concern for most of the Facebook users. Through Facebook, people are able to contact and find each other. It makes the world looks so small to the 7 billion persons living in it. However, Facebook makes the world more dangerous through exposing the privacy of many users. Users of Facebook often post very private information to be read and viewed by everyone, including their location at all time, their work and home place, and by even being connected to their family makes them exposed by relation. So if someone means harm to another user on Facebook they could easily know their workplace, their family members’ personal information and details about them. However, people have the option to change their privacy settings so only their friends, friends of friends or even a select group of people.

Which limits strangers' access to their information. Facebook also launched a new feature where users can control their profiles and their content and who can view those and that has helped to increase privacy on the site. However, that still doesn't mean that Facebook cannot actually sell users information to government agencies. When users press accept on the terms and conditions of creating a Facebook account, they secretly sign away all their information to whomever wishes to buy it.

That has sparked some controversy amongst users. Because even their advertisements are designed to be viewed by certain people whom would be interested in such ads, and the only way they can know that is by accessing users' information and selling it as they please. Facebook also can track users' location at all time by the GPS feature that is activated by every post we make or even messages using Facebook's Messenger application (Brewster, 2016).

2.5.3 Future Plans of Facebook

As Facebook users are growing everyday with millions of profile accounts and pages. Zuckerberg had some plans for the future; Acquisitions of some applications such as WhatsApp, Instagram and Messenger. Which he already owned by now. Zuckerberg believes that he can produce his own computing platform to expand the use of the internet to more and more people around the world (Shontell, 2016). "We're going to prepare for the future by investing aggressively," Zuckerberg said. Messaging is the main aim to make people connect each other easily through WhatsApp application, which is now available to download and use on different platforms such as desktop computers and mobiles. Instagram was belonged to Kevin Systrom before Facebook acquired it with a community of over than 500 millions around the world. It is used to capture and share moments pictures with the users. Instagram is also available to download on mobile platforms and recently on

Microsoft Windows 10 ("About Us • Instagram", 2016). Facebook Messenger is a free service provided by Facebook to contact other users such as family and friends across the world at no cost. Facebook Messenger provides video call service which allows users to see each other during the call. Sending and receiving photos is another feature integrated to the application. Other feature such as maps helps users to instantly locate other users sharing their locations. A new feature allows users to send and receive money by adding their debit card information to the application ("Messenger - Features", 2016).

2.5.4 Negative Impact of Facebook on Social Life

A picture equals a thousand words on Facebook. Before posting a comment, picture or a video on Facebook, people must assure that content does not have any harm on the society or the culture. Posts are uploaded by the name of Facebook users are read by thousands of people, thus, it has to be appropriate to be exposed to other users. By doing so, users could skip general embarrassment and offering apologies to other users. Users posts can be used against them and could even be taken to the court of law; getting mad at your wife, boss or someone you know and share your feelings about it by using Facebook posts feature, could be taken seriously by the peers using Facebook. Threatening and irritating images and texts are forbidden by Facebook policy and could expose the user account to be taken down by Facebook (Cross, 2013). Job seekers must make sure that their accounts on Facebook is clear with things that would not allow them to be hired by respected companies. More than 75 percent of Employers and HRM check the social websites as Facebook of the users before hiring them. Even after hiring people to a company, users should always note that employer will track their behavior on Facebook such as posts, images or videos (Herring, 2015). Facebook encourages the “stalking” behavior, which allows users of

Facebook to follow peoples' news, see their photos or even download them into their platforms for a later use, adding them by a using a fake user name (not their real name), which expose the privacy of users to danger (Jones, 2014).

Facebook has been using since its creation in year 2004. And day by day its use is going bigger and more wider between users for many reasons and purposes. In this next section we will talk about in what Facebook has been using for.

2.6 Facebook in Aspects of Life

2.6.1 Facebook in Education

Facebook could be used for education purpose between students and teachers. Groups and pages on Facebook help students to interact between them regarding their assignments, quizzes and discussions about their academic materials (Hew, 2011).

In some studies, students made their opinions of Facebook use as collaborative method to enhance the way they learn. Using wall posts to ask questions to a specific group of people seemed a good method to communicate and have some answers to asked questions (Ractham & Firpo, 2016). Whether for schools or higher education, Facebook plays a significant role for both teaching and learning. More than eighty-five percent of universities in the United States of America have adopted Facebook as a method to enhance the chance of education. Facebook facilitates education through generating bulletins between students and teachers so they could communicate by posts, images and high quality supported videos. Offline messages tool also provide help to have a private messaging feature whether between two peers or more instead of using regular email. Building courses through Facebook is more

effective way of distant education; Facebook allows students and lecturers to build education material and to have interactive communication that would help to enrich the learning experience and collaboration between them. A provided integrated applications allow Facebook to be a medium between educators and students. Anyhow , both students and lecturers need to download these application on their platforms to have a communication between them (Lego Muñoz & Towner, 2009). While another study shows that students who uses Facebook has lower CGPA and spend less hours on studying materials than nonusers of Facebook (Kirschner& Karpinski, 2010).

2.6.2 Catfishing on Facebook

Catfishing is a term coined by Nev Schulman, who created a documentary called “Catfish”. Catfishing is when someone creates a fake Facebook account with pictures of other people to hurt or entrap someone. The term came from Schulman after talking to the spouse of his catfisher, who used to be a fisherman. Catfishing is a very popular phenomenon that started on Facebook and spread out to more websites later on. Initially people would steal someone’s pictures and identity to create a fake Facebook account, which they would later use to add other people and entrap them or toy with them. This phenomenon grew to an international scale after the release of Schulman’s documentary and later a television program dedicated to exposing catfishers. But that also made it more popular. More and more fake profiles are created everyday on numerous social networks, specifically Facebook for the sole reason of toying with other people. Which further proves the point that some people are so obsessed with social media that they would take the time and effort to create entire fake lives to entertain themselves, which is one of the cons of living in the age of social media. Many people have come forward telling their stories of being

Catfished, including some celebrities even, Thomas Gibson came forward with his story of being catfished for two whole years! Nowadays, there are clear indicators if someone is being catfished, those include when someone online, with an attractive photo, just begins talking to someone out of nowhere, they refuse to communicate via video chat or Skype or any means of visual communication, they disclose very limited personal information or their location or whereabouts, and they never agree to meet in person. Thankfully people are now aware of those signs and are more careful when dealing with strangers online, but that just goes to show the impact that Facebook has had on our lives and culture. (McHugh, 2013).

2.6.3 Facebook in Political Campaigns

In recent years, after the vast reach of Facebook, and the undeniable power it has. Politicians have utilized the platform to run their campaigns, using social media platforms, specifically Facebook. Using Facebook's Ads features, page owners and politicians post updates, pictures and videos and advertise them to reach a specific age group, location and/or country.

Furthering their reach and ensuring that their voice be heard across the nations. This method has proven to be quite effective. In the recent 2016 United States of America presidential elections, primary candidates Hilary Clinton and Donald Trump have taken to Facebook to promote their ideals and messages, even Facebook itself has started a campaign to encourage its American users to register for the voting process and let their voice be heard. According to Alex Heath, in September of 2016, an increasing amount of people rushed to cast their votes in the presidential election due to Facebook and social media campaigns. "Since Facebook launched its online campaign to remind Hoosiers to register to vote, we have seen substantially higher than normal online registrations," Indiana secretary of state Connie Lawson said on

September 26. This just goes to further prove the impact Facebook has on our everyday lives, and how it is an influential tool in our society (McNair, 2003). Recently with the election of the USA presidency, and after the victory of Donald Trump on Hilary Clinton. Trump admitted that Facebook has a big role with his winning and social media in general has more power than money does (McCormick, 2016).

2.6.4 Facebook in Public Health

Facebook and other social network websites play a dramatic role in fighting different diseases; by sharing public health data and information and have true discussions between patients and doctors. Facebook works as a medium between over one billion users, hence, people could share their own experiences with illnesses and diseases, advise other people how they overcame them and guide them to cure themselves. “Facebook has this massive and powerful platform [that] can be deployed for health care,” says Dr. Eric Topol, director of the Scripps Translational Science Institute. A new feature on Facebook allows people to announce they would give their organs for another life after their deaths While clinics closes its doors by 6 pm, Facebook does not; it lets patients and their doctors to communicate between them twenty-four hours through the week, giving them advices, analysis their conditions and work on a cure (Hernandez., 2013).

However, Facebook itself could be a cause of illnesses; Facebook stops users from seeing each other Face to Face, which causes immune system to be upset, hormones to be changed. “This could increase the risk of problems as serious as cancer, strokes, heart disease and dementia, Dr Sigman says in *Biologist*, the journal of the Institute of Biology. While Facebook makes a great atmosphere for users to communicate between each other , having discussions and conversations. At the same time, it

keeps them isolated behind their computers and mobiles which raises the chances of having illnesses ("How using Facebook could raise your risk of cancer", 2009).

2.6.5 Facebook in Tourism

Social Network Websites and Facebook play a major role in tourism, since Facebook allows users to comments on each user posts, it helps to know the places they are visiting through the check in feature integrated with Facebook. Posts and comments allow users to share their own destinations experiences. Uploading pictures or videos would help users to identify new places to visit. Facebook also let users to rate the location they are visiting, for example; hotels, museums, gyms and other places from scale 1 to 5 (bad to excellent). To sum it all, Facebook plays a huge part of peoples' lives in many sections as education, tourism, keep in touch with the family and friends disregarding the distance between them. Marriage is another story could be added to achievements to Facebook as it lets new users get to know each other and start a romantic relationship. However, its safe to say that Facebook could use users information for the purpose of selling them to advertising companies, hence, privacy control is a must through using Facebook (Zeng & Gerritsen, 2014).

2.6.6 Facebook in Fundraising

Facebook is meant to connect people together and offer them many services, while Facebook is one big community that lets users blog, posts and reply. It also helps the the culture through fundraising services that allow nonprofit organizations to call out users for helping them through fundraising. Facebook lets these organization provide information and data about their activities worldwide and share them with peers. Thus it will allow users to contribute through these activities and make their own inspirational stories on Facebook through many tools provided by facebook.com. Hence, we could say that beside Facebook financial plans of making profits, It is a

website that encourages users to be part of big human contribution through listening to other people cases and be a positive part of the solutions ("Facebook Fundraising Tools for Non-Profits | Facebook for Nonprofits", 2016).

In the previous section we talked about the many fields that Facebook is used for. But what makes users would like to continue using it? In this upcoming section we will talk about the factors that affect using the famous Facebook.

2.7 Factors affecting Facebook Usage

A numbers of factors would affect people to use Facebook and they are:

Age: one study has found that age has no relationship with the frequency of visiting Facebook, while users spend more time looking for other people Facebook accounts around the same age.

Impression: The study has found out that females are using the Facebook for the intention of impressing and showing off in front of others than males do (Mcandrew& Jeong,2012).

Personality type: a study shows there are significant relationship between personality types and the use of Facebook; People with extravert characteristic use Facebook more than people with introvert characteristics. While people with high neuroticism character showed that Facebook wall was their best tool to use, others with low neuroticism preferred photos. it showed also that people with shyness tendencies spend more time on Facebook than people with no shyness tendencies. Moreover, it shows that people with shyness have less friends than the other type of people.

Demographic characteristics: in a study took a place in University of Illinois found that Caucasians are tend to use Facebook more than Hispanic people.

Sex: The study has found out that women use Facebook more than men.

Individualism V.S Collectivism: In brief, individualistic culture are people that prefer the “I” more than the “We” While Collectivistic people who are the one with the group priority and work for the benefit of “all”. There are no study about these two characters and the use of Facebook. a study took place to hypothesized that people from individualistic culture tend to share more private information using the Facebook than people from collectivistic culture.

Self-esteem: In a study took a place in a university and a college in the Southern United States found that the using of Facebook is not significantly related to loneliness ,although showed that the intensity of using it could reduce the “Perceived level of loneliness”. At the same time FB plays a huge rule in self-esteem through adding more to the sense of belonging by contacting people worldwide and from the same community (Nadkarni & Hofmann, 2012).

