



**Sudan University of
Science and Technology
College of Graduate Studies**



**Sudanese Marketing Practitioners Motives' towards
Adopting Social Media Technology in marketing
activities: the Mediating role of Intention and
Moderating effect of experience**

**دوافع المسوقين السودانيين تجاه تبني تكنولوجيا وسائط التواصل الاجتماعي
في الأنشطة التسويقية : الدور الوسيط للنية السلوكية وأثر الخبرة كمتغير معدل**

**Supplementary Research Submitted for fulfilling the
requirement of Master Program in M.Sc Business
Administration**

**Prepared by; Abu Elgassim Mohammed Ibrahim Adam
Supervised By; Dr: SIDDIG BALAL IBRAHIM**

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آية كريمة

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

قال تعالى: (وَإِذْ قَالَ إِبْرَاهِيمُ رَبِّ اجْعَلْ هَذَا بَلَدًا آمِنًا وَارْزُقْ أَهْلَهُ
مِنَ الثَّمَرَاتِ مَنْ آمَنَ مِنْهُمْ بِاللَّهِ وَالْيَوْمِ الْآخِرِ قَالَ وَمَنْ كَفَرَ فَأُمَتِّعُهُ
قَلِيلًا ثُمَّ أَضْطَرُّهُ إِلَىٰ عَذَابِ النَّارِ وَبِئْسَ الْمَصِيرُ {126})

سورة البقرة

DEDICATION

- ❖ To my beloved mother and my later dear father, God bless him who has given me so much, thanks for your faith in me, and teaching me to go forward.
- ❖ To my brothers Idris, Yousif, Hussein, Abdel Aziz, Jamal, and my sisters Hanan, Intisar, Tahani their supports me to achieve my dream.
- ❖ To my classmates in all Education level, their given me trust and supports to go ahead.
- ❖ To my friends our home, job and other walks for life, their given me safety and bullishness.
- ❖ To my teachers' primary school, secondary school, university, and graduate study for given more learning and knowledge thank you so much.
- ❖ To my darling Leila Salah her wife my brother her mercifulness and forgiveness for given more loving

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LIST OF PRIVATIONS

Social media	(SM)
Social network sites	(SNSs)
Information technologies	(IT)
Technology Acceptance Model	(TAM)
Unified theory of acceptance and usage of technology	(UTAUT)
adopting social media technology	(ASMT)
Behavioral intention	(BI)
Sudanese Marketing practitioners	(SMP)

ABSTRACT

Today people increasingly need using technology. People expect more and faster services with higher quality; so attracting new customers and retaining current ones requires an efficient and effective management at all aspects of companies with emphasis on marketing management. Thus, the purpose of this study is to investigate the effects of (motives) performance expectancy, effort expectancy, social influence, facilitating conditions, and habit toward on adopting social media technology on Sudanese marketing practitioners by considering the role of mediating intention and moderating experience, then to assess the level of adopting social media among Sudanese marketing practitioners. Totally, 120 questionnaires were distributed to marketer practitioners in small business that 107 questionnaires were used for the final analysis, and we use descriptive methods, and simple linear regression. which the results from analysis of them show that all four variables, i.e. performance expectancy, effort expectancy, social influence, facilitating conditions and habit had a positive and significant effect on users' behavior and intention to adopting social media technology and variable of experience moderated the relationships between these variables. Also we are reveals to a lower adoption social media in Sudanese marketing practitioner and performance expectance, effort expectance, facilitating conditions, and habit are not motivate for adopting social media technology with Sudanese marketing practitioner .Recommended the future research can adopt more and different dimension such as, experience, hedonic motivation, price value, and future research may apply the model on larger population from different regions of Sudan. And future research to

adopt the model in different industries such as, production, trading and investment. The true contribution of this study lies primarily in its theoretical and practical implications as well as its ability to hopefully motives and the future academic. Whether, the results in replications of this study support the study findings, the message to manager and marketer's practitioner of small business in Sudan is clear.

Key words: motives, social media, intention, experience

ملخص الدراسة

يشهد العالم اليوم تزايد في استخدام التكنولوجيا ومن المتوقع أن يزداد هذا الإقبال وبالتالي سرعة في تقديم الخدمات وبالجودة العالية الشيء الذي يجذب العملاء الجدد ويحافظ علي الزبائنو هذا يتطلب كفاءة وفاعلية الإدارة في جميع أقسام وإجزاء المنظمة مع التأكيد علي أهمية إدارة التسويق في هذا المجال. الغرض من هذه الدراسة هو التحقق من أثر دوافع المسوقيين السودانيين تجاه تبني تكنولوجيا وسائط التواصل الاجتماعي في السوق السوداني مع الأخذ في الاعتبار لدور النية كمتغير وسيط والخبرة كمتغير معدل ، إضافة إلي معرفة مستوى تبني المسوقيين السودانيين لوسائط التواصل الاجتماعي في الأداء التسويقي. تم توزيع (120) إستبانة علي مدراء التسويق والمسوقيين في قطاع الأعمال الصغيرة بولاية الخرطوم وتم إسترجاع وتحليل (107) إستبانة كما تم إستخدام المنهج الوصفي والإرتباط والإنحدار الخطي لإختبار فرضيات هذه الدراسة ثم خلصت الدراسة إلي أبعاد الدوافع (الأداء المتوقع ، الجهود المتوقعة ، تأثير المجتمع ، شروط التسهيل والعادة) ليست جميعها مؤثرة في تبني وسائط التواصل الاجتماعي إضافة إلي ضعف مستوى التبني لدي المسوقيين السودانيين وبالتالي يفضل أن تجري مزيد من الدراسات مستقبلاً حول أبعاد الدوافع مثل (الخبرة ، القيمة السعرية ، دافع المتعة) كأبعاد للدوافع المؤثرة في تبني وسائط التواصل الاجتماعي، و أن تطبق الدراسات علي عينة تشمل كل ولايات السودان وتأخذ في الاعتبار القطاعات المختلفة للأعمال. المساهمة الأساسية لهذه الدراسة تمثلت في معرفة الدوافع التي تدفع المسوقيين السودانيين تجاه تبني وسائط التواصل الاجتماعي في الأداء التسويقي وهذه مساهمة نظرية تضيف معرفة جديدة حول هذه الظاهرة ، إضافة إلي معرفة المديرين والمسوقيين لأثر تبني وسائط التواصل الاجتماعي في الأداء التسويقي وهذه مساهمة تثري مجال الأعمال.

كلمات مفتاحية : الدوافع ، وسائط التواصل الاجتماعي ، النية ، الخبرة

CHAPTER ONE

CHAPTER ONE

GENERAL FRAMEWORK

1-0- Introduction:

The objective of this research is to investigate the effect of motives Sudanese marketing practitioner's in small business sector on adopting social media technology, the mediating role of intention and moderating effect of experience. This chapter presents the introduction and it's divided as follows: study background, problem statement, research questions, and objective, then highlighted the significance of study, definition of key term, scope and organization of the chapters.

1-1- Background of study:

Social media(SM)is a phenomenon that has transformed the interaction and communication of individuals throughout the world(Simeon Edosomwan, Sitalaskshmi Kalangot Prakasan, Doriane Kouame, Jonelle Watson, Tom Seymour, 2011) social media has revolutionized corporate communications. (Matthews, 2010)The emergence of social network sites has revolutionized communication tools for facilitating teaching and learning activities (Sohaei and A. Iahad, 2014) social media has been gaining popularity worldwide over the last years at an increasingly growing rate.(Patrick Mikalef¹, Michail Giannakos and Adamantia Patelief¹, 2013)and are increasingly used in regular operations of many companies, including start-ups, small, medium-sized, and large organizations(Smits and Mogos, 2013)millions of people are now attached with this and both online and conventional activities result the

expanded platform that affects conventional way of thinking. (Muhammad Tahir Jan, Kalthom Abdullah, and Abdul Momen, 2015)The rapid rise of social media has captured the attention of marketers and consumers on a global scale, and together with a rapidly changing communications environment marketers now confront new challenges in terms of our understanding of consumer behavior and consumption patterns in the new millennium. (Camilla Bond, Carla Ferraro, Sandra Luxton, Sean Sands, 2010)Social media is adopted by businesses primarily to talk with the customer because of social media applications are simple, generally free, are web based, and depend on content generated by the user. Social media supports parallel multiple communication channels of business to consumer, consumer to consumer, and networks of forums or groups. (Mandal and J. McQueen, 2012)Since their introduction, social network sites (SNSs) such as MySpace, Face book, CY world, and Bebo have attracted millions of users, many of whom have integrated these sites into their daily practices. (Boyd and Ellison, 2007)

Nowadays, Face book is considered as one of the most popular social media.(Jacques Richard Ludovic Froget, Abbas Ghanbari Baghestan and 2Yasha Sazmand Asfaranjan, 2013) The increase in new media and communications has significantly impacted globalization in the recent decades.(Woolley, 2013)Throughout the last few decades, firms have persistently invested significant resources in implementing new information technologies (IT) to achieve competitive advantages.(Tiago Oliveiraa, Miguel Fariaa, Manoj Abraham Thomasb, AlešPopovičc, 2014)motivated by this fact, firms are piloting different approaches of promoting their products and services to consumers in order to capitalize

on the prominence of such websites. Social media has managed to revolutionize the way Internet users communicate and interact with each other within a very short period.(Patrick Mikalef1, et al 2013)Recent advancements in internet-based technologies have produced radical changes in the nature of the socio-business communication style, content and participants.(Anwar and Ur Rehman, 2013) Social networking websites are becoming an indispensable part of our larger society, with many businesses using them as tools to enhance a better relational experience with their employees and customers.(Awolusi, 2012).Social media is characterized by their strong user focus.(Dehghani, Nourani , Abardeh, 2012)In a social network, adoption probability refers to the probability that a social entity will adopt a product, service, or opinion in the foreseeable future. Such probabilities are central to fundamental issues in social network analysis, including the influence maximization problem. (Fang, Paul J. Hu, Zhepeng Li, and Tsai, 2013)The adoption of new technologies is made difficult by the uncertainty surrounding the unexpected consequences of the technology, which is inevitably associated with the use of any new technology. (Xi Yu, GetuHailu and Jessica Cao,2014)

The growing popularity of the social media has without question brought about a paradigmatic shift in the way advertisers and marketers seek to promote their goods and services and affect the purchasing decisions of their customers and targets.(Otugo, Esther,Uzuegbunam, Emmanuel, Obikeze, Okey, 2015)the increase in new media and communications has significantly impacted globalization in the recent decades.(Woolley, 2013)Social media offers numerous opportunities for public relations practitioners to interact with the public while adopting new forms of

technology and integrating them into their everyday lives.(Curtis, Edwards, Fraser, Gudelsky, Holmquist, Thornton, Sweetser, 2010) The innovation of the internet and mobile technology has given rise to social media, and social media have created a new era of marketing.(Maoyan, Zhujunxuan ,Sangyang , 2014)

1-2- Statement of the problem:

Despite the growing academic and practitioner interest in the adoption technology a review of the literature reveals several short comings that have limited our understanding, many studies conducted on acceptance and using technology such as Venkatesh, Thong, and XinXu, (2012),Ghalandari, (2012),Pantano and Di Pietro, (2012),Akbar, (2013), Abdulmajid and Nazir, (2014), Bryan and Williams, (2014)Alharbi and Drew, (2014), Tiago Oliveira et al, (2014), NafsaniathFathema, David Shannon, Margaret Ross, (2015), Iefanuzzaman Khan, Md Abu Saleh , and SarangapaniNivarthi (2015).