In the previous sections we talked about social websites in general and Facebook in particular. In the upcoming section, we will talk about a famous theory that helped to predict the intentions and behaviors in many studies and how it is related to the usage of Facebook. Theory of Planned Behavior is our next section.

2.8 Theory of Planned Behavior (TPB)

The theory of planned behavior is and extension of the reasoned action, the theory insure that before the act happens, there is an intention to do it beside some external factors that the person cannot control which affects his/her behavior (Ajzen,1985).

The reasoned action theory has two factors which are the the attitudes and subjective norms. What Theory of Planned Behavior does is adding a third factor to this theory “Which makes it the theory of Planned Behavior) which is Perceived Behavior Control (PBC). PBC is taken from Self Efficacy Theory (SET).

Behavioral intentions had been divided into two categories which determine the behavior of the person; Behavioral belief and normative belief. Behavioral is the factor that influence the intention of the person to act. Normative belief is the factor that affects and influences the subjective norms of the person so he/she would make an action (Madden, Ellen, & Ajzen, 1992).

In a study about tourism management, the theory of reasoned action (TRA) has been questioned because behavior could be also scaled by non-volitional actions. Thus, not all situations could be applied to the (TRA). The extended version of the (TRA) has helped to measure the behavior in those circumstances where the behavior is not related to volitional actions (Han, Hsu, L. T. J., & Sheu, 2010). In a study about hunting intentions and (TPB), TPB were reportedly using the expectancy-value model where the behavior (action) would lead to a specific outcome. (Hrubes, Ajzen & Daigle, 2001). In a study about eating healthy and the TPB, its mentioned that the intentions are driven directly by three variables; attitude, subjective norms and the perceived behavior control while the more the person has the intention, the more the he/she would do the behavior(action). The less he/she has the intentions the less he/she would do the behavior (action) (Fila & Smith, 2006). While another study applied the TPB on the breast feeding intentions defined the TPB as its held between the complete volitional behavior and the non-volitional behavior through the added third independent variable the “perceived behavior control” (PBC) (Wambach,

1997). Through these lots of definitions we could be able to say that the Theory of Planned Behavior played a major role in many topics like the medicine, food and health and many other interesting topics, to scale and measure the intentions of the audience about a specific thoughts and the relationships between the variables in the theory and how it could affects the behaviors of the people.

2.8.1 Attitude (ATT)

Despite there being many definitions for attitude, most of the contemporary psychologists can agree that attitude, is the disposition to see everything in an evaluative manner, either favorably or unfavorably, pros versus cons, and whether something is positive or negative. Attitudes are a purely hypothetical construct, as we are unable to perform direct observations to it, it can only be scaled by certain measures. Those measures varied throughout history, but one measure remains, and that is the original measure that dates back to Plato, where he measured attitudes by three items; Cognition (which the sensation and/or intuition that a person gets about a certain object dictionary.com) affect and conation. These items work as means to categorize responses to a certain object. Cognitive Responses, Affective Responses and Conative Responses.

Cognitive Responses are the responses that reflect what a person's perception of any single thing might be, whether it be positive or negative. their perception is an important indicator towards their attitude on that object. a person's perception could be verbal or non-verbal, the latter being more difficult to translate, but it is theorized that people with a more positive perception towards a certain object could have more household members with a positive attitude towards that same object. and vice versa (Ajzen, 2005).

2.8.1.1 Affective Responses

Mostly non-verbal, affective responses are inferred from a person's facial reactions or other bodily expressions towards a certain object/topic/etc. Those are detected by indicators, like facial muscles reaction, heart beat and blood pressure as well as dilation of the pupils.

2.8.1.2 Conative Responses

These responses are inferred from the connotative meaning behind a person's verbal response to a certain object. whether they have a positive aspect towards it or a negative one. It's about inclinations, commitments and thoughts about an object. While non-verbal conative responses are related to actions regarding an object. whether a person's action could indicate a positive perception or not. for example, a plumber advises a person to not use their kitchen sink for two days, and whether that person follows their plumber's advice or not is a connotative indicator on their perception of plumbers. them being positive or negative.

2.8.2 Subjective Norms (SN)

Subjective norms are defined by whether a person perceives a certain object or action as positive or negative in regards to his loved ones' or the people close to him's ideas of that object or action., in a study of the TPB and the Gender and Age Differences in Employee Decisions About New Technology defines subjective norms as the the perceived social pressure to perform or not to perform the behavior” (Morris, Venkatesh, & Ackerman, 2005). Culture and upbringing plays a major role in defining the actions and thoughts of a person. The influence of society on the perceptions of a person. For example, a person growing up in a society where homosexuals are accepted or not, plays a key role in their ideas and thoughts about homosexuality (Keung Yau & Chung Ho, 2015).

2.8.3 Perceived Behavior Control (PBC)

(PBC) is the first reason behind the creation of the (TPB). Is the ease or difficulty to carry out a specific action (behavior), the more the Perceived Behavior Control is high the more the person could have the intention to do the action. In another definition for Perceived Behavioral Control in the theory of Achievement Motivation (TAM), it is seen as the perceived probability at being successful at an action or task. Bandura defines Perceived Behavioral Control as it “is concerned with judgments of how well one can execute courses of action required to deal with prospective situations” (Bandura, 1982). What makes Perceived Behavioral Control so special, is that it could be used directly to predict intentions and measure the chances of behavioral achievement. For example, if two students had strong intentions about achieving academic excellence, and both work hard to do so. the student who is more confident that he can achieve this feat is more likely to do so than the students who doubts himself. (Ajzen, 1991), (Manstead & Eekelen, 1998). Although, in a study about condoms usage through the TPB, the PBC has been defined to three forms which the first one is the ability to do the “behavior” if the person wants to do it. The second one is if doing the action “the behavior” is up to the person-self or not. and the third one is the ease and difficulty to do the action “behavior”. (Parker et al. 1992). In another study the PBC is defined as the resources and opportunities which are needed to perform the action (behavior). (Kang et al., 2006). Another term that would define the (PBC) which is the Self efficacy. (SE) has the component of another theory; Social Cognitive Theory and its defined as “individual's perceived ability to perform a behavior” (Fila & Smith, 2006).

2.8.4 Perceived Value (PV)

As we are going to extend the original Theory of Planned Behavior. We are going to add the fourth independent variable “Perceived Value” (PV) to the theory. In general, Perceived Value has many definitions and it was created through years 1990s while it gets extended by researchers day by day. The word (Value) is now being used by both the academic and the industrial world. While The Marketing Science Institute started researches on the definition. Nowadays the concept is used by most of the firms through their marketing activities.

Perceived Value was defined as “the consumer’s overall assessment of the utility of a product based on perceptions of what is received and what is given”. “. Some researchers did not agree on the term and has their own perceptions to use as the term is not only about assessment but also about the price, quality and the sacrifices has been made to get that value. A study suggested that profits and loyalty are connected to the PV. So in the world of industry whenever you have a product or service that assessed positively regarding the value. The expectations for sales, profits and being loyal to that product or service would be high. In order to measure the Perceived Value is something could be done easily by asking the customers about their opinions and their satisfaction degree regarding the product or service they bought (Sánchez-Fernández & Iniesta-Bonillo, 2007). In a study about mobile services and the perceived value. They hinted that the PV is a stable predictor of the behavior of the customers while it defines it as a tradeoff between the benefits that the customer get and the sacrifices that they must pay to get those benefits (Pura, 2005). Another study suggested that the assessment of the PV is the sum of the process of evaluation of both rewards and sacrifices of acquiring the offer (Yang, & Peterson, 2004).

In a study about the continuance of using Facebook. The study found out that PV has a significant effect on the intention to use Facebook service (Al-Debei, Al-Lozi, & Papazafeiropoulou, 2013). In another study about users, acceptance of the wireless short messages. The study showed that the PV has a significant effect on the behavioral intentions to use this service (Turel, Serenko & Bontis, 2007).

2.9 Reasons That Would Make TPB Weak to Predict the Behavior

1. Changes Might Happen to Intentions

Ajzen commented on this by saying if researchers want the optimal prediction, there should be no big time between the observation of the intention and the action (behavior). Sometimes it would be even impossible to measure the intentions such as in case to predict the behavior of the army privates at wars. The more the observation date is close to the scale of the intentions the more the prediction would be right. Trying to predict the behavior prior months of observation would make a big false to the prediction.

2. Intentions Might Be Provisional

Filling in the questionnaire with what participants may think its their intentions may be formed in another way if they would really got engaged with real situations to decide their intentions and behavior. Thus, it's quite challengeable for the researchers to provide such atmosphere to the participants to get their most accurate intentions.

3. Violation of Scale Correspondence

Using two types of scales (questions) to a sample may give two far congruent answers. Such as asking the sample "I intend to engage in basketball game play 10 times in February" that is measured on 7 points scale from (definitely not) to

(definitely yes) would give congruent answer with such question “I intend to engage in basketball game play ___ times in February” (Sutton, 1998).

2.10 Application of Theory of Planned Behavior (TPB)

There are many researchers applied the Theory to a lot of studies to see the outcome of person’s behavior toward a specific something. One study applied the Theory of Planned Behavior in leisure time. The research has conducted a pilot study to be applied on sixty students to choose an outdoor activity involving jogging, hiking and other outdoor activities (Ajzen & Driver, 1991).

Application of TPB to Leisure Activities: A study was conducted to delve into the deeply rooted psychological angles of recreational activities outdoors, and the relationship between the human psyche and the economical aspects (if and how much a person is willing to pay). The study utilized the Theory of Planned Behavior to reach its goals, which states that the most important elements of a behavior are the following:

- A) Intention to pursue a certain behavior.
- B) A Person’s attitude towards that behavior
- C) The Subjective norms
- D) Perceived Behavioral Control.

Those different aspects all lead to the psychological reasons that make a person perform a certain behavior (action) That research had certain objectives that it hopes to achieve, one of them being was to predict different variables when it comes to people performing outdoor recreational activities, such as jogging or running or even mountain climbing. Another objective was to differentiate between an action’s

instrumentality which means its benefits and how much it costs and how people evaluate that, and affective responses. The benefits are what people perceive they would gain if they performed a certain recreational activity. And the costs to perform that activity played a factor in deciding whether they should perform that activity or not. These beliefs play a key role in deciding whether a certain action is positive or negative. And those are different from the behavioral beliefs which only include pleasant or unpleasant angles of an action. The study was conducted using measures that represented those aspects and how they relate to the Planned Behavior Theory. A final objective was the contingent valuation. Which focused on uncovering the importance of the economical cost of performing an action on the psyche of people and how that affected which recreational activities people decided on choosing. The study gathered 60 students, they were asked how frequently did they do one of these outdoor activities, which included boating, skiing, hiking, fishing and camping, to name a few. The scale varied from two times per year to ten times a year. The students were also asked some questions that were open-ended that were created to entail what kind of belief or attitude towards each of the activities the students had. How money affected their choice as opposed to how beneficial it was, how the pleasant or unpleasant aspects of an action affected that. how people cared about what everyone around them thought of that activity and finally, if the things they needed to perform that action were available or not. The students also shared details on how economically comfortable or not they were, and the amounts of money they were willing to spend on those activities, thus creating a questionnaire that assessed all of the subjects' variables to reach certain results. The results were as follows, one of the main elements of the TPB was essential in predicting the behavior. That element being perceived behavioral control (PBC) which had a bigger impact on

predicting the results than intentions alone. When the results were reviewed from the intentions angle alone “spending time at the beach” as their preferred recreational outdoor activity. As opposed for jogging or running. But when the PBC was included in accounting for the results, they varied significantly and proved to be an asset to the predictions.

However, the study has found that the willingness to pay was extremely unrelated to attitudes, subjective norms, perceived behavior control, intentions or reported behavior. (Ajzen, I., & Driver, 1992). Another study was conducted in Jordan, to identify why students in universities used Facebook frequently and why they continued to return to it. The method utilized a questionnaire which was given to over four hundred students, the questions varied to delve into the true reason behind the usage of Facebook. Using Attitude, Subjective Norms and Perceived Behavioral Control as key elements to reach their end goal. The results showed that perceived behavioral control is not a significant to the hypothesis set by the research “Perceived behavioral control of users in relation to continuance participation on Facebook positively affects continuance participation behavior.”

In another study regarding Intention, Perceived Control and Weight Loss, conducted by Deborah E. Schifter and Icek Ajzen, from the university of Massachusetts at Amherst, it was found that intention correlated significantly with attitude, subjective norms and perceived behavior control when it came to weight loss. the fore mentioned three variables had an important role in the prediction of weight loss intentions. Also mentioned in the article, was that perceived behavior control was the most important key regarding predictions of the amount of weight loss. Intention correlated significantly with the amount of weight reduction as opposed to the

correlations with attitude and subjective norms. An interaction could be seen between intention and perceived control when it came to successful attempts at weight loss. The study shows that the regression coefficient of intention was not significant. When the sample was divided, it was noted that intention to lose weight had an impact on lost weight for the subjects that strongly believed they could attain the weight loss. But intention had no effect on the lost weight at low levels of perceived behavior control. In total, the theory of planned behavior had a significant impact in predicting intentions of weight loss. and moderate success when it came to actual weight loss (Schifter & Ajzen, 1985). When a study was conducted regarding Self Identity and Attitudes in relation to green consumerism. Beliefs and evaluations correlated significantly with attitudes, and attitudes correlated significantly with intentions to eat greens. Subjective norms and perceived control also played a role in that. While self-identity correlated significantly with intentions, attitudes and subjective norms, but it did not correlate with perceived control.

Regressing perceived control revealed an important effect for the problem of the lack of availability of greens in stores, as opposed to family and friends' influence or cost (Sparks & Shepherd, 1992). In another study made by Mark Cordano and Irene Frieze about "Pollution reduction preferences of US environmental managers" showed a strong correlation between attitude of pollution prevention and behavior. Moreover, a significant relationship was found between subjective norms and behavior in this stud. However, the perceived behavioral control had a significant negative role with the behavior of reduction activity. (Cordano & Frieze, 2000). An application of Theory of Planned Behavior related the internet purchasing study has shown that attitude plays a key role in affecting the internet purchasing while there is no relationship between subjective norms and internet purchasing. (George, 2004)

Another study of healthy eating behavior said that there is a significant relationship between TPB variables; intention, subjective norms and PBC and the behavior of eating healthy (Conner, Norman, & Bell, 2002). Whereas TPB has significant impact in eating healthy, a cessation smoking study has found out that the PBC is the only variable which has significant effect on the behavioral intention while the other variables failed to show correlations. (Norman, Conner, & Bell, 1999). While a study about adopting smoking stages shows that the independent variables attitude and PBC were significant to the intentions while the subjective norms were less important to this case. (Hill, Boudreau, Amyot, Déry, & Godin, 1997) In another study “Different Perceptions of Control: Applying an Extended Theory of Planned Behavior to Legal and Illegal Drug Use” the study shows that intentions were positively significant with the use of drugs and alcohol (Armitage, Armitage, Conner, Loach, & Willetts, 1999) In a study of drivers’ decision to speed related to the TPB, the results found that the three variables; Attitude, perceived behavior control and subjective norms were significant to determine the self-reported speeding (Warner & Åberg, 2006). A study of Applying the TPB to Predict Dairy Product Consumption by Older Adults. Results show that attitude and PBC played an important role in determining the intention of eating while the subjective norms was not significant to the case. (Kim, Reicks, & Sjoberg, 2003). Another application of Azjen's TPB to Predict Sunbathing, Tanning Salon Use, and Sunscreen Use Intentions and Behaviors was found the whole three variables were significantly correlated to the intentions related to this case (Hillhouse, Adler, Drinnon & Turrisi, 1997). In another study of using soda drinks between 707 students aged from 13 to 17 the results show that the three variables were correlated to the intention of using soda beverages while attitude was the strongest variable to predict followed by

the PBC and finally the subjective norms (Kassem, 2003) A study has been applied over 136 students who were enrolled in sports activities to search the Intentions to attend a sport event found that attitude, PBC and subjective norms were positively correlated to the intention (Cunningham & Kwon, 2003). In a study included 177 students of a university in the USA about their behavior to use the mobile learning system which is a new method of teaching and learning has found that attitude, subjective norms and PBC were influenced the behavior positively and had the acceptance of the students to use the new system of m-learning. The study has found out that Perceived Behavior Control has the highest impact on the behavior of the students followed by attitude and subjective norms (Cheon, Lee, Crooks, & Song, 2012). However, in a study included 136 employees in a big manufacturing company about the behavior of safe lifting has come out with that attitude and perceived behavior controls were more significant to the behavior of self-lifting than the subjective norms variable (Johnson & Hall, 2005). Another apply of the TPB on customer satisfaction of the continued using the E-Service has come out with that PBC and subjective norms were significant with the behavior of continue using the E-service (Liao, Chen, & Yen, 2007). While a study has taken a place in Malaysia about the behavior of purchasing “Halal food “found out that all three variables played a major positive role in defining the intention of people to buy “Halal food”. Halal food is “Quranic word meaning lawful or permitted, which is the dietary standard prescribed in the Quran” (Shah Alam & Mohamed Sayuti, 2011).

Chapter 3

METHODOLOGY

3.1 The Research Design

The research design is the road map that shows the whole procedures needed to conduct a marketing research through diving into details that lead to solve the problem in an effective and efficient way (Malhotra, 2010). In the book “Marketing research” by Burn and Bush its defined as “set of advance decisions that makes up the master plan specifying the methods and procedures for collecting and analyzing the needed information (Burns & Bush, 2014).” There are many steps in building a good research design which include knowing the information needed for conducting the marketing research. Choose the best approach to adopt the research design. Selecting the best measurement type come after that followed by data collection method used, and define the sample size for the conducted research and then building the way to analyze the collected data (Malhotra, 2010). According to the book “research design” by Creswell, the research design is also called strategies of inquiry (Creswell, 2014).

Exploratory and conclusive are the main types that research design could be categorized. Exploratory research is conducted when more information is needed to discover the issue that confronting the researcher by providing an insight to the problem. A small sample would be taken into consideration when exploratory

research is conducted. Survey of experts, pilot surveys and secondary data are some methods used to get the ultimate benefits while using the exploratory research.

Conclusive research is adopted when the researcher knows the problem but looking to test a selected hypotheses and specify the relationship between variables. When conducting a conclusive research the sample taken is bigger than the sample taken in exploratory research. Quantitative analysis is used with the collected data in conclusive research while in exploratory research a qualitative analysis is taken into consideration.

Descriptive research and casual research are categorized under the conclusive research frame. While from its name a descriptive research is conducted to describe something like function or characteristics of the market. In our study we took four independent variables (attitude, subjective norms, perceived behavior control and perceived value) and will study their effect(s) on the dependent variable the (intention) of using Facebook. While the casual research is conducted to study the relationship between variables; independent variables which they are the cause and the dependent variables which they are the effect and this way is used in experiments.

One of the most frequently used method in conducting marketing research is the cross sectional design where the data collection happens once from the sample used in the study. A sample survey research design which also named single cross sectional design is categorized under the cross sectional design frame; One sample is taken from the targeted population and used only once. In our study “The TPB and the effect on intention of using the Facebook” we are going to adopt this type.

Another type of the cross sectional design is also being adopted where two or more samples are taken from the targeted population only once. It is called the multiple cross design. A cohort analysis is a type of the multiple cross sectional design where the same sample of population are being questioned by different series of surveys more than once in different times under specific certain experience of something.

Another type of research design is taken into consideration when the purpose of the study is to examine the same sample of population in different times is called the longitudinal research design and usually a group of people agreed to be tested during the research for gifts, coupons or money are called the panel.

3.2 Questionnaire Design

Is defined as “A structured technique for data collection that consists of a series of questions, written or verbal, that a respondent answer”. Questionnaire has three objectives that should lead to the research study to the right way. The first object is that the questionnaire should include the questions reflecting the information needed to answer the problem of the study while the second object is to motivate the respondents to look at the questions and answer them without boredom.

Having a complete answered questionnaire will lead to a useful analysis of the responses that in return will affect the progress of the study. Making less response errors through adapting the appropriate way is the third objective of structuring a questionnaire.

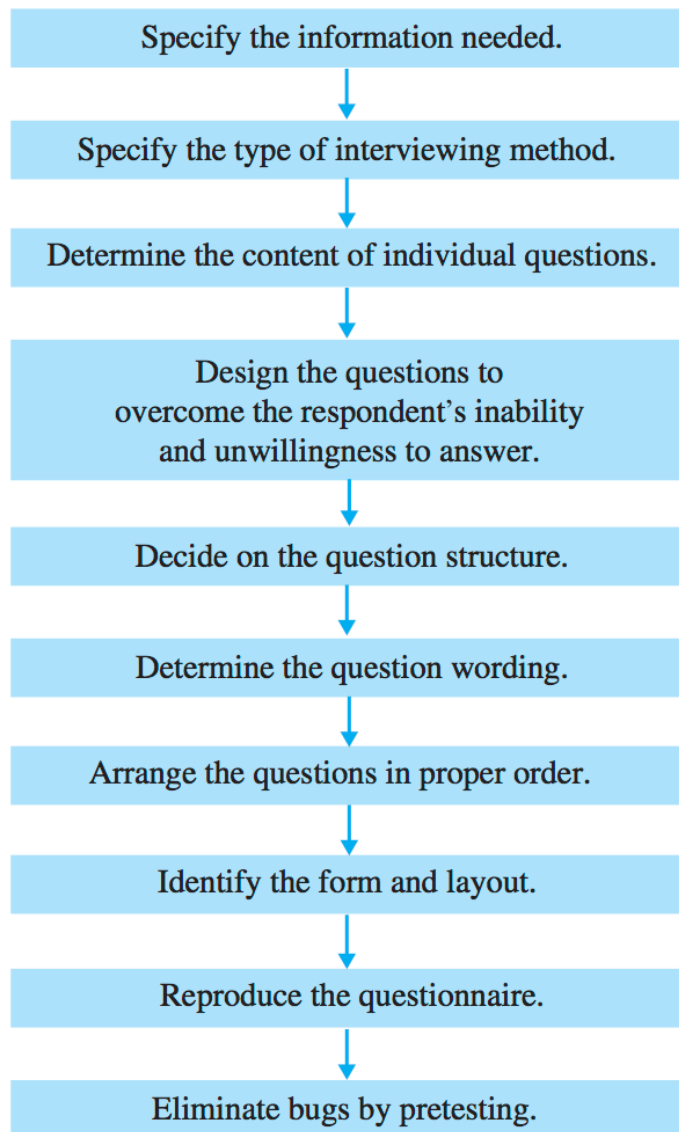


Figure 3: The process of designing a questionnaire is shown in this figure
Source: (Malhotra, 2010)

3.2.1 Specify the Information Needed

Knowing the right data and information needed for the study is the most important step to create the questionnaire. Without knowing the appropriate information, the research study will not lead the researcher to the right direction of having an answers. or maybe it could lead to have an irrelative answer to the problem they face. While knowing the sample that the questionnaire will be distributed to is another important factor that could lead to have the appropriate answers. In our study our sample would

be random people and students live in North Cyprus's two cities, Lefkosa and Famagusta

3.2.2 Interviewing Approach

Asking questions in the purpose of getting information regarding the research study is called survey. Survey could be done verbally through face to face or through telephone. In writing survey through giving the respondents a questionnaire to answer its questions and computerized survey through computers. Regarding the standardization of the questionnaire there are structured questionnaire and non-structured one. In the first one, a well prepared formal questionnaire is distributed to the sample so they can answer it. The real purpose of the study could define whether the study is direct or indirect. In our case study, the questionnaire would be direct and undisguised. Undisguised is a term used to describe the real purpose of the study to the respondents.

3.2.3 Determine the Contents

In order to drive the study into the right road, the questionnaire contents should be appropriate and benefit the aim of the research. Every question should lead to a useful answer that could be used eventually in showing results regarding the problems of the study. Using the right form of questions would help the respondents not to hesitate or mixing things up during answering the questions. Although, the questions could be in the right form to be answered, the researcher should not assume that there will be no mistakes during answering the questions by the respondents. The respondents should have a clue about the subject they are going to answer its questions. Doing so would help the process of filling the questionnaire easy.