Mostly of them studies obtain acceptance and using technology issue is influence to some motives or variables such as perceived usefulness, perceived ease of use according to technology acceptance model (TAM) and performance expectance, effort expectance, social influence, and facilitating conditions according to Unified theory of acceptance and usage of technology (UTAUT) their found positive or negative related and strongly impact on acceptance and using technology,also their using descriptive method and quantitative approach through collecting data questionnaire among prominent of limitations are population and sampling conducted which has a veryhigh penetration rate for mobile phones, like Hong Kong .

Then they didn't talk about applying to countries that are less technologically advanced. This study focuses on variables of (TAM, UTAUT) with experience as a moderating variable and is applied to underdeveloped countries like Sudan.

Other studies conducted on the adoption of social media technology such as Mandal and J Mc Queen, (2012), Reitz, (2012), Nah and D. Saxton, (2013), Woolley (2013), Mugahed and Shahizan, (2013), Paquette, (2013), Jacques Richard, et al (2013), Patrick Mikalef¹, et al (2013), Sunil S. Patel, et al (2013), Dineshwar and Steven (2013), Elyjoy M. Micheni et al (2013), Constantinides (2014), Basal, (2014), Maoyan, et al (2014), Akar and Mardikyan, (2014), Nyembezi and Bayaga (2014), Abu Bakar and Zaidi Bin (2014), Teresa and Manuel (2014), Otugo, Nkiru, et al (2015), Mohamed and Binti (2015), Mohammed A. Hashim, Muthana Najim Abdullah. Nor'ashikin Ali, (2015), Acheaw and Gifty (2015), Simon Hudson a,^{1,2}, Li Huang b,³, Martin S. Roth c,⁴, Thomas J. Madden, (2015), (Haeng-Nam Sung¹, Dae-Yul Jeong¹, Yeon-Su Jeong¹ and Jae-Ik Shin² (2015), and Lindley Curtis, et al (2010).

Mostly of these studies found out a strong influence of some motives or variables on adopting social media technology (ASMT) such as performance expectancy, effort expectancy, social influence, and facilitating conditions according to (UTAUT) with using other variables such as owners' characteristic, interactive with peers, interactive with teachers, engagement etc, (Mugahed and Shahizan, 2013).

Other few studies conducted about nonprofit organizations, micro businesses, and investigate m-banking adoption and usage, mostly of these studies using descriptive method and quantitative approach collecting data with questionnaire and observation. And they found

positive influence that the major constructs of performance and effort expectancy played an insignificant role, and social influence and facilitating conditions did not influence the behavioral and adoption intentions of social media (Mandal and J Mc Queen, 2012). Generally all above variables found positive or negative influence on (ASMT) although it's has some limitations such can be overcome by conducting further investigation using the developed theory. all above studies didn't talk about the impact of motives on adopting social media technology in under develop countries and not explained the adoption social media technology in Sudanese market therefore this study focus explaining the influence of Sudanese's marketing practitioners motives on adopting social media technology. Also through the mentioned previous studies there is a little known studies about the motives of adopting social media technology, and therefore needs more studies required to discover the motives of adopting social media technology among Sudanese marketing practitioner.

1-3- Research questions:

This study attempted to answer the following questions:-

- 1- What the propellants that motivates to adopt social media technology?
- 2- What's the impact of motives toward on adopting social media technology?
- 3- What's the level of adopting social media among Sudanese marketing practitioners?
- 4- What's the impact of motives toward on intention?
- 5- What's the impact of intention toward on adopting social media technology?

- 6- Does intention mediate the relationship between motives and adopting social media technology?
- 7- Does experience moderate the relationship between motives and intention?

1-4- Research objectives:

This study attempted to achieve the following objectives:-

- 1- Investigate the impact of motives of adopting social media technology among Sudanese marketing practitioners.
- 2- To assess the level of adopting social media among Sudanese marketing practitioners.
- 3- Investigate the evolution of adopting social media technology.
- 4- To determine the propellants that motivate to adopt social media.
- 5- Investigate the impact of motives on intention.
- 6- To measure the impact of intentions on adopting social media technology.
- 7- To investigate the mediating role of intention on the relationship between motives of marketing practitioners and adoption of social media.
- 8- To investigate the moderating role of experience on the relationship between motives and intention.

1-5- Research significant:

This research has potential significant theoretical and practical contributions. The following are two sub-sections present some of the possible contribution.

❖ Theoretical contribution:

This first sub-section represents the theoretical contribution which can be considered in terms of the following areas of knowledge;

- This study expected to contribute to the theory of relationship between motives and adopting social media technology.
- Identifies of social media adoption among Sudanese marketing practitioners. Therefore the study can add a considerable knowledge in this area and provide a base for future studies in this issue.
- The study can enrich the theory of adopting technology from the context of Sudan and under developing countries.
- To exam performance expectance, effort expectance, social influence, facilitating condition, and habit to motivate Sudanese marketing practitioners.
- Investigate the mediating role of be intention on the relationship between motives and adopting social media technology.
- Investigate the moderating role of experience on relationship between motives and intention.
- The research will be to examine the relationship between motives and intention. This study can add to the knowledge about how to motives can effect on intention. In addition to that, this knowledge can also contribute to the theory planned behavior view literature.

❖ **Practical contribution:**

Several practical contributions are expected to emerge from the current research. These practical contributions are as follows;

- This study will be explain for to the adopting social media technology, thus can help managers and practitioners understanding on the value of adopting social media technology in business.
- This research will try validating measurement scale for adopting social media technology among Sudanese marketing practitioners. Therefore,

validating such instruments can help of Sudanese marketing practitioners to better understanding how to adoption technology.

- This research will attempt to explain for the marketing practitioners can add value to the company's adoption policy and linking networking sites.
- This research will provide better understanding about considering mediating role of intention.
- This research will provide better understanding about considering moderating role of experience.
- This research will open the door for the adopting social media technology and motives to better understanding how to motivate motives on adopting social media technology.
- This study is expected to contribute significantly practical and theoretical. As will as it would seek to provide recommendations that would help Sudanese marketing practitioners to adopting social media technology.

1-6- Scope of the study:

Scope of this study in such as using Sudanese marketing practitioners the internet, Web sites, Networking sites, and social media, then the effect of social media on their business and increasing salesforce. This study is limits and focus about how to affect motives toward on adopting social media technology in Sudanese marketing practitioners then what's the role of mediating intention between motives and adoption technology? Then what's the role of moderating experience between motives and intention?

1-7- Definition of key term:

Below are operationalization definitions of key term, which were used in this study.

Motives: is defined as the Performance Expectance, Effort Expectance, Social Influence, Facilitating Conditions, and Habit.

Social media: are defined the online platforms and locations that provide a way for people to participate in these conversations.(What people are saying about your brand, your product and/or your service), then use these insights to make better business decisions also increase forcesales.

Intention: is defined as the degree of Sudanese marketing practitioner's willingness to use and adopting Social Media Technology

Experience: is defined as Knowledge or skill that you get from using social media sites in doing your job and interactive with customers.

1-8- Structure of the study chapters:

This research is divided into five chapters as following;

Chapter one has introduce the topic of the research on which is based. This chapter outlined the research problem, research questions, the objectives, the scope, the significance, and the definition of key terms and the organization of the study. Chapter two presents the theoretical perspective of social media, intention, motives, dimensions about variables, and related relationship between variables. Chapter three introduced the theoretical framework, conceptual framework, hypotheses, research design, measurement variables, date analysis techniques, validity instrument, ethical consideration, and summary of chapter then. Chapter four an analysis of collected date from the survey and presentation of the result chapter five that provides discussion of research implications, managerial insights, and directions for future research.

CHAPTER TWO

CHAPTER TWO

LITERATURE REVIEW

2-0- Introduction:

In this chapter, the researcher focused on the literature of related to motives and adopting social media technology. The chapter is conducted under the objectives of the study and focuses mainly on six sections which are: concept, definitions of motives, types, motives of using internet and dimensions about it in section one, adopting social media technology in section two, Intention, concept and definitions in section three, experience, concept and definition in section four, relationship between variables in section five, and summary and conclusions in section six.

2-1- Motives of adopting Social media technology:

The section reviews the first concept, motives. It includes philosophical foundation, definition, theories, types, and dimensions of motives

2-1-1-Concept of Motives adopting social media technology

There are certain terms which you will commonly come across when you talk this lesson on motivation such as needs, goals, incentives etc. Let us understand some of these concepts.

(a) Needs and Motives

A need is a condition of lack or deficit of something required by the organism. In order to maintain homeostasis or balance the organism finds it necessary to satisfy the needs.(Wertsch J.V, 2009)The needs are of different types. The need for food or water is a physiological need. The needs for excretion and urination are also physiological needs. They are

due to the organism's necessity to eliminate waste matter from the body. The need for contact with other persons is a social need. The other social needs include need for prestige, status, affection, self-esteem, and so on. A person becomes more aware of his needs when they are not fulfilled. (MODULE –II Key Psychological Processes, Notes, 2009)The term 'motive' refers to goal directed behavior and energizing conditions within the organism that drive behavior. It is generally used to refer to certain conditions which, besides arousing, predispose a person to respond, or behave in a way appropriate to that motive. Motives direct the activity of the individual towards person's goals. (A. H. Maslow, 2000)

(b) Goals

Thinking about the goal motivates a person to organize his or her action. If hunger is a need, eating food is a goal. Thus goal is related to the need state. However, in certain cases, behavior is also guided by intrinsic goals. It means behavior does not always need external goal. It may be satisfying and enjoyable in itself. Some people may like to sing, dance or play just for the sake of singing, dancing or playing. They like such activities. Thus goals can be intrinsic or extrinsic. (Wertsch J.V, 2009)

(c) Incentives

Incentives refer to the goal objects which satisfy the needs. Incentives vary in quality and quantity which make them less or more satisfying and attractive. Thus one can put in greater amount of effort to attain a more attractive incentive. As a matter of fact many incentives assume considerable significance in the lives of people and they do everything possible to attain those incentives. (Kelli Burton, 2012)

(d) Instincts

Instinct is an old concept in the field of motivation. It is defined as an innate biological force that predisposes the organism to act in a certain way. At one time all behaviors were supposed to be results of certain instincts. Some of the instincts identified by early psychologists are fight, repulsion, curiosity, self-abasement, acquisition etc. It was thought that instincts were inherited and compelling sources of conduct, but can be modified by learning and experience. This term is no more used in relation to human behavior. Animal behavior is sometimes explained using this term. In current usage 'instinct' is reserved for innate response tendencies found among animals.(MODULE –II Key Psychological Processes, Notes, 2009)

2-1-2-Definitions of Motives adopting social media technology :

Motivation as process or behavior refers to reinforced, selective and goal-directed behavior initiated and energized by a motive which aims to maintain balance and equilibrium of the person in relation to his environment by keeping his basic needs satisfied.(A. H. Maslow, 2000)

Motivation is one of the most frequently used words in psychology. It refers to the factors which move or activate the organism. We infer the presence of motivation when we see that people work toward certain goals (Wretch J.V, 2009) Thus motivation can be defined as the process of activating, maintaining and directing behavior towards a particular goal. The process is usually terminated once the desired goal is attained by the person. Motives also help us make predictions about behavior. We may tell what a person will do in future. Motives may not tell exactly what will happen but they give us an idea about the range of activities a person will do. Motives in this study it's just mean Performance

Expectance, Effort Expectance, Social Influence, Facilitating Condition and Habit. (Researcher, June 2016)

2-1-3-Type of Motives adopting social media technology :

Motives lead our life to achieve desirable goals A number of motives are responsible for our social life. Motives can be classified into two types:

1. **Primary Motives:** These needs are associated with the biological or physiological well-being of an individual. Often it is called as biological motives. Examples for the biological motives are hunger, sex, thirst and etc. Biological motives are universal. It is basic for all living organism. It is innate and inborn.

2. **Secondary Motives:** It is linked with one's socio-psychological needs and it is called psychological or sociological motives. Examples of these motives are achievement motive, self-actualization motives, security motives, application motives and affiliation motives etc. (Kelli Burton, 2012) other classify can be:

- **Natural or Intrinsic Motivation:** It is linked with the natural instincts, urges and impulses of the organism. An individual performs an activity out of interest on that and getting pleasure out of that. It may be outside motives or goals. Example: Reading a poem or hearing a song or solving a mathematical problem to get pleasure out of it. This kind of activity carries its own reward and the individual takes genuine interest in performing the activity. This kind of motivation has real values and sustains throughout life. (Wertsch J.V, 2009)

- **Unnatural or Extrinsic Motivation:** In this type the source of pleasure does not lie within the task. This motivation has no functional relationship with the task. The individual does or learns something not for its own sake, but as a means of obtaining desired goals or getting some external reward. Examples are working for incentive or better grade, honor, receive praise or blame. But this kind of motivation brings a better result in teaching learning process. Even though, whenever we get the chance we have to go for intrinsic motivation.

2-1-4-Motivate of using internet

Data reveals that the main reason for not using the social web as a source for current news is that ‘anybody can write an article and publish it’. 82.2% of the non-users do not intend to use social media as the articles are not written by qualified journalists. Other factors such time and accessibility de motivates users to adopt social media as well. Data reveals that 29% of the participants think that getting news from social web is time consuming. And 43% of them think that searching for news in web platforms is very difficult(Samaneh Beheshti et al, 2013)Nearly two billion internet users are on at least one social networking site. As of the first quarter of 2015, there are a reported 1.44B active users on Facebook, making it easily the most widely used social networking site. Interestingly, most users do not choose one single social media platform; rather they use several different sites for various communication purposes social media sites provide a method for users to feel a sense of inclusion and connection with the groups toward which they have an affinity.(Philip Kim, et al 2015)Several reasons of using the internet as following:

- **Personal Utility**

One of the most significant motivators for social media use is personal utility. Personal utility in this context would ask the question, what benefit or value does the user gain by using the social media site? Some of the personal uses include playing online social games, reading friends' status updates, sharing status updates, and consuming content.

- **Immediate Gratification**

Closely related to personal utility is the need for immediate gratification. Social media communications are in real time. When users post status updates, comments, and share content, the website is updated without delay. The flexibility of social media communication allows for asynchronous communication; however the immediacy of the medium allows members to connect as if they were instant messaging or chatting. As the users' level of comfort and self-efficacy increases, the need for immediate gratification increases. For some power users this need for immediate gratification can lead to addiction and the constant need to check status updates. The need for immediate feedback and results has increased social consumers' dependence on social media sites.

- **Social Pressure**

A study conducted on how adolescents use and adopt social media found that online connections can be seen as an extension of offline connections. The findings from this study concur with social consumers' need for personal utility in that social media adoption and use is heavily weighted towards maintaining existing relationships rather than establishing new ones. Network externalities also play a role in the spread of social media use and adoption. Similar to the fax machine, positive network effects raise the value for consumers as markets get larger. The more people that

join a certain social network, the more other people see the value in joining that network.

- **Validation Impulse**

The need for validation leads people to share on social media so they can be recognized and approved by the social network. When social consumers share content or replies on social media outlets such as Facebook, Twitter, and blogs and discussion forums, they are not only providing information to answer an inquiry, but also establishing their persona as someone who is knowledgeable. When social consumers share content to their network, there is the personal benefit also known as “autarky value” and a second underlying value in sharing information with others for their approval.

- **Curiosity**

Power users of social networking sites reported higher levels of openness to experience. Higher levels of openness to new experiences are reflected in curiosity. Curiosity can also be related to a type of cultural voyeurism. That is, most people who participate in social media sites are either silent observers or participant observers. Silent observers are those who make no contribution to the discussion. They may be introverts, shy, or simply feel they have nothing to add to the conversation, but there is still a desire to follow the person or series of dialogs.

- **Altruistic Impulse**

Some of the most significant humanitarian and fund-raising events have happened as a result of crowd funding through social media sharing. As a whole, social media has actually increased altruistic donations and giving. People are now able to donate money, resources, and time through a click

of a button. From family tragedies to volunteering opportunities as well as raising capital for political and social causes. (Philip Kim, et al 2015)

2-1-5-Dimensions of Motives adopting social media technology:

Several studies conducted motives of adopting technology such as Viswanath Venkatesh, et al (2012) Kamal Ghalandari,(2012) Fatema Akbar(2013) Tiago Oliveira, et al (2014) their talked about motives through each many various dimensions: Performance Expectance, Effort Expectance, Social Influence, Facilitating Conditions, and Habit.

- Performance Expectance

Performance expectancy is the degree to which an individual believes that using the system will help him or her to attain gains in job performance. (Kamal Ghalandari, 2012) according to (UTAUT) performance expectancy is the first motives or variable to influence on intention toward adopting new technology.

- Effort Expectance

Effort expectancy is the extent of convenience perceived for using system. Similar constructs in other models and theories from semantic viewpoints are: perceived ease of use (technology acceptance model), complexity (PC utilization model and innovation diffusion theory).(Kamal Ghalandari, 2012)

- Social Influence

Stated that by social influence, they meant the degree to which an individual perceives that other ones are important to him/her in using new system. Constructs of subjective norms (rational action theory, planned behavior theory, decomposed planned behavior theory and technology acceptance model), social factors (PC utilization model) and image (innovation diffusion theory) were influential in formation of this

variable.(Kamal Ghalandari,2012) Some researchers believe that use intention of a new technology is influenced by the social environment of people. Therefore, there may be a significant relationship between social influence and behavioral intention. (SonaMardikyan,2012)

- **Facilitating Conditions**

Facilitating conditions are factors in an environment that hinders or makes an act (legally or illegally) easier to commit (Triandis, 1980). Because of the accessibility and ease of committing the act, consumers would therefore have standards that could be more easily swayed, therefore forming more positive attitudes (Limayem et al, 2004). Based on the findings of Cronan and Al-Rafee (2008), individuals equipped with the skills and resources to pirate have a higher intention to pirate/download movies and TV series through P2P networks. In this instance, facilitating factors are conditions that will assist a consumer in downloading movies and TV series, such as fast internet connection, lack of copyright measures, easily accessible websites or accessible. Variable of facilitating conditions refers to the extent to which an individual perceives that technical and organizational infrastructure required to use intended system are available.(KamalGhalandarie,2012)

- **Habit**

Habit has been defined as the extent to which people tend to perform behaviors automatically because of learning (Limayem et al. 2007), while Kim et al. (2005) equate habit with automaticity. Although conceptualized rather similarly, habit has been operationalized in two distinct ways: first, habit is viewed as prior behavior (see Kim and Malhotra 2005); and second, habit is measured as the extent to which an individual believes the behavior to be automatic (e.g., Limayem et al. 2007). The empirical

findings about the role of habit in technology use have delineated different underlying processes by which habit influences technology use. Related to the operationalization of habit as prior use, Kim and Malhotra (2005) found that prior use was a strong predictor of future technology use. (Viswanath Venkatesh, et al 2012)

2-2- Adopting Social Media Technology :

The section reviews the first concept, adopting social media technology. It includes philosophical foundation, definitions, theories, types, and dimensions of adopting social media technology.

2-2-1-Concept of Social media technology:

Social media encapsulates digital tools and activities that enable communication and sharing across the net...(Review of Social Media and Defiance) ‘Social Media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of User Generated Content. ‘The term “Social Media” refers to the wide range services that allow users to participate in online exchanges, communities. (Michael Dewing, Library of Parliament, 2010) “Social media is online content created by people using highly accessible and scalable publishing technologies. At its most basic sense, social media is a shift in how people discover, read and share news, information and content. Social media has become extremely popular because it allows people to connect in the online world to form relationships for personal, political and business use.[Social Media Marketing] Social media is a way for people to communicate online by engaging with social context, which can include conversations, commentary, and other user-generated interactions. Social media websites are based on user participation and user-generated content.

They include social networking sites like LinkedIn, Facebook, or Twitter, and other sites that are centered on user interaction. [Brevet turns sales strategy into front-line reality, 2014] Social Media is network and technology which used to create hot news by Internet users, then communicate and disseminate information each other. Social Media is about building a conversation with your clients and consumers. Current definitions of social media are either too application-focused, preventing generalization across contexts, or too broad, obscuring the ways the technology may influence behaviors. Social media describes the online technologies and practices that people use to share opinions, insights, experiences, and perspectives with each other (Wikipedia 2007)

2-2-2-Definitions of Social Media technology :

Social refers to the instinctual needs we human have to connect with other humans. We have a need to be around and included in groups of similar like-minded people with whom we can feel at home and comfortable sharing our thoughts, ideas, and experience. Media refers to the tool we use with which we make those connections with other humans. Whether they are drums, bells, the written word, the telegraph, the telephone, radio, television, e-mail, websites, photographs, audio, video, mobile phones, or text messaging, media are the technologies we use to make those connections. (Xia oyan Hu 2011) In their own words, here are numerous social media definitions from active participants. [Posted on May 9, 2011 by Heidi Cohen in Social Media]Social media consists of various user-driven (inbound marketing) channels (e.g., Facebook, Twitter, blogs, YouTube).

These channels represent a stark difference from the advertiser-driven (outbound marketing) push model. As the principal owner of the

customer relationship in the firm, typically, the marketing department is responsible for managing these social media channels. Social Media are the platforms that enable the interactive web by engaging users to participate in, comment on and create content as means of communicating with their social graph, other users and the public. By this definition, for example, WordPress, Sharepoint, and Lithium qualify as social media, as do YouTube, Facebook and Twitter. Social media more narrowly defined includes only channels for user-generated content, as distinguished from platforms, which are referred to as social technologies.

Social media allows us to network, to find people with like interests, and to meet people who can become friends or customers. It flattens out the world and gives us access to people we never would have been able to meet otherwise. “Social media” is that it isn’t media in the traditional sense. Social media are the online platforms and locations that provide a way for people to participate in these conversations. For individuals it is a way to connect and share content with friends and like-minded people. For businesses it’s a way to tap into what people are saying about your brand, your product and/or your service, participate in the conversations, be open to new ideas and then use these insights to make better business decisions. (Sally Falkow – APR, PRESSfeed, 2012). Social media is online text, pictures, videos and links, shared amongst people and organizations. (Dave Kerpen – Likeable Media, 2011). Social media is digital, content-based communications based on the interactions enabled by a plethora of web technologies. Rebecca Lieb, author of *The Truth about Search Engine Optimization* (Affiliate link).

With social media, I think there’s a literal definition concerning the media that people create and share online. But there’s also the notion that social

media is about the technology that facilitates individuals and groups of people to connect and interact, create and share Unlike other software that works fine with a single user, social media applications and websites work better the more people there are using them. Technology that facilitates collective wisdom, engagement, creation and sharing – that’s what I consider “social media”. Lee Odden – Online Marketing Blog.

Social media is communication channels or tools used to store, aggregate, share, discuss or deliver information within online communities. The focus is on interaction and relationships, not the almighty dollar. Angie Schottmuller – Interactive Artisan. Social Media is the new Wild, Wild West of Marketing, with brands, businesses, and organizations jostling with individuals to make news, friends, connections and build communities in the virtual space. A plethora of platforms ranging from Facebook, Twitter, LinkedIn and YouTube to a vast variety of newly emerging and rapidly dwindling services, like, Foursquare and MySpace, social media is all about influencing people one-on-one; and achieving P2P (person-to-person) communication that influences awareness, acceptance and behavior.