3.2.4 Overcoming Unwillingness to Answer

Asking the respondents to answer the questionnaire maybe is not enough to collect the data in appropriate way since the respondents may look at the questions in the questionnaire is a big effort to do. Hence, the best thing to do in this case is to make the questions look easy to answer and do not need much time or effort to do. Sensitivity of the questions also play a major role in answering without being biased in their answers. sensitive topics as family statues, income, religion and politics are a big issue in designing the questionnaire. In our research we put the sensitive questions at the end of the questionnaire, by doing this, we are removing the barriers for the respondents and create mutual trust to make them answer these kind of questions.

3.2.5 Choosing Questions Structure

There are two types in structuring questions, the first one is called the unstructured which we allow respondents to answer in their own words in the questionnaire. also its called an open ended questions. The second one is called structured which we let the respondents to choose a given answer from multiple by the researcher. Unstructured questions could be multiple choice, scale or dichotomous where the respondents need to choose between two answers like yes or no.

In our research we are using the dichotomous questions, open ended questions where the respondent can express his answer by words, and scale questions specifically the Likert scale questions where the respondents need to scale questions from the strongly disagree to strongly agree.

3.2.6 Choosing Question Wording

Rephrasing the questions with words that the respondents do understand is very important step in creating the questionnaire. Not doing so may lead the respondents

to answer the questions in a wrong way or even refuse to answer them. Choosing positive or negative statements, using normal ordinary words and not using leading questions, would improve the process of the understanding the questions and choosing the right answer according to their opinions.

3.2.7 Determining the Order of the Questions

Starting the questionnaire with asking respondents about their opinions would be a good idea to have the trust of the respondents and in order to let them feel comfortable while answering the questions. People in general tend to feel like expressing their opinions about issues, so start with questions related or unrelated to the topic of the research would initiate the mutual trust between the researcher and the respondent. Involved respondents in the research would prefer that sensitive questions are placed at the end of the questionnaire. In addition, moving from topic to topic should be in logical order.

3.2.8 Form and Layout

In the designing process of the questionnaire, the researcher should make sure that he/she is doing the suitable format of the questions like the process of numbering the questions, using the periods and commas and spacing between sentences. Researches proved that the questions at the top of the page sound more important to the respondents than the questions at the bottom of the questionnaire. Thus, making the right format of the questions would help the researcher to have a good response.

3.2.9 Reproduction of The Questionnaire

The printed out questionnaire should reflect the importance of the research. Handling a questionnaire with a bad or low quality papers would allow the respondents to think that the research is not that important and will definitely reflect a bad result on

the questionnaire. Hence, producing a good quality papers for the questionnaire is an important issue.

3.2.9.1 Pretesting

Pretesting is the process of distributing the questionnaire on a small sample of the audience in order to test the quality of the questionnaire and eliminate shown errors.

3.3 Sampling Design

The sampling design process is an important issue in doing the marketing research. Sampling design contains five steps as the figure shows, those steps are: Define the target market, determine the sampling frame, select a sampling technique, determine the sample size and finally the execution of sampling process.

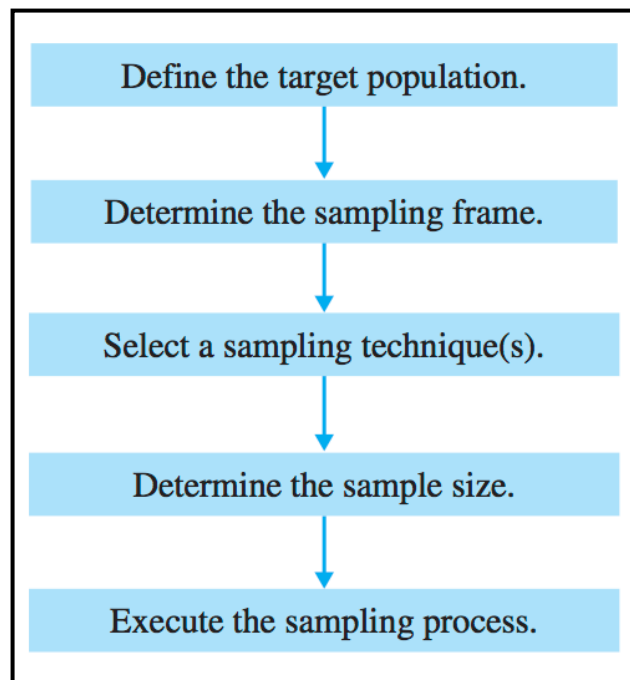


Figure 4: Sampling Design Process
Source: (Malhotra, 2010)

3.3.1 Define The Target Population (Step 1)

We can define the target population as the elements who will be involved in the process of answering the research problems. The elements are the respondents who will give their answers to the selected questions of the research. In our research our target population are the people who uses Facebook or used to use Facebook in Lefkosa and Famagusta cities of North Cyprus.

3.3.2 Determine a Sampling Frame (Step 2)

Sampling frame could be defined as “A representation of the elements of the target population. It consists of a list or set of directions for identifying the target population.” In our research we are using the random sampling technique.

3.3.3 Select Sampling Technique (Step 3)

In our research we will use the mall intercept technique. Mall intercept technique is used in crowded places. Malls, cafes and universities people would be intercepted to ask them to fill out the questionnaire.

3.3.4 Determine The Sample Size (Step 4)

How many elements (respondents), would be involved in the study. There are necessary factors to be considered in the process of determining the sample size; the importance of the decision, where a larger sample is to be considered in the research. The nature of the research like descriptive research requires a larger sample than the qualitative ones. require. The variables we have the in research, the more the variables are, the more we need samples. In our research, a number of 232 elements would be questioned.

3.3.5 Execute the Sampling Process (Step 5)

In our research collecting the data took a place in two major cities in North Cyprus, (Lefkosa and Magusa) were our target cities.

3.3.6 Facebook in Cyprus

From the latest statistics, Cyprus population is around 1.87 million. Eight hundred and forty-four thousands of them are using Facebook, which means 71% of the population (“Europe Internet Usage Stats Facebook Subscribers and Population Statistics”, 2017). The largest group age is between 25 and 34 years old with total around 170,000 users. 51% of the users are female and 49% are male (WSI, 2017).

Chapter 4

MODEL AND HYPOTHESES

4.1 Introduction

In this chapter we will discuss the three independent variables of the Theory of Planned Behavior (TPB) and their relationships with the intentions. This chapter will discuss the attitude and its definitions from many previous studies, and how it could affect the intentions of persons to do the behavior and will include many findings of studies about the relationship between it and the intention. The second section will discuss the Subjective norms and its definitions while including many studies show the relation between it and the intention. While the third section will discuss the Perceived Behavioral Control. some of its definitions from many studies, how it related to the intentions and if it has significant effect on the intentions of persons to do the behavior. As an extended version of the Theory of Planned Behavior, this chapter will discuss the Perceived Value (PV) as an independent variable and how it could affect the intentions of users plus to that some studies that involved the variable (PV) and showed its effect on customers' intentions.

4.2 The Relationship Between Attitude (ATT) and Intention

Attitude has many definitions according to the Ajzen' theory of Planned Behavior; attitude can be defined as the respond in favorable or unfavorable way to a certain thing like people , different objects or events (Ajzen, 2005). While in another definition it is the capture of person's evaluations toward a specific object (Ozkan & Kanat, 2011). In addition to that, most of modern psychologists agreed that attitude is

measurable to different traits and characters which include pros-cons , pleasant-unpleasant . What is known about attitude is that it cannot be observed in a direct way and what is observed are the outcomes of the attitude. While we have many kinds of outcomes/responses to be observed. Plato's category is the famous between others subgroups; Cognition, affect and conation. While the cognitive attitude is what a person think he/she knows about a specific subject. the Cognitive attitude could be sub grouped into two categories; verbal and nonverbal. The verbal cognitive attitude would be much easier to asses if its positive or negative than the nonverbal cognitive attitude. For example, asking a person about their beliefs about hospital's capacity if its overcrowded or not or about if the staff like doctors and nurses are doing a great job or they are lazy while working would results a positive or negative outcomes called the cognitive attitude toward objects. On the other hand, the nonverbal as we just said is hard to asses since we cannot measure it in a direct way or just ask the person about his/her beliefs. Going back to the hospital example, non-verbal attitude could be measured through giving the person a cartoon and observe his reaction to that cartoon like if his thoughts and perceptions about the hospital are good, he will not need a high stimulus to express those positive feelings and vice versa. Affective responses are the second category of Plato's as the previous category, it has two kinds of indicators; Verbal and nonverbal to express the feelings about a specific object. and again back to the previous example, asking someone about his opinion about doctors in the hospital with an answer of pleasance indicates a positive attitude. While asking another person with unhappy answer shows and indicates a negative attitude. Nonverbal signs would show up also like heart beating and blood pressure. The third category is conative attitude which includes people may take actions toward a specific object and by applying this to the previous example. being a

person with negative attitude toward hospitals in your city would let you act not being hospitalized unless it's an urgent case. On the other hand, being with a positive attitude would let you even showing off the facilitates that the hospital provides and encourage others to study medicine for example. (Ajzen, 2005) As we defined the attitude of the degree to which the person favorably or unfavorably would act toward something. We will discuss the relationship between the intentions and the attitude. Many studies approved the direct relationship between attitude and intentions; Bhattacharjee and Premkumar showed that there is a significant relationship between using technology and the attitude. Moreover, Hsu, Ju, Yen and Chang in their study "Knowledge Sharing Behavior in Virtual Communities: The Relationship between Trust, Self-Efficacy, and Outcome Expectations" found that the first hand use of technology has a positive direct effect on the intentions. While another study about using Windows system by Karahana et al. has found that attitude has a significant relationship with the intention of using the system. Moreover, a study about why people keep coming back to Facebook by Al-Debei et al. showed that favorable attitude toward Facebook has significant positive relationship to the intention of using Facebook. (Al-Debei et al ,2013). A study took a place in India on students of a college has found that people with high and positive attitude has a significant impact on the intentions (Leng et al, 2011). Another study predicts the attitude of using E-government services and successfully showed a positive relationship between the attitude and the intention to use the service. (Ozkan & Kanat, 2011). Based on the above evidence, it has been hypothesized that

H1: There are a significant positive relationship between attitude and the intention to use Facebook.

After we discussed the relationship between the first independent variable of the Theory of Planned Behavior the attitude and the intentions. then we developed H₁. In the next section we will discuss the relationship between the second variable which is the subjective norms and how it could affect the intentions.

4.3 The Relationship Between Subjective Norms (SN) and Intention

Subjective norms is defined as the person's act about a specific object based on his/her culture, friends and family expectations (Pavlou & Fygenon, 2006). A person's culture plays a major role to influence his/her behavior. When the culture of the person like family, Friends, acquaintances expect the person to do a specific action, his well and intention to that action will rise. On the other hand, when this culture expects him no to do a specific action, his intention to act toward that specific action will decrease. (George, 2004). While a study took a place in Hong Kong about the influence of SN defined the SN as the social influence on person's perception that his/her most important people expectations of should or should not do a specific action. (Ao, 2015). While another study about comparing the Technology Acceptance Model (TAM) with the (TPB) defined Subjective norms as the social pressure on the person to do/ do not a specific action. Subjective norms contain the referent other and normative belief. While the referent other are the people whose their opinions are important to the person while normative beliefs are the perception of the person how other people evaluating his behavior (action) as an example of normative beliefs. A sales representative thinks that using technology in her work is blessed by her colleagues (Mathieson, 1991). In a study showing the relationship between (TPB) and young people using the Social Networking Websites (SNW) authored by Pelling and White shows a significant positive relationship between (SN) and the intentions (Pelling & White, 2009). A study about Subjective norms

and intentions in using E-learning showed a significant correlation between intentions and subjective norms (Ao, 2015). Chiasson and Lovato (2001) showed that SN played a major role in the adoption of Information system. (PAVLOU & Chai, 2002). Based on the evidence above, it has been hypothesized that

H2: Subjective norms has significant impact on the intention of using Facebook.