2-2-3-The Evolution of Social Media technology:

In the Late 1990s, as broadband Internet became more popular, websites that allowed users to create and upload content began to appear. The first social network site (SixDegrees.com) appeared in 1997. From 2002 onward, a large number of social network sites were launched. Some-such as Friendster –enjoyed for example, appealed to teenaged music aficionados. By the last 2000s, social media had gained widespread acceptance and some services gained huge numbers of users. For

example, in November 2012, Facebook announced it had 1 billion users worldwide, of whom 10 million were in Canada.

A number of factors have contributed to this rapid growth in social media participation. These include technological factors such as increased broadband availability, the improvement of software tools, and the development of more powerful computers and mobile devices; social factors such as the rapid uptake of social media by younger age groups; and economic factors such as the increasing affordability of computers and younger age groups; and economic factors such as the increasing affordability of computers and software, and growing commercial interest in social media sites. [Michael Dewing, Library of Parliament, 2010]

2-2-4-The Impact of Social Media technology:

We take a resource based view perspective on organizations to explain the impact of social media on firm performance. The resource-based view states that organizations obtain a set of certain resources (like human resources, IT infrastructure, and social media) that are specific to the firm, rare and not capable of easy imitation by rivals. The particular combination of resources forms the basis for firm competitiveness and performance. (Martin Smits, Serban Mogos, 2014)

2-2-5-Types of social media sites

We have several sites of social media using people nowadays such as Facebook, YouTube, Twitter, WhatsApp, Wikipedia, LinkedIn, Google Plus+ MySpace Blogger, BlogSpot, Flickr, , Second Life, Slide Share, World of Warcraft, Digg, Lastfm, Stumble Upon Metacafe, Reddit, DeviantArt , FourSquare all of these sites allows interactive with customer among different stage .

2-2-6-Reasons for Small Business should Use Social Media

- Branding – Create a recognizable identity for your product or service. This is extremely important for a small business.
- Create a buzz – Get the word out about your products and services in a way that promotes online conversation.
- Online reputation management – Keep an eye on what other people and sites are saying about your name, company, or brand online – and fix any problems, if need be.
- Establish yourself as an expert – Use forums and message boards to answer questions professionally, honestly, and correctly, which will earn you respect as an expert in your niche. People will look to you for answers.
- Word of mouth – Customers need to trust before purchasing – people trust their friends and loved ones more than anyone else. So, if they hear from someone trustworthy about your product, chances are higher that they'll buy. Market your products using word of mouth virtually.
- Build relationships and become more personal – Use a variety of social media, and you'll build relationships with customers and potential customers. Trust comes through honesty and sincerity.
- Open up the line of communication between business owner and millions of potential customers – Millions of people who could possibly become customers? You could not have this easily in the offline world.
- Small businesses can compete with the large companies – In the past, this was very difficult with the advertising and marketing budgets of large companies. With the right type of viral social media, you could get an immense amount of traffic with quickly-growing natural links, and keep traffic coming for a long time.

- Social networking with potential clients and customers from all over the globe – With social networking sites such as Facebook, StumbleUpon, MySpace and Twitter, among many, many others, you can hold personal conversations with each of your customers. Tell them about new products, sales and coupons, suggestions and tips – the topics are endless.
- Increase your link-ability – One way to move up in the search engines is to have links from other sites pointed to your site. Natural links – or links that come naturally to your great post, awesome video, or amazing picture, are the best kind for your business. They’ll not only bring in traffic, but should also help move you up further in the search engines.
- **Helps with search engines** – Like I mentioned above, social media helps you move up in the search engines because of links. Many social news sites and social networking sites have “do follow” links in their profile pages. Every time you create a profile with your blog, they will be sending link juice to you – in other words, it’s telling Google your blog is worthy of a mention. Link juice from a quality site = higher ranking in the search engines.
- **Much cheaper than traditional marketing and advertising** – Social media marketing shouldn’t cost a small business nearly as much as traditional advertising. And, if you do it yourself, it might not cost a dime. However, it will cost you time. Depending how much your time is worth, it might be worthwhile to hire someone to help with the social media marketing. But, all in all, social media marketing is just a fraction of the cost of traditional marketing and advertising.
- **Your company is more accessible** – An accessible company means a more trustworthy company.

- **Direct conversation to a specific niche** – There are so many social networking, social bookmarking, and social news sites that are dedicated to specific niches. You have the ability to speak directly to these people and not have all the other noise of unrelated topics getting in the way. If you are speaking their language, you have a better chance of them actually hearing what you are saying – and you’re getting the **RIGHT KIND** of following.
- **Provides another way for potential customers to find you** – If you’re not high enough in the search engines for potential customers to find you, they can still find you through social media. So, even if you’re not on the front page of Google, it doesn’t mean you can’t receive traffic. Social Media has the potential to send you TONS of traffic – when done properly (I’ll write more on that soon!).
- **It’s a way to explain you** – One of the reasons some businesses are skiddish about social media is because they’re afraid of negative comments. It’s possible to receive negative comments. But, social media provides the platform to explain, to make things right. The fact of the matter is – if someone has something negative to say they can say it. Ignoring them doesn’t stop the damage. But, when you reply, you are seen as a business owner who cares, who wants to make the customer happy, and that you’re human. Social media is a two-way conversation, so go ahead and defend yourself – just do it proactively.
- **Show Your Stuff** – Universal Search is pretty new. Google used to only list links on their main page. They had videos, but you would have to click on the video search link. They had images, but you had to click on the images search link. Now, with Google Search, everything appears on the same page. Let’s say you were searching “ballerina” – video and

picture results appear on the same page as the page result. So, your product images could rank, just like your actual site. This is awesome, and something business owners should take advantage of. Universal Search Visual Example (SHANA ALBERT)

2-3- Intention toward on adopting social media technology:

The section reviews the second concept, intention. It includes concept and definitions

2-3-1-Concept of Intention

Intention in this study refers to the extent marketing practitioners tend to continue using the social media technology in the short and long terms and their willingness to recommend to others such as their friends, family members and other social surroundings. There is limited knowledge in the literature about the effect of intention on satisfaction with service. For instance, Jin and Li (2011) found differences in use-diffusion patterns in terms of satisfaction with 3G technology among Chinese consumers. This variable (satisfaction) was also correlated with some demographics such as gender, age, education, and family income. (MOHD and MOHD, 2011) Now days, one of the study subjects of consumer intention which becomes one of the most widely discussed subjects in marketing literature (Sumaedi et al, 2014) Moreover, intention is a commonly used concept in social behavior researches rather than measures of actual behavior, because intentions are the most reliable predictor of people's real behavior (Ki and Hon, 2012). Intention is defined as subjective judgment about how we will behave in the future (Badr Elgasim, 2015)

2-3-2-Definitions of Intention:

Something that you plan to do(Longman Dictionary)The degree of a person's willingness to use new information technology, (Wen-Chia Tsai (Taiwan), 2012) in the basic theory of TAM, the first is that when a person has a higher positive attitude toward using new information technology, the intention is also higher. The second is that perceived usefulness and perceived ease of use are beliefs that affect attitude. The third is that perceived usefulness will also directly affect intentions. The fourth is that when perceived ease of use is more positive, the perceived usefulness is also higher. The fifth is that external variables (latent variables) will indirectly affect internal personal attitude, intention, and behavior, as well as the two factors of perceived usefulness and perceived ease of use; these variables are the major determinants for a person to accept and use new information technologies and prove that TAM has an excellent explanatory power (Davis et al., 1989).

2-4- Experience:

The section reviews the second concept, experience. It includes concept and definitions

2-4-1-Concept of experience:

The use social media technology is often evoked by external developments we have categorized different approaches to understand user experience into three major categories: User-centered, Product-centered and Interaction-centered approaches. The user-centered approach focuses on different human aspects that contribute towards the experience with the system. They go beyond traditional usability criteria and target different ways to capture and understand user's motivations, actions, etc.

The product-centered approach focuses on different attributes of product's design (e.g. appearance, user interface, novelty, etc.) and their influences on user's experience.

The interaction-centered approach follows a pragmatic way to understand experience. This approach views experience as a dynamic process where both the user and the product contribute towards an unfolding experience in real time and real context. In this approach context is not defined by the physical environmental settings, but by what users do and what its outcome is one of the most fundamental concepts of experience marketing is that value does not only reside in the object of consumption (products and services), and in seeking out and processing information about such objects; value also lies in the experience of consumption. For example, there is a tradition of work on customer value in which value is viewed as an interactive and relativistic (personal, comparative, and situational) preference experience (Holbrook, 1999; Lemke et al., 2010). This reflects an opportunity to use a target technology and is typically operationalized as the passage of time from the initial use of a technology by an individual. For instance, Kim et al.'s (2005) measure has five categories with different periods of experience. Venkatesh et al. (2003) The concept of experience generally refers to know-how or procedural knowledge, rather than propositional knowledge: on-the-job training rather than book-learning. The interrogation of experience has a long tradition in continental philosophy. Experience plays an important role in the philosophy of Søren Kierkegaard. The German term *Erfahrung*, often translated into English as "experience", has a slightly different implication, connoting the coherency of life's experiences. (From Wikipedia, the free encyclopedia)

2-4-2-Definition of Experience :

Experience is Knowledge or skill that you get from using social media technology in doing your job and interactive with customers, experience mean through more using social media technology with people and interactive with others things. Familiarity with a skill or field of knowledge acquired over months or years of actual practice and which, presumably, has resulted in superior understanding or mastery. (<http://www.businessdictionary.com/definition/experience.html#ixzz49KHPd224>) Experience is the knowledge or mastery of an event or subject gained through involvement in or exposure to it. Terms in philosophy, such as "empirical knowledge" or "a posteriori knowledge," are used to refer to knowledge based on experience. A person with considerable experience in a specific field can gain a reputation as an expert. Experience refers to the nature of the events someone or something has undergone. Experience is what is happening to us all the time - as we long we exist. Experience, used in the present tense, refers to the subjective nature of one's current existence. Humans have a myriad of expressions, behaviors, language, emotions, etc. that characterize and convey our moment-to-moment experiences. Experience, used in the past tense, refers to the accumulated product (or residue) of past experiences e.g., after many hours of training and practice building furniture out of wood, we now consider him to be an experienced wood craftsman. These two emphases of the word experience (present and past) emerge from a critical connection and philosophical issue:

To what extent do one's past experiences influence one's current and future experience? The idea that past experiences influence future experiences was termed continuity by John Dewey. All experiences,

argued Dewey, impact on one's future, for better or worse. Basically, cumulative experience either shuts one down or opens up one's access to possible future experiences. (James Neill, 2004)

2-5- Relationship between variables :

This is section conducted about relationship between variables in study then it includes related motives and adopting social media technology, motives and intention, intention and adopting social media technology and related which mediating intention, related of moderating experience.

2-5-1-Motives and Adopting Social Media Technology

Many studies conducted related motives and adopting social media technology such as Hsu-Hsien Chi (2011), Fred C. Lunenburg (2011), J. Jeff and B. Williams (2012), Svatosva Veronika (2013), Beheshti and Makki (2013), Hasanjanzadeh and A. Lahad (2014), Petri Hallikainen (2015), Philip Kim et al (2015). Their talk about two key variables in the technology acceptance model (TAM). Perceived ease of use will lead to attitude toward use, behavioral intention to use and actual use. PEOU also influences the second key variable, perceived usefulness one of the two key variables in the technology acceptance model. PU directly influences both attitude toward systems use and behavioral intention to use the system. PU is influenced by perceived ease of use.

TAM is a model of user acceptance of information systems technology based on the theory of reasoned action. Two variables perceived usefulness and perceived ease of use lead to attitude toward use, intention to use and use of the system. In unified theory of acceptance and usage of technology (UTAUT) [Viswanath Venkatesh, et al 2012], Other Nemours studies it's talked about four key variables in the adopting new technology according to (UTAUT). Performance Expectance, Effort Expectance,

Social Influence, and Facilitating Conditions their will influence to intention to use and adopting technology. PE, EE, SI, and FC also influence positive or negative intention and adopting new technology. (UTAUT) is a model in user acceptance of new technology.

2-5-2-The Relationship between motives and intention

Motivation is a need or desire that energizes behavior and directs it towards a goal. And intention is a degree of a person's willingness to use social media technology. Many theories obtain to relationship between motivation and intention or behavior intention such as Instinct Theory, Drive-Reduction Theory, Arousal Theory, and Cognitive based theory. In all above theories are explain most human motivation toward intention or behavior intention among positive or negative stimuli influence to intention or action . A food-deprived person (n Hunger) who smells baking bread (Incentive) (P Food) feels a strong hunger drive. Other numerous theories obtain motivation for Perceived Usefulness, Perceived Ease of Use such as TAM, TTF they were found influence between motives or attitude and intention, when we will positive attitude impact positive on an intention or action. In unified theory are motives (Performance Expectance, Effort Expectance, Social Influence, and Facilitating Condition) are related to intention about adopting technology, it means when motives are positive or negative intention also positive or negative about adopting technology.

2-5-3-The Relationship between intention and social media technology :

Most theories of health behavior share a belief that the single best predictor of an individual's behavior is simply his/her intention to engage in that behavior. Thus, virtually all health-behavior theories include some version of the construct of behavioral intention (BI) as a proximal

antecedent to action. The most often cited of these theories is the Theory of Reasoned Action (TRA; Fishbein & Ajzen, 1975), which has BI as its focal antecedent. Together with its offshoot, the Theory of Planned Behavior (TPB; Ajzen, 1991), the TRA illustrates many of the issues surrounding the conceptualization and measurement of intentions and other proximal antecedents to health behavior. The Theory of Planned Behavior a good measure of behavior can be obtained from intention to perform the behavior (BI) as predicted by the Fishbein behavioral intention model (Fishbein & Ajzen, 1975). The Theory of Planned Behavior (TPB) is an extension of the Theory of Reasoned Action (TRA) (Ajzen&Fishbein, 1980; Fishbein&Ajzen, 1975).The model claims that people tend to perform behaviors that are predicted to be favorable and that they tend to avoid those that have an unfavorable prediction (Fishbein &Ajzen, 1975). According to TPB, behavioral intention is the direct antecedent of the actual behavior. Behavioral intention (BI) is defined as an individual's likelihood of engaging in the behavior of interest and it is a function of three components: (1) attitude (Ab), (2) subjective norm (SNb), (3) perceived behavioral control (PBCb). These are further discussed in chapter three under conceptual framework (Shefali Kumar, B.Sc., M.H.Sc, 2008)

2-5-4-The mediating role of intention:

The effect of attitude on intention to use social media technology Moon and Kim (2001) studied the world-wide-web context and used perceived playfulness as an external variable in TAM; after validation, they observed that perceived playfulness had a significant effect on the relationship among perceived ease of use, user's attitude toward using, and intention to use. Chen et al. (2002) integrate compatibility into TAM

and demonstrated that compatibility affects attitude but perceived usefulness did not significantly affect intention to use. In the literature, the theory of TAM is suitable for studying the relationship between consumer's attitude and intention. Attitude will affect intention; if a consumer's attitude toward accepting social media technology is higher, they will use social media technology more frequently; therefore, consumer attitude is also one of the factors that affect using social media technology.

A consumer's "attitude toward using" and "willingness of using" social media technology should have a significantly positive relationship. Attitude has a significant positive effect on the willingness of using social media technology. When consumers sense positive evaluations, they will believe that using social media technology is a good experience and increase their willingness of using them. In addition, when friends or relatives of consumers believe that using social media technology is a convenient and practical tool and recommend using them, the consumers' attitude toward using social media technology will be affected and increased. Thus, attitude has a positive effect relationship with behavioral intention to use. Therefore, the fourth hypothesis of this study was inferred: The consumer's attitude toward using social media technology has a significant positive effect on behavioral intention to use social media technology. (Wen-Chia Tsai (Taiwan), 2012)

2-5-5-The moderating role of experience between motives and intention:

Prior research on technology use has introduced two related yet distinct constructs, namely experience. Experience, as conceptualized in prior research [e.g., Kim and Malhotra 2005; Venkatesh et al. 2003], Nemours researches obtain experience among moderating variable between motives

adoption technology and intention toward adoption technology such as (ViswanathVenkatesh, et al (2012), Fatema Akbar, (2013), Irfanuzzaman Khan, et al (2015)) their found positive or negative influence experience on intention toward adopting technology also obtain other variables which Gender and Age studied moderating variables with experience.

2-6- Summary and conclusion:

This chapter is literature review about variables study, we talked to literature of motives independent variable (concept, definition, motives using internet, types of motives, and dimensions of motives. Secondly talked to adopting social media technology dependent variable (concept, definition, evolution of social media, and impact of social media on performance, and types of social media locutions, thirdly we talked to intention mediating variable (concept and definition) the lastly we talk to experience moderating variable (concept and definition).

CHAPTER THREE

CHAPTER THREE

THEORETICAL FRAMEWORK

AND METHODOLOG

3-0- Introduction:

This chapter consists of the theoretical framework such as (TAM, and UTAUT) conceptual framework and hypotheses of this study. Theoretical framework clarifies the relationship between the variables of the study. The Hypotheses of the study on the other hand, are formulated based on the developed theoretical framework. Then finally it consist methodology such as: population, sampling, questionnaire, measurement variables, data analysis techniques, reliability of Instrument, validity instrument, ethical consideration and summary chapter.

3-1- Theoretical framework

A theoretical framework work is a conceptual model of how one theorizes or makes logical sense of relationships among the several factors that have been identified as important to the problem. The aim of this study to examine the impact Sudanese marketer practitioners of motives on adopting social media technology (ASMT) mediating the role of intention, and moderating effect of experience the theoretical framework of the study is anchored on the planned theory technology as a main theory.

Motives acceptance technology concept is discussed in many previous literature such as (ViswanathVenkatesh, et al 2012, Kamal Ghalandari,

2012, Fatema Akbar, 2013. Abdulmajid and Nazir Ahmad, 2014, Tiago Oliveiraa el at, 2014, NafsaniathFathema el at, 2015)Moreover, motives acceptance technology is researched from different view such as, according view(MODULE –II Key Psychological Processes, Notes, 2009)Natural or Intrinsic Motivation, and Unnatural or Extrinsic Motivation.

Adopting social media technology is one high marketing tools and effects from the companies through increasing forcesells. It's better to make strong relationship with the customer[Patrick Mikalef1, et al, 2012]adopting social media technology in this study represented as predictor for practitioners on marketing activities.

3-1-1-Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) has been used in numerous research articles (Chang et al., 2010) and thus acquired a prominent status in new technology adoption literature. It postulates that two beliefs, Perceived Usefulness and Perceived Ease of Use, are of primary relevance for social media technology (SMT) acceptance behavior of individuals in work environments (Davis et al, 1989). TAM was first introduced by Davis around the concept of technology acceptance. TAM posits that acceptance of social media technology can be predicted based on users' behavioural intention (BI), attitude towards use , and two other internal beliefs: perceived usefulness and perceived ease of use . (Alharbi and Drew, 2014)

3-1-2-Unified theory of acceptance and usage of technology (UTAUT)

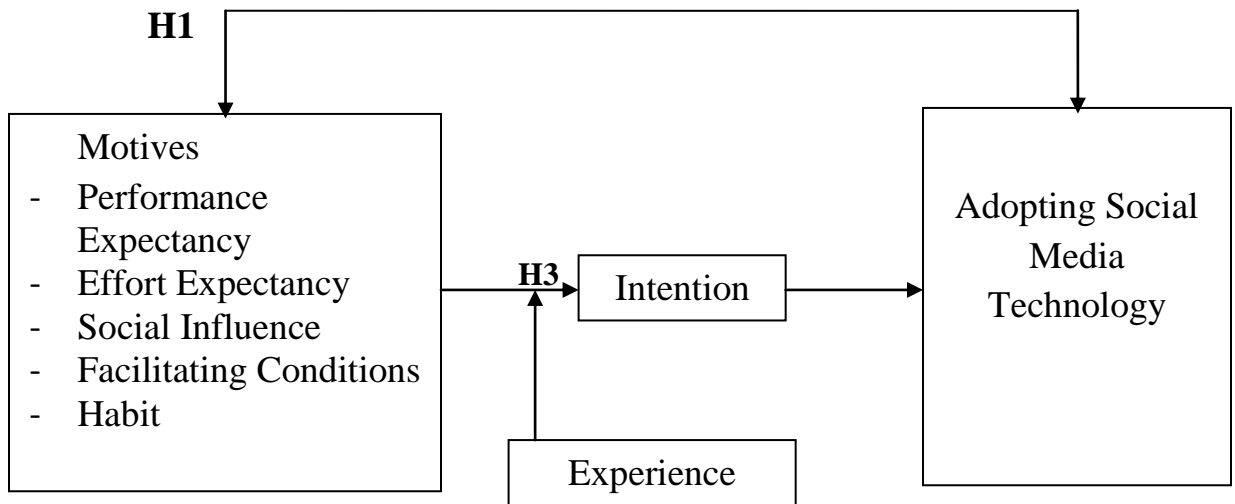
Unified theory of acceptance and usage of technology (UTAUT) UTAUT (Venkatesh et al, 2003) was proposed as an extension of the popular TAM (Davis, 1989; Davis et al., 1989). It is the most well-known improvement of the TAM. UTAUT has four key constructs (i.e., performance expectancy, effort expectancy, social influence, and facilitating conditions) that influence behavioral intention to use social media technology (Viswanath Venkatesh, et al, 2012]Adopt an approach that complements the current constructs in UTAUT.

First, UTAUT takes an approach that emphasizes the importance of utilitarian value (extrinsic motivation). The construct tied to utility, namely performance expectancy, has consistently been shown to be the strongest predictor of behavioral intention (see Venkatesh et al. 2003). Second, from the perspective of effort expectancy, in organizational settings, employees assess time and effort in forming views about the overall effort associated with the acceptance and use of technologies. Finally, UTAUT and related models hinge on intentionality as a key underlying theoretical mechanism that drives behavior. In a use, rather than initial acceptance, context habit has been shown to be a critical factor predicting technology use[e.g., Kim and Malhotra 2005; Kim et al. 2005; Limayem et al, 2007].

Conceptual Framework

Figure 3-1

3-2- The Research Conceptual Framework



Source: the researcher 2016

3-3- Research Hypotheses:

In this study, there are five main hypotheses were developed to test the relationship between motives variable and adopting social media. Alongside, test the relationship between motives and intention, then intention and adopting social media. Finally, test the mediating variable between motives and intention and moderating variable between motives and intention. Nemours studies conducted of motives on adoption technology and there found influence between motives and adoption technology according to Kamal Ghalandari, (2012) yet we will find positive influence between motives and adopting technology like:

H1: Motives of Sudanese Marketing practitioners are positively influence on Adopting Social media Technology.

- Adopting social media among Sudanese Marketing practitioners is a high level.
- PE, EE, SI, FC, and Habit are motives that motivate Sudanese Marketing practitioners to adopt social media.

According to Fatema Akbar, (2013), the motives on adopting technology (PE, EE, SI, and FC) its influence on intention toward adopting technology also intention to impact to adopting technology, then can be talked find some impact between motives and intention and intention toward adopting technology like:

H2: Motives Sudanese Marketing practitioners are positively influence on Intention.