In the previous section we discussed the relationship between the Subjective Norms(SN) and the Intentions of the person. In the upcoming section, we will talk the Perceived Behavioral Control and how it could affect the intentions.

4.4 The Relationship Between Perceived Behavior Control (PBC) And Intention

The Perceived Behavioral Control examines the person's perceptions to feel if he/she in control of a specific object and shows the availability of the resources he/she needs. While according to Theory of Planned Behavior (TPB) by Ajzen (1991), The Perceived Behavioral Control is determined by the intent of the person to do a specific action. In general, (PBC) can be measured by the how is it easy or hard to do a specific act by considering the resources needed to do it. While many studies supported that the (PBC) has in effect on the intention of the person (Leng et al., 2011). In another study the (PBC) is defined by how much control the person has over a specific action. Plus if the assessing was accurate then the(PBC) could predict the behavior in a direct way (Baker & White, 2010). Another study about (TPB) and teenagers' usage of text messaging services Pedersen and Nysveen showed that the (PBC) has a direct effect on both Intention and Behavior (action). Plus, the same study found out a positive relationship between perceived behavior control and the intention to use the service (Pedersen& Nysveen, 2002). According to Ajzen and

Madden in their article “Predicting of Goal Directed Behavior : Attitude , Intentions and Perceived Behavioral Control”. The Intention of the person is influenced by the (PBC) (Ajzen & Madden, 1986). In another study indicated that (PBC) can be divided into two categories; Control Beliefs and Perceived Facilitations. Control beliefs are the skills that the person think he has to do the behavior and Perceived Facilitations are how this person will assess these skills and opportunities to act (Jalilvand, & Samiei, 2012).

In a study named “Exploring Factors that Predict Preservice Teachers’ Intentions to Use Web 2.0 Technologies Using Decomposed Theory of Planned Behavior” It found that there is a significant relationship between the (PBC) and the Intentions. (Sadaf, Newby, & Ertmer, 2012). In a study took a place in China to see the acceptance of Chinese people to Instant Message (IM) found that there is a significant positive relationship between (PBC) and Intentions. (Lu, Zhou, & Wang, 2009) Based on the evidence about (PBC), it has been hypothesized that

H3: Perceived Behavioral Control has positive significant effect on the intentions.

4.5 Relationship between Perceived Value (PV) and Intention

Perceived value has many definitions and as Zeithaml has suggested a definition for it as “consumer’s overall assessment of the utility of a product (or service) based on perceptions of what is received and what is given (Sweeney, & Soutar, 2001). A study named “The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value-added services” defined the PV as the customers’ highest price he is willing to pay and the actual payment he/she pay to get the service/product. In addition, it added that the PV has a significant positive effect on the post intentions of the customers (Kuo, Wu, & Deng, 2009).

Another study involved the (PV) and intentions to rebuy online showed that there are positive relationship between the intention and (PV) while Woodruff (1997, p.141) defined the process of tradeoff between what the customer gives for product/service and what he receives in return as the “value” (Wu et al., 2014). Another study about the mobile engagement by users resulted that there is positive relationship between the perceived value the users get and the continue to keep using mobiles (Kim, Kim, & Wachter, 2013). Another study took place in Taiwan about online music purchasing showed that perceived value has a significant effect the intentions of the customers to buy online music (Chu, & Lu, 2007).

In a study talked about the Short Message Service (SMS) indicated that PV has played an important role in helping service providers to set prices policies. In addition to that it defined the value from consumers’ perspectives in many ways as the lowest price for the service/product. The quality of the service/product (Lai, 2004). Another study about Facebook community users found out that PV is an important predictor to the people’s behavioral intentions (Lee et al., 2014). Based on the evidence above, it has been hypothesized that

H4: Perceived Value has significant positive effect on the intentions of using Facebook.

4.6 Relationship Between the Gender and the Intention to use Facebook

According to the Statista.com, distribution of Facebook users by gender in United States of America says that 52% of the users were females and the 48% were male (Distributing of Facebook users in the united States as of January 2017, 2017). Based on this evidence, it has been hypothesized that:

H5: There is no significant difference between males and females regarding their intention to use Facebook.

4.7 Relationship between the Age and the Intention to use Facebook

According to (Greenwood, Perrin, & Duggan, 2017) regarding the age of Facebook users, the study exposed that between the age of eighteen and twenty-nine, 88 percent of people are using Facebook. While 84% are between the age of 30 and 49. Moreover, 62% were above the age of 65. Based on the evidence above, it has been hypnotized that:

H6: There is a significant difference between the age groups regarding their intention to use Facebook.

4.8 Relationship Between the Level of Education and The Intention to Use Facebook

The same study has found out that 79% of students who are in colleges or higher faculties are using Facebook. Moreover, 77% of high school students are using Facebook (Greenwood, Perrin, & Duggan, 2017). Based on the evidence above, it has been hypnotized that:

H7: There is no significant differences between the level of education and the intention to use Facebook.

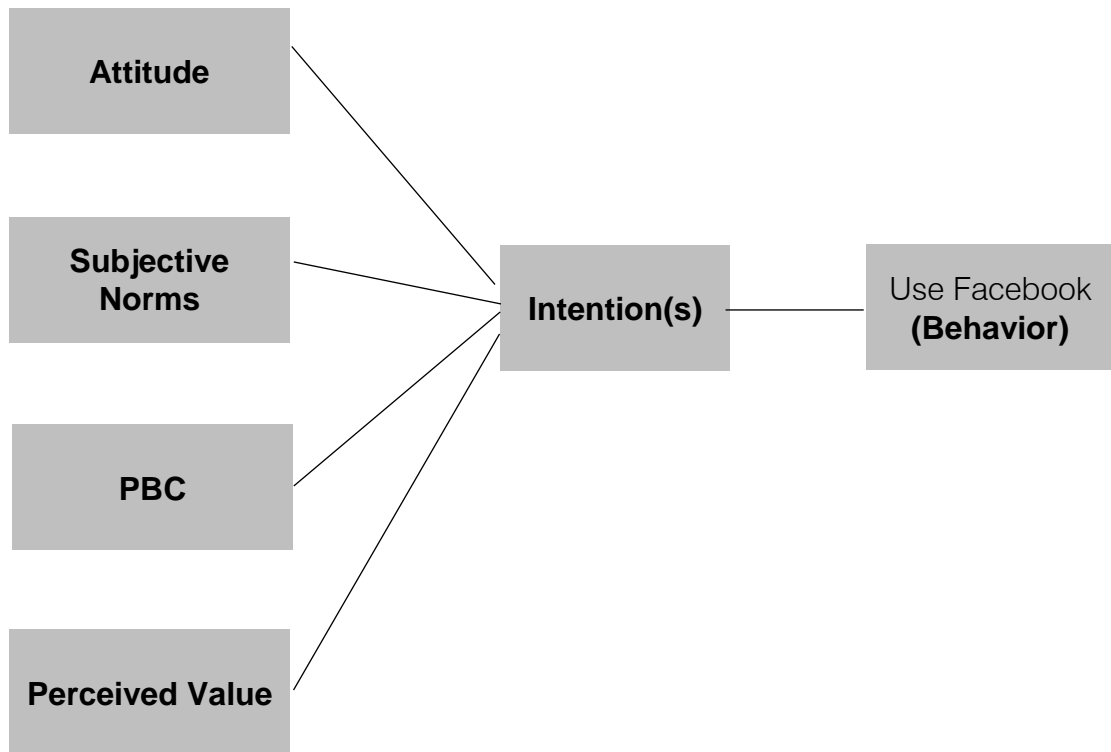


Figure 5: Conceptual Model
Source: (Al-Debei, Al-Lozi, & Papazafeiropoulou, 2013)

As mentioned in chapter 2, we will study the the effects of the four variables (attitude, subjective norms, perceived behavioral control and perceived value) on the intention(s) of people to use Facebook. The figure above will be the conceptual model for our study, it will examine the effect of each variable on the intention(s) that will lead to the actual behavior on using Facebook.

Chapter 5

EMPIRICAL INTERPRETATION

5.1 Introduction

In this chapter, we will have many tests to come out with results about our study, descriptive analysis about our demographic will be shown, gender, age, marital statuses, occupation and highest education level will be demonstrated in this chapter. Independent T-Test that it is used to compare between two means for two different groups will be part of this chapter. One-way ANOVA test will also take a part of this chapter to compare between more than two different groups. After that, this chapter will show the reliability of its used scales by using Cronbach Alpha Test. This chapter will use exploratory factor analysis test to identify the underlying relationships between measured variables. In addition, this chapter will use the correlation test to measure the strength relationship and directions of the variables. The final test would be the regression test to see the impact of the independent variable we talked about in this study on the dependent variable “intention” to decide whether to accept or reject the hypothesis of this study.

In the first section of analyzing the data, we will do a demographic test for the following variables; gender, age, marital statuses, occupation, highest education level, years of using Facebook, addiction to Facebook, location and the annual income for our samples we have.

5.1 Demographic Test

5.1.1 Gender

In gender distribution out of 232 used questionnaires. It turns out that 164 participants (70.7%) were males. While 68 participants (29.3%) were females.

Table 1: Gender Distribution

Gender	Frequencies	Percentage
Male	164	70.7
Female	68	29.3

5.1.2 Age

The statistics showed that out of 232 questionnaires. 193 respondents (83.2%) were between 18-25, 26 respondents (11.2%) were between 26-34. While 10 respondents (4.3%) did not answer this question.

Table 2: Age Distribution

Age	Frequencies	Percentage
18-25	193	83.2
26-34	26	11.2
35+	3	1.3
Missing Data	10	4.3

5.1.3 Martial Status

We found out that out of 232 respondents, 197 respondents (84.9%) were single, 20 respondents were married (8.6%), 2 respondents (0.9%) were divorced and 13 respondents (5.6%) had other martial statuses.

Table 3: Martial Status

Martial Statuses	Frequencies	Percentage
Single	197	84.9
Married	20	8.6
Divorced	2	0.9
Other	13	5.6

5.1.4 Occupation

We found out that out of 232 questionnaires. 188 respondents (81.0%) were students. 6 respondents (2.6%) were teachers. 2 respondents (0.9%) were film stars. 3 respondents (1.3%) were engineers. 10 respondents (4%) were other. While 23 respondents (9.9%) didn't answer.

Table 4: Occupation

Occupation	Frequencies	Percentage
Student	188	81
Teachers	6	2.6
Film Stars	2	0.9
Engineer	3	1.3
Other	10	4
No Answer	23	9.9

5.1.5 Highest Education Level (HEL)

The questionnaires answers show that out of 232 questionnaires. 2 respondents (0.9%) were holding primary school certificates. 20 respondents (8.6%) were at secondary school. 36 respondents (15.5%) were holding High National Diploma. 140 respondents (60.3%) were studying holding or at current level of first degree. 28

respondents (12.1%) were holding master’s degrees. 5 respondents (2.2%) were holding. 1 respondent (0.4%) were had “other” answer.

Table 5: Highest Education Level

HEL	Frequencies	Percentage
Primary School	2	0.9
Secondary School	20	8.6
HND	36	15.5
First Degree	140	60.3
Master’s Degree	28	12.1
Phd	5	2.2
Other	1	0.4

5.1.6 Years of using Facebook

Out of 232 respondents. It turns out that 13 respondents (5.6%) are using Facebook for 0 to 2 years. 49 respondents (21.1%) are using Facebook for 3 to 5 years. 105 respondents (45.3%) are using Facebook for 6 to 8 years and 56 respondents (24.1) are using Facebook for more than 9 years. 9 respondents (3.9%) did not answer the question.

Table 6: Years of Using Facebook

Years of using FB	Frequencies	Percentage
0-2 y	13	5.6
3-5 y	49	21.1
6 -8 y	105	45.3
9+	56	24.1
Missing Data	9	3.9

5.1.7 Addiction to Facebook

In answering the question “Do you think you are addicted to Facebook?”. We found out that out of 232 respondents. 121 respondents (52.2%) said they are addicted to Facebook. 106 respondents (45.7%) said they are not addicted to Facebook while 5 respondents (2.2%) did not answer this question.