H3: Intentions are positively influence on Adopting Social media Technology.

According to (UTAUT) intention mediate the relationship between motives (PE, EE, SI, and FC) and adopting technology then we will talk find some influence mediating between motives and adopting technology like:

H4: Intentions mediate the relationship between Sudanese Marketing practitioners of motives and adopting social media Technology.

Nemours studies(Viswanath Venkatesh, et al (2012), Fatema Akbar, (2013), Irfanuzzaman Khan, et al (2015)] obtain Experience, Gender and Age significant playing moderating variables between motives adopting technology and intention toward adopting technology according Viswanath Venkatesh, et al, (2012), we will talk to find some influence moderating between motives and intention like:

H5: Experience moderating the relationship between motives and intention.

3-4- Research design

Objective of this study was to examine the application of social media technology in Sudanese Marketing practitioners (SMP), the study try to explain the relationship between motives and adopting technology through intention as a mediating variable and experience moderating variable. The main instrument used in this research is survey method using personal administrated questionnaire. This confined to a local area, and there is an ability to assemble group of marketing practitioners to respond to the questionnaire all their places. The main advantages of this are that researcher or members of the research team can collect all the completed responses within a short period of time.

3-4-1- population:

In this study the population is all Sudanese marketing practitioners focus in Khartoum state. Because Khartoum is a capital of Sudan and advanced networking internet more than other cities in Sudan yet we find mostly head quarter of companies their location here in Khartoum then we have many reason about selection Khartoum state below:

- It's high technology more than other cities in Sudan.
- Users networking sites (persons or companies) have knowledge more than other users in different cities in Sudan.
- Khartoum has a big business and companies in Sudan though a big market.
- It's has a high strong networking more than other cities in Sudan.
- Khartoum is a capital of Sudan and it has a rapid rise of trading or industry.

Small Business sector is main target population of this study because

3-4-2-Sample size:

According to (Sekaran (2003)), there are several techniques for determining the actual sample size. However, this study follows the formula technique, which calculates the desired sample size and has generalized scientific guideline for sample size decisions Hair et al. (2010) suggests that in multiple regression sample size should be 100 or larger to be meaningful thus, 100 usable responses or larger sufficient for analysis (focus to four main sector trading, investing, servicing, and predicting or industry) because population study is not limited thus we can't do limited figure but we can take suitable sampling around 100 or larger to usable responses or larger sufficient for analysis.

Suggests sectors the first: trading we can targeting to (Hardware electronic, cars, oils, and furniture) Second: investing we can targeting to (Khartoum Stock Exchange) Third: Servicing we can targeting to (Banking, and exchange money) recently producing or industry we suggest to (medical, and nutriments).

3-4-3-Sampling procedure:

Sampling is the process of selecting a sufficient number of elements from the population, so that a study of the sample and an understanding of its properties or characteristics such properties or characteristics to the population elements and population refers to the entire group of people, events, or things of interest that the research wishes to investigate (Sekaran, 2003). The sample method use rather than collecting data from the entire population for several reasons such as: it would be practically impossible to collect data from every element of population: it would be effective terms of time. Cost and other human resources Study of a sample rather than the entire population is also sometimes likely to

produce more reliable results. The study is used Non-probability sampling technique to create a sampling frame. In Non-probability sampling the researcher used purposive sampling technique. The researcher used this technique because the sample here is confined to specific types of sectors who can provide the desired information on, and they are the only ones who have it and conform to some criteria set by the researcher.

3-4-4-Development Questionnaire:

In this research, the questionnaire method is used as techniques for data collection. A questionnaire is reformulating written set of questions to which the respondent records the answer, usually within rather closely delineated alternative. According to Sekeran, 2003 questionnaire are an efficient data collection mechanism when the researcher knows exactly what is required and how to measure the variables of interest.

The questionnaire was originally written in English then translated into Arabic language. Then it will be back translated into English to ensure accuracy. According to Sekeran, 2003 the sound questionnaire design principles should focus on three areas. These areas include: the wording of the questions, planning of issues of how the variables will be categorized, scaled, and coded after receipt of the responses, appearance of the questions. All three areas are important issues in questionnaire design because they can minimize biases in research.

First area: the principles of wording:

This research focuses on the appropriateness of the content of the questions, wording and the level of language, the type and form of questions asked, the sequencing of the question, and the personal data sought from them.

First step; content of the question

The nature of the variable tapped – subjective feeling or objective facts- will determine what kinds of questions will be asked. Thus this research considered that the variables are adequately measured.

Second step; language and wording of questionnaire

The language of the questionnaire which used for this research is in Arabic language which is approximate the level of understanding of the respondents. The choice of words would is used depending on their educational level, the usage of terms and terminology and the frames of reference of the respondents. The wording of the questionnaire is appropriated to top respondent attitudes, perceptions, and feeling.

Third step; type and form of question

The questionnaire type was closed. Also the questionnaire avoided the following type of double – barreled question.

Ambiguous questions; If the questionnaire is ambiguously worded the respondent may not be sure what exactly they mean.

Recall –Dependent questions; some question might require respondents to recall experience from the past that are hazy in their memory. Answers to such questions might have bias.

Leading question; Questions should not be phrased in such a way that they lead the respondents to give the responses then the research would like or want them to give.

Loaded questions; another type of bias in questions occurs when they are phrased in an emotionally charged manner.

Social desirability; Questions should not be worded such that they elicit socially desirable responses.

Length of questions; finally, simple, short questions are preferable to long ones.

Fourth step; sequence and layout designs

The questionnaire questions has been in sequence and led from questions of a general nature to those that are more specific, and questions that are relatively easy to answer to those that are progressively more difficult, the questionnaire started with easy question flow containing from general to specific question. The sensitive or difficult question is avoided. Moreover, an attractive layout the questionnaire is considered.

Second area: planning what to measure

This area is based on the research objectives, problem statement, and the research issues. The survey questions were designed precisely to give clear ideas about the problems for the target respondents to answer. The questions on the research instrument were divided in to the following;

Questions about personal information (1) asked to (gender, age, Academic Status, Specialization, career, Experiences, and Kind of activities) Questions about general situation (2) asked to (using internet , using networking sites, policies of adopting technology) Questions covered motives variables (Performance Expectance, Effort Expectance, Social Influence, Facilitating Conditions and Habit) (3) Questions covered Social media variable (4) Questions covered Intention variables (5) and recently Questions covered experience (6). All the responses answers to the marketing practitioner on 5 point scale { namely: (a) strongly disagree: (b) disagree: (c) neutral: (d) agree: (e) and strongly agree }

Third area: appearance of the questionnaire

Instructions and well-arranged set of questions and response alternatives will make it easier for respondent, well-organized instructions, and neat alignment of the questions are all important.

3-5- Pre- Testing of the questionnaire

The researcher used pre- testing for the questionnaire in order to ensure that the questions are understood by the respondents with no ambiguities, there were no problems with the wording or measurement eliminate confusing statements. When checking the reliability to the variables, the researcher found that all variable is above than, 75 which means the reliability of the variables.

3-6- Measurement variables:

A variable is anything that can take on differing or varying values and this values can differ at various times for the same objects or person, or at same time for different objects or person, beside that there are four main type of variables are; the independent variable (motives), dependent variable (adopting social media), the moderating variable (experience), the mediating variable (intention) (Sekaran, 2003) measurers for all dimensions of constructs were taken from the existing literature.

To measure the dimensions of variables we used the five point Likert scale type scale ranging from strongly agreement with the question to strongly disagreement (Sekaran,2003) the Likert scale is designed to examine how strongly subjects agree or disagree with statement on a 5-point scale.

Research indicates that a 5-point scale is just as good as any, and that an increase from 5 to 7 or 9 point on rating scale does not important the

reliability of the ratings (Sekeran, et al) therefore the Likert 5-point scale is commonly use in most of researches. Moreover, the questionnaire items were adopted from different sources to suit the adopting technology.

3-6-1-Demographic variables

Gender: divided to male or female according to nature of people, Age divided to long rang to ten years (20-30, 31-40, 41-50, over 50) according to numerous studies such as (Badr al gasim (2015),mohammed A. Hashimm et al (2015)), asked to academic Status divided to learn of level (School, Undergraduate, Graduate, Other) according to ladder of learning, asked to Specialization divided to (Humanities, Engineering, Medical, Computer, Other) according to nature of study, asked to Career divided to (Manager, Supervisor, Head of Department, Other) according to nature of population study ,asked to Experiences divided to (Under 5, 5-10, 11-15, Over 15) and recently asked to Kind of activities (Service, industry, Trading, Investing, and Other) according to nature of business.

3-6-2-General questions :

Asked about using internet our company or our businesses in the first and secondly asked to about using Social media in your company or your job, then the thirdly we asked to about policies toward adopting social media technology in your company or job.

3-6-3-Motives [Performance Expectancy](IV)

Performance expectancy is defined as the degree to which an individual believes that using the system will help him or her to attain gains in job performance. [Kamal Ghalandari,2012]. The research used five items considered to reflect the measurement of performance expectance

Table 3-1

Items for performance expectancy

Measures	Source
- I gain time using social media.	Tiago , et al 2014
- Social media optimizes my work.	
- I will improve my earning using social media.	Viswanath et al, 2012
- I find networking sites useful in my daily life.	
- Using social media allows me to service customer	Fatema Akbar, 2013

Source: prepared by researcher (2016)

Motives[Effort Expectancy] (IV)

Effort expectancy is defined as the extent of convenience perceived for using system[Kamal Ghalandari,2012]. The researcher used five items considered to reflect the measurement of effort expectance.

Table 3-2

Items for effort expectancy

Measures	Source
- Learning how to use social media is easy for me.	Tiago, et al 2014
- I find social media to be easy to use.	Oliveiraa, et al 2014
- It's easy to use the social media service skillfully.	
- My interaction with social media is clear and understandable.	Viswanath et al, 2012
- Interacting with social media does not require a lot of my mental effort.	Fatema Akbar,2013

Source: prepared by researcher (2016)

Motives[Social Influence] (IV)

Social influence is defined as the degree to which an individual perceives that other ones are important to him/her in using new system. The researcher used four items considered to reflect the measurement of Social Influence.

Table 3-3

Items for Social Influence

Measures	Source
- People who are important to me think that I should use social media.	Tiago ,et al 2014 Oliveiraa, et al 2014 Viswanath et al, 2012
- People who are influences my behavior thinks that I should use social media.	
- People whose opinions that I value prefer that I use social media	
- My friends and family value the use of social media.	

Source: prepared by researcher (2016)

Motives[Facilitating Conditions](IV)

Facilitating conditions is defined as Facilitating conditions are factors in an environment that hinders or makes an act (legally or illegally) easier to commit (Triandis, 1980). The researcher used five items considered to reflect the measurement of Facilitating Conditions.

Table 3-4

Items for facilitating conditions

Measures	Source
- I have the resources necessary to use social media	Tiago, et al 2014 Viswanath et al, 2012 Fatema Akbar, 2013 Nafsaniath , et al, 2015
- I have the knowledge necessary to use social media	
- Social media is compatible with other technologies I use	
- I can get help from others when I have difficulties using social media.	
- A specific person is available for assistance with system difficulties.	

Source: prepared by researcher (2016)

Motives[Habit](IV)

Habit has been defined as the extent to which people tend to perform behaviors automatically because of learning, while[Kim et al. (2005)]The researcher used five items considered to reflect the measurement of Habit.

Table 3-5
Items for habit

Measures	Source
- The use of social media has become a habit for me.	Fatema Akbar, 2013
- I am addicted to using social media.	
- I must use social media.	
- Using social media has become natural to me.	
- I will happy to use social media.	