Table 7: Addiction to Facebook

Addiction to Facebook	Frequencies	Percentage
Yes	121	52.2
No	106	45.7
Missing Data	5	2.2

5.1.8 Location

In answering the question “Where do you live?”. It turns out that out of 232 respondents 145 respondents (62.5%) are living in Famagusta. 79 respondents (34.1%) are living in Lefkosa. 4 respondents (1.7%) are living in Girne and 4 respondents (1.7%) live in other places.

Table 8: Location

Place	Frequencies	Percentage
Famagusta	145	62.5
Lefkosa	79	34.1
Girne	4	1.7
Other	4	1.7

5.1.9 Annual Income

In answering the optional question “Annual Income”. It turns out that out of 232 respondents. 106 respondents (45.7%) preferred not to answer the question. 49 respondents (21.1%) they are having up to 20000 TL per year. 31 respondents (13.4%) are having from 20001 to 40000 TL per year. 23 respondents (9.9%) are having from 40001 to 60000 TL per year. 23 respondents (9.9%) are having more than 60001 TL per year.

Table 9: Annual Income

Annual Income	Frequencies	Percentage
Up to 20000 TL	49	21.1
20001 To 40000 TL	31	13.4
40001 To 60000 TL	23	9.9
More than 60001 TL	23	9.9
No answer	106	45.7

5.2 Independent Sample T-Test

Independent sample T-Test is used when we want to compare the difference between two means of two groups of the population (Pallant, 2005). In our study we compared the independent variables (Attitude, Subjective Norms, Perceived Behavioral Control and Perceived Value) with the gender of the respondents (Male, Female) to see if there is/are significant differences between both gender with their answers.

Table 10: Independent Sample T-Test

T-test						
No	Questions	Gender	Mean	N	t	Sig
1	I think using Facebook is good for me	Male	5.02	164	.624	0.478
		Female	4.88	68		
2	I think using Facebook is appropriate for me	Male	4.93	162	.330	0.416
		Female	4.85	68		
3	I think using Facebook is beneficial for me	Male	5.00	164	1.780	0.051
		Female	4.63	68		
4	I have positive opinion about Facebook	Male	4.91	163	1.862	0.235
		Female	4.47	68		
5	People important to me think using Facebook would be a wise idea	Male	4.52	163	1.357	.909
		Female	4.24	68		
6	People important to me would think that using Facebook is good idea	Male	4.66	164	.107	0.818
		Female	4.64	67		
7	Most people important to me would think I should use Facebook	Male	4.55	161	-.117	0.800
		Female	4.58	67		
8	My family important to me would think that using Facebook would be a wise idea	Male	4.18	163	2.132	0.723
		Female	3.69	68		
9	My family important to me would think that using Facebook is a good idea	Male	4.25	162	1.163	0.706
		Female	3.99	67		
10	My family important to me would think I should use Facebook	Male	4.21	164	1.420	0.510
		Female	3.87	68		
11	I have the resources, knowledge and ability to use Facebook	Male	5.68	164	-.385	0.198
		Female	5.76	68		
12	I can use Facebook	Male	6.21	164	.736	0.711
		Female	6.07	68		

13	I know how to use Facebook	Male	6.26	164	1.006	0.391
		Female	6.06	67		
14	Using Facebook is entirely within my control	Male	5.29	164	-.745	0.374
		Female	5.49	68		
15	Compared to the effort I need to put in using Facebook is beneficial to me	Male	4.73	162	1.194	0.573
		Female	4.46	68		
16	Compared to the time I need to spend using Facebook is worthwhile to me	Male	4.21	164	2.161	0.268
		Female	3.71	68		
17	Overall. Using Facebook delivers me to good value	Male	4.68	164	2.125	0.637
		Female	4.22	68		
18	My goal is to use Facebook 3 times per day everyday	Male	3.65	164	.634	0.089
		Female	3.49	68		
19	I intend to use Facebook as much as I can everyday	Male	4.02	164	.942	0.139
		Female	3.75	68		
20	I plan to use Facebook at least once everyday	Male	4.48	164	-.326	0.546
		Female	4.57	68		

From the table above, the T - Test results show no significant differences between male and females points of view regarding the attitude variable ($P>0.05$). Also, there was no significant differences between both genders point of views regarding subjective norms($P>0.05$). Moreover, the results showed no significant differences between men and women regarding the perceived behavior control variable ($P>0.05$). Lastly, the results showed no significant differences between male and female regarding perceived value ($P>0.05$).

In a study accrued in the Arab world, it found out that women are more influenced than men by subjective norms such as family, friends and professors in schools,

which does not support our results as in our study both means for genders are almost equal. However, this study supports our findings that there is no significant differences between both genders regarding subjective norms (Shen, & Khalifa, 2010). Also, the test shows that there is no significant differences between both means of males ($m=5.84$) and females ($m=5.85$) regarding the perceived behavioral control, which indicates that the factor (PBC) does not play a major role to affect both genders to use Facebook, while it shows that both genders have the same mean with this factor and this indicates that both men and women are equal regarding the influence by PBC.

5.3 One-way Anova Test

One way Anova test is used to compare the means of more than two groups.

5.3.1 The Age of Respondents

Running the Test of Homogeneity of Variances shows that both PBC and Intention variables do not violate the assumption of homogeneity ($P>0.05$). Thus, Anova test will be run on these two variables.

Table 11: Test of Homogeneity of Variances

	Levene	df1	df2	Sig.
Attitude	8.626	2	219	.000
Subjective norms	5.354	2	219	.005
PBC	2.554	2	219	.080
Perceived Value	4.336	2	219	.014
Intention	1.491	2	219	.227

Table 12: ANOVA

#	Question	Age group	N	Mean	F	Sig.
1	I think using Facebook is good for me	18-25	193	5.01	2.113	.123
		26-34	26	4.54		
		35+	3	6.33		
		Total	222	4.97		
2	I think using Facebook is appropriate for me	18-25	191	4.92	.614	.542
		26-34	26	4.69		
		35+	3	5.67		
		Total	220	4.90		
3	I think using Facebook is beneficial for me	18-25	193	4.91	1.873	.156
		26-34	26	4.65		
		35+	3	6.33		
		Total	222	4.90		
4	I have positive opinion about Facebook	18-25	192	4.81	1.579	.208
		26-34	26	4.31		
		35+	3	5.67		
		Total	221	4.76		
5	People important to me think using Facebook would be a wise idea	18-25	192	4.44	.233	.792
		26-34	26	4.38		
		35+	3	5.00		
		Total	221	4.44		
6	People important to me would think that using Facebook is a good idea	18-25	192	4.64	.442	.644
		26-34	26	4.50		
		35+	3	5.33		
		Total	221	4.63		
7	Most people important to me would think I should use Facebook	18-25	189	4.51	.427	.653
		26-34	26	4.81		
		35+	3	5.00		
		Total	218	4.56		
8	My family important to me would think that using Facebook would be a wise idea	18-25	192	3.98	1.736	.179
		26-34	26	4.15		
		35+	3	5.67		
		Total	221	4.02		
9	My family important to me would think that using Facebook is a good idea	18-25	192	4.12	.917	.401
		26-34	25	4.12		
		35+	3	5.33		

		Total	220	4.14		
10	My family important to me would think I should use Facebook	18-25	193	4.06	.459	
		26-34	26	4.12		.632
		35+	3	5.00		
		Total	222	4.08		
11	I have the resources, knowledge and ability to use Facebook	18-25	193	5.76		.509
		26-34	26	5.42		
		35+	3	6.00	.678	
		Total	222	5.73		
12	I can use Facebook	18-25	193	6.22		
		26-34	26	5.92	.893	.411
		35+	3	6.67		
		Total	222	6.19		
13	I know how to use Facebook	18-25	192	6.25		.575
		26-34	26	6.00		
		35+	3	6.67	.555	
		Total	221	6.23		
14	Using Facebook is entirely within my control	18-25	193	5.35		
		26-34	26	5.27	.070	.933
		35+	3	5.67		
		Total	222	5.34		
15	Compared to the effort I need to put in using Facebook is beneficial to me	18-25	191	4.63		.286
		26-34	26	4.46		
		35+	3	6.00	1.259	
		Total	220	4.63		
16	Compared to the time I need to spend using of Facebook is worthwhile to me	18-25	193	4.01		.113
		26-34	26	4.15		
		35+	3	6.00		
		Total	222	4.05	2.205	
17	Overall. Using Facebook delivers me to good value	18-25	193	4.54		.064
		26-34	26	4.19		
		35+	3	6.33	2.779	
		Total	222	4.53		
18	My goal is to use Facebook 3 times per day everyday	18-25	193	3.57		.763
		26-34	26	3.65		
		35+	3	4.33	.270	
		Total	222	3.59		
19	I intend to use Facebook as much as I can everyday	18-25	193	3.93		.935
		26-34	26	3.88		

		35+	3	4.33	.067	
		Total	222	3.93		
20	I plan to use Facebook at least once everyday	18-25	193	4.53	1.316	.270
		26-34	26	4.27		
		35+	3	6.33		
		Total	222	4.52		

The table above shows that there are no significant differences between the age of the respondents and the attitude ($P>0.05$). Moreover, the results show no significant differences between the age and subjective norms variable ($P>0.05$). Furthermore, there was no significant differences between perceived behavioral control and the age of the respondents ($P>0.05$). Additionally, there was no significant differences between perceived value and the age ($P>0.05$). Lastly, there was no significant differences between the intention to use Facebook and the age of the respondents ($P>0.05$).

5.3.2 ANOVA: The Highest Education Level (HEL)

For the HEL we did the homogeneity test of variances to see if there are any violation of the assumption of the homogeneity and we found out that only attitude variable has violated the assumption thus attitude variable will be taken into further test. Subjective norms, PBC, PV and Intention toward using Facebook did not violate the assumption of homogeneity thus will be taken into Anova test.

Table 13: Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Attitude	3.376 ^a	5	225	.006
Subjective norms	1.502 ^b	5	225	.190
PBC	.328 ^c	5	225	.896
Perceived Value	2.154 ^d	5	225	.060
Intention	.774 ^e	5	225	.570

As we can see the Anova test from the table above, shows that there are no significant differences between the groups (SN, PV and INT) about their education level regarding the variables above ($P > 0.05$). On the other hand, PBC shows a significant difference between the groups about their education level ($P < 0.05$).

The robust test of equality of means was ran. It shows that there are no significant differences for the groups about their education level towards the attitude variable ($P > 0.05$).

Table 14: Robust Tests of Equality of Means

	Statistic ^a	df1	df2	Sig.
Brown-Forsythe	.678	5	20.005	.645

Table 15: ANOVA: The Highest Education Level (HEL)

#	Question	Education Level	N	Mean	F	Sig.
1	I think using Facebook is good for me	Primary School	2	6.00	.632	.704
		Secondary School	20	4.70		
		High National Diploma	36	5.11		
		First Degree	140	5.04		
		Master's degree	28	4.71		
		PhD	5	4.40		
		Other	1	6.00		
		Total	232	4.98		
2	I think using Facebook is appropriate for me	Primary School	2	5.50	.584	.743
		Secondary School	20	4.65		
		High National Diploma	35	5.06		
		First Degree	139	4.96		
		Master's degree	28	4.61		
		PhD	5	4.40		
		Other	1	6.00		
		Total	230	4.90		
3	I think using Facebook is beneficial for me	Primary School	2	3.50	1.316	.251
		Secondary School	20	4.35		
		High National Diploma	36	5.00		
		First Degree	140	5.01		
		Master's degree	28	4.75		
		PhD	5	4.20		
		Other	1	6.00		
		Total	232	4.89		

4	I have positive opinion about Facebook	Primary School	2	3.50	.972	.445
		Secondary School	20	4.95		
		High National Diploma	36	5.11		
		First Degree	139	4.71		
		Master's degree	28	4.86		
		PhD	5	3.60		
		Other	1	5.00		
		Total	231	4.78		
5	People important to me think using Facebook would be a wise idea	Primary School	2	2.50	1.017	.415
		Secondary School	20	4.10		
		High National Diploma	36	4.47		
		First Degree	139	4.51		
		Master's degree	28	4.54		
		PhD	5	3.80		
		Other	1	4.00		
		Total	231	4.44		
6	People important to me would think that using Facebook is a good idea	Primary School	2	3.50	1.277	.269
		Secondary School	19	4.89		
		High National Diploma	36	4.28		
		First Degree	140	4.80		
		Master's degree	28	4.50		
		PhD	5	3.80		
		Other	1	5.00		
		Total	231	4.66		
7	Most people important to me would think I should use Facebook	Primary School	2	3.00	.610	.722
		Secondary School	20	4.45		
		High National Diploma	35	4.51		
		First Degree	137	4.56		
		Master's degree	28	4.89		
		PhD	5	4.40		
		Other	1	3.00		
		Total	228	4.56		

8	My family important to me would think that using Facebook would be a wise idea	Primary School	2	2.00	1.236	.289
		Secondary School	20	4.30		
		High National Diploma	36	4.22		
		First Degree	139	3.92		
		Master's degree	28	4.32		
		PhD	5	3.80		
		Other	1	6.00		
		Total	231	4.04		
9	My family important to me would think that using Facebook is a good idea	Primary School	2	2.50	.906	.491
		Secondary School	20	4.35		
		High National Diploma	36	4.06		
		First Degree	139	4.12		
		Master's degree	26	4.62		
		PhD	5	4.00		
		Other	1	5.00		
		Total	229	4.17		
10	My family important to me would think I should use Facebook	Primary School	2	3.00	.328	.922
		Secondary School	20	4.00		
		High National Diploma	36	4.06		
		First Degree	140	4.10		
		Master's degree	28	4.43		
		PhD	5	4.00		
		Other	1	4.00		
		Total	232	4.11		
11	I have the resources,	Primary School	2	1.50	4.542	.000

	knowledge and ability to use Facebook	Secondary School	20	6.00		
		High National Diploma	36	5.33		
		First Degree	140	5.83		
		Master's degree	28	5.89		
		PhD	5	4.40		
		Other	1	6.00		
		Total	232	5.71		
12	I can use Facebook	Primary School	2	2.50	3.241	.004
		Secondary School	20	6.30		
		High National Diploma	36	6.06		
		First Degree	140	6.24		
		Master's degree	28	6.11		
		PhD	5	6.20		
		Other	1	7.00		
		Total	232	6.17		
13	I know how to use Facebook	Primary School	2	2.50	3.290	.004
		Secondary School	20	6.00		
		High National Diploma	36	6.06		
		First Degree	139	6.33		
		Master's degree	28	6.21		
		PhD	5	5.60		
		Other	1	7.00		
		Total	231	6.20		
14	Using Facebook is entirely within my control	Primary School	2	4.00	.499	.809
		Secondary School	20	5.25		
		High National Diploma	36	5.36		
		First Degree	140	5.33		
		Master's degree	28	5.43		
		PhD	5	6.40		
		Other	1	5.00		
		Total	232	5.35		
15	Compared to the effort I need to put in using Facebook is beneficial to me	Primary School	2	4.00	1.008	.421
		Secondary School	19	4.26		
		High National Diploma	35	4.97		
		First Degree	140	4.68		
		Master's degree	28	4.54		

		PhD	5	3.60		
		Other	1	6.00		
		Total	230	4.65		
16	Compared to the time I need to spend using of Facebook is worthwhile to me	Primary School	2	3.50	1.216	.299
		Secondary School	20	3.35		
		High National Diploma	36	4.50		
		First Degree	140	4.02		
		Master's degree	28	4.21		
		PhD	5	4.20		
		Other	1	5.00		
		Total	232	4.06		
17	Overall. Using Facebook delivers me to good value	Primary School	2	2.00	2.097	.055
		Secondary School	20	4.90		
		High National Diploma	36	5.00		
		First Degree	140	4.44		
		Master's degree	28	4.50		
		PhD	5	4.00		
		Other	1	6.00		
		Total	232	4.55		
18	My goal is to use Facebook 3 times per day everyday	Primary School	2	3.00	.536	.780
		Secondary School	20	3.50		
		High National Diploma	36	3.61		
		First Degree	140	3.60		
		Master's degree	28	3.79		
		PhD	5	2.80		
		Other	1	6.00		
		Total	232	3.60		
19	I intend to use Facebook as much as I can everyday	Primary School	2	2.50	2.762	.013
		Secondary School	20	3.80		
		High National Diploma	36	4.72		
		First Degree	140	3.81		
		Master's degree	28	4.14		

		PhD	5	1.60		
		Other	1	6.00		
		Total	232	3.94		
20	I plan to use Facebook at least once everyday	Primary School	2	1.50	1.331	.244
		Secondary School	20	4.45		
		High National Diploma	36	4.28		
		First Degree	140	4.61		
		Master's degree	28	4.61		
		PhD	5	3.40		
		Other	1	7.00		
		Total	232	4.50		

In the question “I have the resources, knowledge and ability to use Facebook” was found significant differences in the mean regarding highest education level (P=000). Moreover, In the question “I can use Facebook” was found significant differences in the mean regarding HEL (P=.004). Also, for the question “I know how to use Facebook” there was significant differences in the mean regarding the HEL (P=.004). Moreover, for the question “I intend to use Facebook as much as I can everyday” there was a significant difference in the mean regarding HEL (P=.013)

5.4 Reliability of The Items

To measure the reliability of items, Cronbach Alpha test will be taken into consideration. Cronbach alpha test is used to measure the internal consistency between a set of items. To be noted that a reliability coefficient between 0.65 or higher is considered acceptable in most of studies ("Using and Interpreting Cronbach's Alpha | University of Virginia Library Research Data Services + Sciences", 2017)

Table 16: Reliability Statistics

Reliability Statistics		
Scales	Cronbach Alpha Test	Number of Items
Attitude (ATT)	0.9	4
Subjective Norms (SN)	0.9	6
Perceived Behavioral Control (PBC)	0.8	4
Perceived Value (PV)	0.8	3
Intentions (INT)	0.6	3

*we rounded up all the numbers to the nearest decimal

In the table above we see a strong reliability for the independent variables. Attitude, subjective norms, PBC, perceived value and intentions showed internal consistency between their sets of items ($P \geq 0.6$).

5.4.1 Miss uses and limitations of Cronbach's Alpha

“The more items you have, the more internally reliable the instrument”, Since there’s often a strong need to have few items, however, internal reliability usually suffers” (Sauro, 2015). Scales with a number of items more than three shows a higher alpha than those scales with three items or two (Peterson, 1994). Another source claims that alpha score depends heavily on the number of the items measuring the scale. “if the average correlation among 5 variables is .5, the alpha coefficient will be 0.833. But if the number of variables is 10 (with the same average correlation), the alpha coefficient will be 0.909.” (“Cronbach's Alpha”, 2017). While another study

suggested that one of the limitations of Alpha is the number of the respondents, having more respondents answering the questionnaire would increase the score of alpha by increasing the amount of the covariance among item responses (Spiliotopoulou, 2009).

5.5 Exploratory Factor Analysis Test

Table 17: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,897
Bartlett's Test of Sphericity	Approx. Chi-Square	2385,550
	df	190
	Sig.	,000

Table 18: Rotated Component Matrix

	Component				
	1	2	3	4	5
I think using Facebook is good for me		,787			
I think using Facebook is appropriate for me		,795			
I think using Facebook is beneficial for me		,674			
I have positive opinion about Facebook		,647			
People important to me would think that using Facebook is a wise idea	,459				
People important to me would think that using Facebook is a good idea	,570				
Most people important to me would think I should use Facebook	,762				
My family important to me would think that using Facebook would be a wise idea	,739				
My family important to me would think that using Facebook is a good idea	,839				
My family important to me would think I should use Facebook	,806				
I have the resources, knowledge and ability to use Facebook			,836		

I can use Facebook			,853		
I know how to use Facebook			,876		
Using Facebook is entirely within my control			,607		
Compared to the effort I need to put in using Facebook is beneficial to me				,597	
Compared to the time I need to spend using of Facebook is worthwhile to me				,747	
Overall. Using Facebook delivers me to good value				,597	
My goal is to use Facebook 3 times per day everyday					,646
I intend to use Facebook as much as I can everyday					,512
I plan to use Facebook at least once everyday					,750

As we can see from the table above the items 1,2,3 and 4 are loading on factor 2. Items 6,7,8,9 and 10 are grouped on factor 1. Items 11,12,13 and 14 are loading on factor 3. Items 15,16 and 17 are loading on factor 4 and finally items 18,19 and 20 are grouped on factor 5. We removed item 5 as its below ($P < 0.5$).

5.6 Correlation Test

Correlation test measures the direction and the strength relationship of the two selected variables ("LibGuides: SPSS Tutorials: Pearson Correlation", 2017).

Table 19: Correlations

		Attitude	Subjective Norms	PBC	PV	Intention
Attitude	Pearson Correlation	1	.592**	.488**	.648**	.430**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	232	232	232	232	232
Subjective Norms	Pearson Correlation	.592**	1	.373**	.550**	.402**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	232	232	232	232	232
Perceived Behavioral Control	Pearson Correlation	.488**	.373**	1	.441**	.309**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	232	232	232	232	232
Perceived Value	Pearson Correlation	.648**	.550**	.441**	1	.463**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	232	232	232	232	232
Intention	Pearson Correlation	.430**	.402**	.309**	.463**	1

	Sig. (2-tailed)	.000	.000	.000	.000	
	N	232	232	232	232	232

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

5.6.1 The Relationship between the Intention to use Facebook and the Variables

We ran the correlation test to measure the strength and the direction of the relationship between the variables. We made the measurements between the dependent variable “the intention” and the independent variables (attitude, subjective norms, perceived behavioral control and perceived value). The first relationship between the intention and the attitude showed that there was a positive relationship at point 0.430 with a significant level ($P < 0.01$). Which means it’s expected to find high intention(s) to use Facebook around people with higher levels of attitude than individuals with lower levels.

The second test was between the intention(s) and the subjective norms, the correlation test found out that there was a significant positive relationship between both variables the intention and subjective norms at point 0.402 ($P < 0.01$). Which means it’s expected to find high intention(s) to use Facebook with individuals who has a higher level of subjective norms than individual with lower subjective norms.

The third test was between the intention(s) and the perceived behavioral control, the correlation test found out that there was a significant positive relationship between the perceived behavioral control and the intention(s) to use Facebook with 0.309 at ($P < 0.01$). Which means it’s expected to find higher intention(s) to use Facebook with

individuals with higher perceived behavioral control than individuals with low perceived behavioral control.

The fourth test was testing the relationship between the intention(s) and the perceived value independent variable. The test found out that there was a significant positive relationship between both variables with 0.463 ($P < 0.01$). Which means it's expected to find out a higher intention(s) to use Facebook with individuals having a higher level of perceived value more than individuals with low perceived value.

5.7 Regression Analysis

Regression analysis was run to measure the impact of the independent variables, (ATT, SB, PBC and PV) on the dependent variable (INT).

Table 20: Regression

Dependent variable	Intention to use Facebook					
Predictors	Beta	t-stat	p-value	f-stat	Sig.	R- square
Attitude	.152	1.638	.103	20.461	.000	.249
Subjective Norms	.165	2.050	.042			
Perceived Behavior Control	.085	1.07	.283			
Perceived Value	.274	3.303	.001			

The variation of respondent's intentions to use Facebook is determined by 25% with the independent variables (ATT, SB, PBC and PV) The result also shows that 75.0 % of the changes in Intention(s) can be explained by other factors not included in the

study. Since sig value is less than 0.05 then the established conceptual model is statistically significant.

The table above shows that the dependent variable (Intention(s)) is not affected by the independent variables; attitude and the perceived behavioral control and ($P>0.05$). On the other hand, it shows that subjective norms and perceived value has significant impact on the intention(s) to use Facebook ($P<0.05$).