Source: prepared by researcher (2016)

3-6-4-Adopting social media technology (DV)

ASMT is defied is Social refers to the instinctual needs we human have to connect with other humans[Xiaoyan Hu 2011]The researcher used five items considered to reflect the measurement of adopting social media technology.

Table 3-6
Items for adopting social media technology

Measures	Source
- I use social media in my job.	Tiago Oliveira, et al 2014
- I use social media to manage my job.	
- I use social media to interactive customer	
- I use social media to enhance image our company	
- I use social media to increase my salesforce	

Source: prepared by researcher (2016)

3-6-5-Intention (Mediating variable)

Intention is defined as refers to the extent marketing practitioners tend to continue using the social media technology in the short and long terms and their willingness to recommend to others such as their friends, family members and other social surroundings[Jin and Li (2011)]. The researcher used five items considered to reflect the measurement of intention.

Table 3-7
Items for intention

Measures	Source
- I intend to continue using social media in the future.	Tiago, et al 2014
- I will always try to use social media in my daily life.	Viswanath ,et al,
- I plan to continue to use social media frequently.	2012 ,Fatema
- I have the intention of managing my job using social media.	,2013, Nafsaniath
- I want to know more about social media.	, et al, 2015

Source: prepared by researcher (2016)

3-6-6-Experience (Moderating variable)

Experience is defined as Knowledge or skill that you get from using social media technology in doing your job and interactive with customers, experience mean through more using social media technology with people and interactive with others things. The researcher used five items considered to reflect the measurement of intention.

Table 3-8

Items for experience

Measures	Source
- I use social medial long time.	Nothing
- I manage my job with using social media for long time.	
- More using social media motivate more adopting.	
- More using social media enhance my interaction with social media	
- Using social media long time enhance my ability increasing forcesales .	

Source: prepared by researcher (2016)

3-7- Data Analysis Technique

The survey strategy allows collecting quantitative data; therefore, the researcher exercised quantitative techniques to analyze and interpret the data. Quantitative technique is used for any data collection, through questionnaire in terms in of frequencies, or mean and stander deviations and it becomes necessary for descriptive studies (Sekeran, 2003). The researcher used a single data collection technique (questionnaire). After the process of collecting data, the following process of analyzing was started.

The data analysis was done by first cross-examining if the responses are rightly in and then coding was done according to the objectives of the study. In order to analysis the data and test the hypotheses, there are several statistical tools were conducted. The application of Statistical Package for Social Science (SPSS) Version 23 was used with the following techniques:

1. Factor analysis (Principal component) used to validate and ensure the goodness of measures and validity of items in the survey (Sekaran, 2003) using the following criteria;
 - Factor loading should be greater than 0.40.

- Any items cross loaded with two factors should be dropped.
- If the percentage of variance explained is more than 50%, it is very good and acceptable. Although some scholars say more than 40%.
- Eigen values for each factor should be greater than 1.

2. Cronbach's alpha for reliability to measure the internal consistency of the main variables of the study, the criteria of Cronbach's alpha was 0.7 and some literature says more than 0.6 is internally consistent.

Cronbach's alpha is a reliability coefficient that indicates how well the items in a set positively correlated to one another, also Cronbach's alpha is computed in terms of the average inter correlations among the items measuring the concept. The closer Cronbach's alpha is to 1, the higher the internal consistency reliability. In almost every case, Cronbach's alpha is an adequate (Sekaran, 2003).

3. Descriptive statistic was used to describe the respondent's characteristics and to investigate the central tendency of population surveyed. Descriptive statistics is used to summarize and describe the key feature of the sample data such as frequency, percentage, means, standard deviations, and range (Sekaran, 2003). In this study, descriptive statistics were used to describe the characteristics of the respondent in addition to all the variables under study (motives, social media, intention, and experience).

4. Pearson correlation was used to see the degree of correlation between the main variables. Correlation testing was done to determine any possible relationship between all variables under study.

5. Multiple liner regression was used to test the research hypothesis. Multiple regression analysis is done to examine the simultaneous effects of several independent variables on a dependent variable that is interval

scaled. In other words, multiple regression analysis aids in understanding how much of the variance in the dependent variable is explained by a set of predictors (Sekaran, 2003)

6. Hierarchical regression was used to test the moderation effect of experience on the relationship between motives and intention. In hierarchical regression (also called sequential regression), the independent variables are entered into the equation in the order specified by the researcher based on theoretical grounds. Variable or sets of variables are entered in steps with each independent variable being assessed in terms of what it adds to the prediction of the dependent variable after the previous variables have been controlled for.

The three steps of hierarchical regression were performed for moderating variable. In step 1, the independent variables were entered in order to know the influence of independent variable on dependent variable. In step 2, the moderating variable was introduced in order to examine if moderating variable behaved as a predictor to the dependent variable. In step 3, the interaction term between the independent variables and moderating variable was entered to test the effect of the interaction term on the dependent variable.

In addition to that the analysis of changes in the values of R Square F statistic was done to determine if the moderating variable had impacted the relationship between the independent and dependent variable. The impact of moderating variable exists when there is a significant relationship between the interaction term and the dependent variable.

In contrast, meditating affect was tested in this study using the three steps of hierarchical regression analysis. In first step, the independent variable was entered to ensure that there may be a significant relationship between

the independent variables and the dependent and the dependent variable. The result of this test either partial mediating effect or full mediating effect. The later exist if the impact of the independent variable on the dependent variable controlling the mediating variables is insignificant, whereas the former exists when standardized beta of the relationship between the independent variable and the dependent variable reduced, but it is still significant.

3-8- Validity Instrument:

Factors validity can be established by the date for factor analysis. The results of factor analysis (a multivariate technique) will concern whether or not the theorized dimensions emerge. Measure are developed by first delineative the dimensions so as to operationalize the concept. Factor analysis would reveal whether the dimensions are indeed tapped by the items in the measure, as theorized.

3-9- Reliability of Instrument:

The reliability of a measure is established by testing for both consistency and slability. Consistency indicates how well the items measuring a concept hang together as a set. the internal consistency and slability can be determined by the cofficient value of consistency reliability while Cronbach's alpha is to 1.0, the higher the internal consistency reliability while Cronbach's alpha of less than 0.6 is generally considered as poor, 0.7 is considered to be acceptable, and those higher than 0.80 are to be good(Sekran,2003).

Table 3-9

Reliability test (Cronbach's alpha)

Construct	Variables	Pre-Test	Final -Test
Motives	Performance expectance	.819	.691
	Effort expectance	.759	.768
	Social influence	.747	.713
	Facilitating conditions	.799	.639
	Habit	.877	.801
Social media	Adopting social media technology	.908	.848
Intention		.804	.806
Experience		.885	.820

Source: prepared by researcher (2016)

3-10-Ethical consideration

There are several ethical issues are addressed by the researcher while collecting data as following points;

7. Testing the information given by the respondents as strictly confidential and guarding his or her privacy
8. The research has expressed the nature of the study to subject; the purpose of the research to the respondents.
9. The researcher has deal with the personal information with high sensitively to the respondent and offering specific reasons there for.
10. The self –esteem and self .respected of the subjects was not been violated in the process of collecting data.
11. The research was not force the respondents to respond to the survey if someone didn't want to participate and the individuals desire is respected.
12. The researcher will debriefed with full disclosure of the reason for the experiment after they have participated in the study.

13. The researcher didn't expose to situations where they could be subject to physical or mental harm.
14. The researcher way not absolutely not misrepresentation or distortion in reporting the collected during the study.

3-11-Summary of the chapter:

This chapter described the methodology to be used in the study. The study covered the research design: the population of the study was large Sudanese marketing practitioners focus on Khartoum state, the sampling procedures, development of the questionnaire. Moreover, the chapter indicates the measurements of the variables were based mostly on adoption of previously used measurement. The data collection method was a questionnaire directed to Sudanese marketing practitioners. The collected data was analyzed by using various statistical techniques, including descriptive, factor and reliability analysis, multiple regression analysis and hierarchical regression analysis. The next chapter presents the research finding.

CHAPTER FOUR

CAPTER FOUR

DATA ANALYSIS AND FINDINGS

4.0. Introduction :

This chapter presents the findings of the data analysis and it presented in three sections. The first section presents the Case screening (clean data), it will talked to missing data, and Unengaged responses, second section presented in respondent rate and demographic information, third section followed, by the goodness of measures focuses on the results of the exploratory factor analysis, descriptive, correlation, and regression analysis for hypotheses testing.

4.1. Case screening (clean data)

In this section focused in clean the data (missing data, unengaged respondent, and outliers) before making final analysis thus will start by missing data.

4.1.1. Missing data

If you are missing much of your data, this can cause several problems. The most apparent problem is that there simply won't be enough data points to run your analyses. The Exploratory Factor Analysis (EFA), confirmatory factor analysis (CFA), and path models require a certain number of data points in order to compute estimates. This number increases with the complexity of your model. If you are missing several values in your data, the analysis just won't run.

Additionally, missing data might represent bias issues. Some people may not have answered particular questions in your survey because of some common issue. The threshold for missing data is flexible, but generally, if you are missing more than 10% of the responses on a particular variable, or from a particular respondent, that variable or

respondent may be problematic. If data are missing at random, then it is unlikely that this will affect your results being representative of the population (Saunders, 2016)

By the way in the case we remove more than one response because missing more than 10% of responses on a particular variable table 4.1 presents a summary of the missing data.

4.1.2. Unengaged responses

Unengaged responses means some responses giving same answer for all the questionnaire it seems to be random answers , in this case we use standard techniques for data (STD) to find out any unengaged response any STD less than 0.5 just deleted .table 4.1 represent the unengaged response .

Outliers

It very important to check outliers in the dataset Outliers can influence your results. If you have a really high sample size, then you may want to remove the outliers. If you are working with a smaller dataset, you may want to be less liberal about deleting records However, outliers will influence smaller datasets more than largest ones.

Skewness& Kurtosis

It is very important to test normal distribution. By the way we use Skewness (for continuous like age, income) & Kurtosis (for ordinal like Likert-scales). After testing Skewness & Kurtosis the result show no any problem.

4.2. Respondent rate

This section presents a summary of the response rate. Table 4.1 showed that. A total of 120 questionnaires were distributed to the respondent. Therefore, the Sudanese marketing practitioners were asked in sample of population to fill the questionnaires, a total of 107 questionnaire were return to researcher. The useable response rate was 85.0% and this high response rate due to the questionnaire was given one by one and face to face to the respondents, and as well as, the researcher was use personally administered questionnaire (Sekaran, 2003)

Table 4.1

Respondents Rate of the Survey

Total questionnaire sent to the marketers	120
Completed questionnaire received from respondents	102
Returned questionnaires (not filled- up)	13
Returned questionnaires (partially answered)	2
Returned questionnaire for unengaged responses	5
Overall response Rate	85.0%
Returned questionnaires (not filled- up) rate	10.8%
The rate for missing data	1.6%
Unengaged responses Rate	4.2%
Usable response Rate	85.0%

Source; prepared by researcher, 2016

4.2.1. Respondent Demographic characteristics

The table (4.2) also shows that: the respondents' sex majority of them were male (78.4%), followed by female (21.6%). Concerning the respondents' ages between (41-50) years represent (6.9%) as lower ratio and those between (31-40) years was account for (30.4%). Whereas the respondents' ages less than 30 years were (54.9%), and lastly, the respondent's ages more than 50 years represent (7.8%).