The regression test showed that subjective norms and the perceived value have significant effect on the dependent variable the intention. Which means it is expected to see higher intention(s) to use Facebook with individuals holding a higher level of subjective norms and higher level of perceived value ($P<0.05$). On the other hand, the test showed that the attitude variable and perceived behavioral control variable have no significant impact on the intention variable. Which means having a higher level of PBC and attitude, will not have a positive impact on the intention of individuals to use Facebook

A study about the young people using the social network websites supported our hypothesis that said “Subjective norms has significant impact on the intention(s) of using Facebook”. While the first hypothesis that said “Attitude has significant impact on the intention(s) of using Facebook” was rejected since our finding showed that there is no significant impact on the intention(s) of using Facebook by the attitude variable (Pelling & White, 2009) Another study supported our both hypothesis about subjective norms and the perceived value significantly affecting the intention(s) of users to use Facebook, the study also did mention that attitude and perceived behavioral control have significant effects impact on the intention(s) of users while

our study results showed the opposite (Al-Debei, Al-Lozi, & Papazafeiropoulou, 2013). Another study tested the TPB and found out none of main three factors (attitude, subjective norms and perceived behavioral control) has significant effects to predict the intention(s) of users. This study was in USA (Cameron, 2010). Another study used the TPB to predict the intention(s) to teach an online courses figured out that all the main factors of the theory have significant impact on the intention(s). It also mentioned that the subjective norms are the most significant factor on the intention(s) (Knabe, 2012). Another study about social network usage behavior in Saudi Arabia supported our findings regarding the relationship between subjective norms and intention(s) and, perceived behavior control and intention(s). It found out that subjective norms have significant effect on intention to use social networking while perceived behavioral control has no significant effect on the intention which supports our study results (Al-ghaith, 2015).

Depends on the previous studies and our findings, we can say that subjective norms and perceived value have big roles to affect the intention(s) of users to use Facebook, which indicates that users background like family and friends effects the users' intention(s) to Facebook. Moreover, the studies found out that perceived value affects the intention(s) of users to use Facebook, the more the users receive benefits from using Facebook, the more their intention(s) to use it increases.

Table 21: Conclusion

Hypothesis	Finding
H1: There are a significant positive relationship between attitude and the intention to use Facebook.	Rejected
H2 : Subjective norms has significant impact on the intention of using Facebook	Accepted
H3: Perceived Behavioral Control has positive significant effect on the intentions.	Rejected
H4: Perceived Value has significant positive effect on the intentions of using Facebook.	Accepted
<p>H5: There is no significant difference between males and females regarding their intention to use Facebook.</p> <p>H6: There is no significant difference between the age groups regarding their</p>	<p>Accepted</p> <p>Accepted</p>

Hypothesis	Finding
intention to use Facebook	
H7: There is no significant differences between the level of education and the intention to use Facebook	Accepted

Chapter 6

CONCLUSION, RECOMMENDATION AND SUGGESTION

6.1 Introduction

As a conclusion for this study, this chapter will talk about the managerial implications and how this study could be used for companies and business. Also, this study will explain the limitations we had such as the age of the participants in the methods we collected our data through. Moreover, this study will talk about suggestions and how this study could be used for further researches. Finally, this study will have the conclusion part and the answers to our hypothesis.

6.2 Managerial Implications

Facebook since its beginning has been used for connecting people together. Facebook is the most visited social website on the internet. This allows the companies to use it as a marketing tool to increase their share in the market and make the most benefits out of it. Facebook could be used to understand the customers' needs and wants from their own information they posted on the website. Moreover, Facebook could be used to lower the costs the company pays on its advertising campaigns. Facebook is a way cheaper, efficient and effective method to make advertising campaigns on. Many features on the website allow the companies to go worldwide with their products ads. Creating a page is one feature that lets the companies to make announcements, talk about their services and products, and listen to the customers'

feedbacks and reply to them (Ramsaran-Fowdar, 2013). By studying the factors such as the attitude, subjective norms, perceived values and perceived behavioral control. This will lead the managers to know when and where to initiate their marketing campaigns in specific markets to get the most benefits.

6.3 Limitations of the Study

6.3.1 Age of the Participants

The sample size of this study was two-hundred and thirty-two participants. The data were collected from Lefkosa and Famagusta cities in North Cyprus, which is sufficiently enough for the purpose of this research. Moreover, this study included the age of eighteen years old as youngest participants and forty years old as the oldest participant. However, this study did not include the age of forty-one years old and above which considered as a significant proportion of this country. Hence, In-home visits could be considered for further researches from elderly people. This study was tested on the age groups between eighteen years old and forty years old.

6.3.2 Method of Collecting the Data

This study included only the people who gave their time and willingness to answer the questionnaire. Thus, this study reflected only people who accepted to fill the form of questionnaire in both cities (Famagusta and Lefkosa) while other refused to answer. Moreover, the questionnaire form was only in English language which in return could affect the acceptance of Turkish people who only knows Turkish to fill out the questionnaires.

6.3.3 The Limited Factors that have been Used

This research studied some variables that could affect the intention(s) of people to use Facebook. An extended Theory of Planned Behavior were used. The factors that have been used are attitude, subjective norms, perceived behavioral control and

perceived value while the results of this study showed that only subjective norms and perceived value affect the intention(s) of people to use Facebook. Hence, other factors could be taken into consideration for further studies such as the perceived usefulness and ease of use and more other factors.

6.4 Suggestions for Further Researches

In this study we considered attitude, subjective norms, perceived behavioral control and perceived value to study their effects on the intention(s) of people to use Facebook. However, further studies are needed to understand the full picture of using Facebook in North Cyprus.

According to our study, only people aged 18 years old to 40 years old are in our study. Thus, further studies should include 41 years old people and above to see what factors could affect their intention(s) to use Facebook.

According to perceived value factor effects between gender. It showed that men are more influenced by it to use Facebook than women. Further studies could be taken into consideration to understand the differences between women and men regarding the benefits and the values they are getting from using Facebook.

The results showed that 52% of the respondents are addicted to using Facebook. Further studies could be done to understand the factors that could affect people to be addicted to use Facebook.

Regarding to the all studied factors, this study showed that men have more positive attitude towards using Facebook. Further studies are needed to understand why men

are more influenced by attitude, subjective norms, perceived behavioral control and perceived value than women.

Regarding the differences between highest education level in our studies, further studies are needed to focus on one level to understand how it could affect their intention(s) to use Facebook.

6.5 Conclusion

There is a significant positive relationship between attitude and the intention to use Facebook and “Perceived Behavioral Control has a positive significant effect on the intentions” whereas subjective norms has significant impact on the intention(s) to use Facebook as well as “Perceived Value has significant positive effect on the intention of using Facebook.

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APPENDICES

Appendix A: Questionnaire



QUESTIONNAIRE

This academic project is concerned with the use of Facebook. Taking the time to complete the questionnaire is vitally important and your contribution is highly appreciated. Your responses will remain anonymous and be treated in the strictest of confidence. There are no right or wrong answers; what really matters is your honest opinion. Thank you very much for your help.

Q1: Please indicate the extent to which you agree or disagree with each of the following statements.

(Please tick /circle only one box per line)

	Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree
a) I think using Facebook is good for me	1	2	3	4	5	6	7
b) I think using Facebook is appropriate for me	1	2	3	4	5	6	7
c) I think using Facebook is beneficial for me	1	2	3	4	5	6	7
d) I have positive opinion about Facebook	1	2	3	4	5	6	7

Q2: Please indicate the extent to which you agree or disagree with each of the following statements.

(Please tick /circle only one box per line)

	Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree
a) People important to me think that using Facebook would be a wise idea	1	2	3	4	5	6	7
b) People important to me would think that using Facebook is a good idea	1	2	3	4	5	6	7
c) Most people important to me would think I should use Facebook	1	2	3	4	5	6	7
d) My family important to me would think that using Facebook would be a wise idea	1	2	3	4	5	6	7
e) My family important to me would think that using Facebook is a good idea	1	2	3	4	5	6	7
f) My family important to me would think I should use Facebook	1	2	3	4	5	6	7

Q3: Please indicate the extent to which you agree or disagree with each of the following statements.

(Please tick/circle only one box per line)

			Neither			
Strongly	Disagree	Slightly	Agree nor	Slightly	Agree	Strongly
Disagree		Disagree	Disagree	Agree		Agree

a) I have the resources, knowledge and ability to use Facebook

1	2	3	4	5	6	7
---	---	---	---	---	---	---

b) I can use Facebook

1	2	3	4	5	6	7
---	---	---	---	---	---	---

c) I know how to use Facebook

1	2	3	4	5	6	7
---	---	---	---	---	---	---

d) Using Facebook is entirely within my control

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Q4: Please indicate the extent to which you agree or disagree with each of the following statements.

(Please tick/circle only one box per line)

			Neither			
Strongly	Disagree	Slightly	Agree nor	Slightly	Agree	Strongly
Disagree		Disagree	Disagree	Agree		Agree

a) Compared to the effort I need to put in, using Facebook is beneficial to me

1	2	3	4	5	6	7
---	---	---	---	---	---	---

b) Compared to the time I need to spend, using of Facebook is worthwhile to me

1	2	3	4	5	6	7
---	---	---	---	---	---	---

c) Overall, using Facebook delivers me good value

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Q5: Please indicate the extent to which you agree or disagree with each of the following statements.

(Please tick/circle only one box per line)

			Neither			
Strongly	Disagree	Slightly	Agree nor	Slightly	Agree	Strongly
Disagree		Disagree	Disagree	Agree		Agree

a) My goal is to use Facebook 3 times per day every day

1	2	3	4	5	6	7
---	---	---	---	---	---	---

b) I intend to use Facebook as much as I can every day

1	2	3	4	5	6	7
---	---	---	---	---	---	---

c) I plan to use Facebook at least once everyday

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Q6. Please specify below your:

(Tick only one box per question)

Q6a) Gender: Male

Female

Q6b) Age _____

Q6c) Marital Status:

Single

Married

Divorced

Other (Please specify): _____

Q6d) What is your occupation? _____

Q6e) Highest Education Level:

Primary School

Secondary School

High National Diploma (HND)

First Degree

Masters Degree

PhD

Other (Please specify): _____

Q6f) For how long have you been using Facebook ? _____ years

Q6g) Do you think you are addicted to Facebook ? Yes

No

Q6h) Where do you live ? _____

Famagusta

Lefkosa

Girne

Other(please specify): _____

Q6i) Annual Income (optional):

Up to 20,000	<input type="checkbox"/>
20,001 - 40,000	<input type="checkbox"/>
40,001 - 60,000	<input type="checkbox"/>
More than 60,001	<input type="checkbox"/>

Thank you very much for your participation

Appendix B: Structure of Questionnaire

	References
Attitude Scale (ATT)	(Hsu, et al. ,2006)
1. I think using Facebook is good for me.	
2. I think using Facebook is appropriate for me.	
3. I think using Facebook is beneficial for me.	
4. I have positive opinion about Facebook.	
Subjective Norms (SN)	(Shih & Fang, 2004)
1. People important to me think that using Facebook would be a wise idea.	
2. People important to me would think that using Facebook is a good idea.	
3. Most people important to me would think I should use Facebook.	
4. My family important to me would think that using Facebook is a good idea.	
5. My family important to me would think I should use Facebook.	
Perceived Behavioral Control (PBC)	(Mäntymäki, et al. ,2014)
1. I have the resources, knowledge, and ability to use Facebook.	
2. I can use Facebook.	
3. I know how to use Facebook.	

4. Using Facebook is entirely within my control.

Perceived Value (PV)

(Al-Debei, Al-Lozi & Papazafeiropoulou, 2013)

1. Compared to the effort I need to put in.

Using Facebook is beneficial to me.

2. Compared to the time I need to spend.

Using of Facebook is worthwhile to me.

3. Overall. Using Facebook delivers me good value.

Intention

(Courneya, Bobick & Schinke, 1999)

1. My goal is to use Facebook 3 times per day everyday.

2. I intend to use Facebook as much as I can everyday.

3. I plan to use Facebook at least once everyday.