Concerning for the respondent's educational level that fill up the questionnaires, majority of them were undergraduate an account (48.0%), followed by the level of School education (15.7%), then (4.9%) were diploma level, master (24.5%), Phd level (2.9%) Job certification (2.9%) and other kind of education (1.1%) Concerning for respondents kind of specialization that fill up the questionnaire, majority of them were Humanities an account (55, 9%), followed by the other (22.5%), then (11.8%) were Computer, Engineering (7.8%) and lastly Medical (2.0%).

Regarding the respondents of Career, majority of them were Marketer (62.7) as a high ratio, followed by (21.6%) of the respondents were Supervisor, beside (13.7%) were while Head of department and Manager Respondents were (2.0%) Regarding the respondents of experience, majority of them were under 5 years (52.0%) as a high ratio, followed by between 5-10 (24.5%) in addition the respondent between 11-15 (11.8%) and lastly respondent more than 15 years (11.8%).

Regarding the respondent kind of activities, majority of them were between two sector service (49.0%) and intermediaries (42.2%) then thirdly trading sector (8.8%) Whereas the respondent kind of ownership, also majority between two sector Especial (52.9%) and Personal (47.1%)

Regarding the respondent of general questions about using the internet, majority of them Personal always using internet (46.1%) as a high ratio, followed by often (36.3%) then respondent were never (11.8%) and lastly seldom (5.9%).

Concerning for respondents of general questions about using social media, majority of them personal often using social media (42.2%), followed by people always using social media (31.4), then people never using social media (16.7), and lastly people seldom using social media (9.8%)

Concerning for respondents of general questions about company policy motivate using social media, majority of them personal often using social media Police always motives of marketers (20.6%) often (41.2%) seldom (21.6%) never (16.7%)

Table 4.2
Respondent characteristics

Elements	Descriptive	Frequency	Percent
Gender	Male	80	78.4%
	Female	22	21.6%
	Missing	0	0
Total		102	100%
Age	From 20- 30	56	54.9%
	From 31-40	30	30.4%
	From 41-50	7	6.9%
	More than 50	8	7.8%
	Missing	0	0
Total		102	100%
Education level	School	16	15.7%
	Undergraduate	49	48.0%
	Diploma	5	4.9%
	Master	25	24.5%
	PHD	3	2.9%
	Job certification	3	2.9%
	Missing	1	1.1%
Total		102	100%
Specialization	Humanities	57	55.9%
	Computer	12	11.8%
	Engineering	8	7.8%

	Medical	2	2.0%
	Other	23	22.5%
Total		102	100%
Career	Manger	2	2.0%
	Head of department	14	13.7%
	Supervisor	22	21.6%
	Marketer	64	62.7%
	Missing	0	0
Total		102	100%
Experience	Under 5 years	53	52.0%
	From 5-10	25	24.5%
	From 11-15	12	11.8%
	Over 15	12	11.8%
	Missing	0	0
Total		102	100%
kind of activities	Service	50	49.0%
	Trading	9	8.8%
	Industry	0	0
	Intermediaries	43	42.2%
	Missing	0	0
Total		102	100%
kind of ownership	Especial local	54	52.9%
	Especial international	0	0
	Personal	48	47.1%
	Partners	0	0
	Other	0	0
	Missing	0	0
Total		102	100%
Using the internet	Always	47	46.1%
	Often	37	36.3%
	Seldom	6	5.9%
	Never	12	11.8%
	Missing	0	0
Total		102	100%
Using Social media	Always	32	31.4%
	Often	43	42.2%
	Seldom	10	9.8%
	Never	17	16.7%
	Missing	0	0
Total		102	100%
Police's company motivate marketer	Always	21	20.6%
	Often	42	41.2%
	Seldom	22	21.6%
	Never	17	16.7%
	Missing	0	0
Total		102	100%

Source; prepared by researcher, 2016

4.3. Goodness of measures

This section, report the result of validity and reliability tests as mean to assess the goodness of measure of study constructs (Sekaran, 2003). Followed using factor, descriptive, correlation, and regression, the study used exploratory factor analysis for testing the validity and unidimensionality of measures of all variables under study.

In contrast, the reliability of empirical measurements was obtained by internal consistency (Nunnally, 1978) using Cronbach's alpha test. In conducting factor analysis, this study followed assumption that recommended by Hait et al, (2010). Firstly, there must be sufficient number of statistically significant correlation in the matrix. Second, Kaiser-Meyer-Olkin measure of sampling adequacy should be at least 0.6. Thirdly, Bartlett's test of Sphericity should be significant at 0.05. Fourthly, communalities of items should be greater than 0.50.

Fifthly, the minimum requirement of factor loading 0.55 (since the sample size of this study 107 marketers) based on a 0.05 significant level, with value of cross loading exceeds 0.50. Also to provide a simple structure column for interpretation, the factors were subjected to Varimax rotation. Finally, Eigen values should be more than 1 for factor analysis extraction. The results of factor and reliability analyses are described as follows:

4.3.1. Exploratory Factor analysis

Exploratory Factor Analysis (EFA) is a statistical approach for determining the correlation among the variables in a dataset. This type of analysis provides a factor structure (a grouping of variables based on strong correlations). In general, an EFA prepares the variables to be used for cleaner structural equation modeling. An EFA should always be conducted for new datasets. The beauty of an EFA over a CFA

(confirmatory) is that no a priori theory about which items belong to which constructs is applied. This means the EFA will be able to spot problematic variables much more easily than the CFA.

4.3.1.1. Exploratory Factor Analysis of Motives for Adopting Technology

Factor analysis was done on the 24 items, which was used to measure motives for adopting technology. Table 4.3 showed the summary of result of factor analysis on motives. In the first run of factor analysis, items (PE4=0.427) were found to have communalities less than 0.50. Item (PE4) was dropped in the subsequent run.

All the remaining items had more than recommended value of at least 0.50 in motives with KMO value of 0.702 (above the recommended minimum level of 0.60) and Bartlett's test of Sphericity is significant ($p < .01$). Thus, the items are appropriate for factor analysis. Table 4.3 shows that the items for motives on adopting technology loading on two components with Eigen values exceeding 1.0. These five factors explain 67.871 of variance in the data (above the recommended level of 0.60).

All the remaining items also had the factor loading values above the minimum value of 0.50, with value of cross loading less than 0.50. The first factor captures all the items of motives

Table 4.3**Rotated Component Matrix^a**

	Items	Component				
		1	2	3	4	5
PE2.	Social media optimizes my work					.840
PE3.	I gain time using social media.					.810
EE5.	Interacting with social media does not require a lot of my mental effort.	.823				
EE4.	My interaction with social media is clear and understandable.	.726				
EE3.	It's easy to use the social media service skillfully.	.807				
EE2.	I find social media to be easy to use.	.728				
SI3.	People whose opinions that I value prefer that I use social media			.773		
SI2.	People who are influences my behavior thinks that I should use social media.			.805		
SI1.	People who are important to me think that I should use social media			.640		
FC4.	I can get help from others when I have difficulties using social media.				.710	
FC3.	Social media is compatible with other technologies I use				.717	
FC2.	I have the knowledge necessary to use social media				.814	
HT5.	I will happy to use social media		.812			
HT3.	I must use social media		.756			
HT2.	I am addicted to using social media		.821			
HT1.	The use of social media has become a habit for me		.585			

Total Variance Explained (%)	67.871
Kaiser-Meyer-Olkin(KMO)	0.702
Bartlett's Test of Sphere city	579.093

Source; prepared by researcher, 2016

4.3.1.2. Exploratory Factor Analysis of Adopting Social Media Technology

Factor analysis was done on the 5 items, which was used to measure adopting social media technology. Table 4.4 showed the summary of result of factor analysis on adopting social media technology. In the first run of factor analysis, all items (ASMT5=00) was found to have communalities less than 0.50. All assumptions were satisfactory fulfilled. All the remaining items had more than recommended value of at least 0.50 in motives with KMO value of 0.777 (above the recommended minimum level of 0.60) and Bartlett's test of Sphericity is significant ($p < .01$). Thus, the items are appropriate for factor analysis. Table 4.3 shows that the items for adopting social media technology loading on two components with Eigen values exceeding 1.0. This factor explains 62.279% of variance in the data (above the recommended level of 0.60).

Table 4.4
Component Matrix^a

Items		Component 1
SM5	I use social media to increase my salesforce	.781
SM4	I use social media to enhance image our company	.778
SM3	I use social media to interactive customer	.805
SM2	I use social media to manage my job.	.822
SM1	I use social media in my job.	.758
Eigenvalues		
% variance explained for each		
Total Variance Explained (%)		62.279
Kaiser-Meyer-Olkin(KMO)		0.777
Bartlett's Test of Sphere city		579.093

Source; prepared by researcher, 2016

4.3.1.3. Factor Analysis of Intention (IN)

Factor analysis was done on the 5 items, which was used to measure adopting social media technology. Table 4.5 showed the summary of result of factor analysis on Intention. In the first run of factor analysis, items (IN5=00) was found to have communalities less than 0.50. Item (IN3=0.435) was dropped in the subsequent run. Finally, all assumptions were satisfactory fulfilled. All the remaining items had more than recommended value of at least 0.50 in intention with KMO value of 0.769 (above the recommended minimum level of 0.60) and Bartlett's test of Sphericity is significant ($p < .01$). Thus, the items are appropriate for factor analysis. Table 4.3 shows that the items for intention loading on two components with Eigen values exceeding 1.0. This factor explains 62.493% of variance in the data (above the recommended level of 0.60).

Table 4.5
Component Matrix^a

Items		Component
		1
IN5	I want to know more about social media.	.734
IN4	I have the intention of managing my job using social media	.777
IN2	I will always try to use social media in my daily life.	.865
IN1	I intend to continue using social media in the future.	.780
Eigenvalues		
% variance explained for each		
Total Variance Explained (%)		62.493
Kaiser-Meyer-Olkin(KMO)		0.769
Bartlett's Test of Sphere city		123.645

Source; prepared by researcher, 2016

4.3.1.4. Factor Analysis Experience (EX)

The original questionnaire had 5 items measuring experience, Factor analysis was done on the 5 items, which was used to measure experience. Table 4.6 showed the summary of result of factor analysis on experience. In the first run of factor analysis, items (EX2=0.471) was found to have communalities less than 0.50. Item (EX2) was dropped in the subsequent run. Finally, all assumptions were satisfactory fulfilled. All the remaining items had more than recommended value of at least 0.50 in experience with KMO value of 0.752 (above the recommended minimum level of 0.60) and Bartlett's test of Sphercity is significant ($p < .01$). Thus, the items are appropriate for factor analysis. This factor explains 64.514% of variance in the data (above the recommended level of 0.60).

Table 4.6
Component Matrix^a

Items	Component
	1
EX5 Using social media long time enhance my ability increasing forcesales	.778
EX4 More using social media enhance my interaction with social media	.827
EX3 More using social media motivate more adopting.	.883
EX1 I use social medial long time	.716
Eigenvalues	
% variance explained for each	
Total Variance Explained (%)	64.514
Kaiser-Meyer-Olkin(KMO)	0.752
Bartlett's Test of Sphere city	146.227

Source; prepared by researcher, 2016

4.3.1.5. Reliability Analysis

Reliability is an assessment of the degree of consistency between multiple measurements of variables (Hair et al, 2010). To test reliability this study used Cronbach's alpha as a diagnostic measure, which assesses the consistency of entire scale, since being the most widely used measure (Sharma, 2000). According to Hair et al, (2010), the lower limit for Cronbach's alpha is 0.70, although it may decrease to 0.60 in exploratory research. While Nunnally, (1978) considered Cronbach's alpha values greater than 0.60 are to be taken as reliable. The results of the reliability analysis (Cronbach's alpha exceed the minimum value of 0.60). Therefore, it can be concluded that the measures have acceptable level of reliability. The full SPSS output is attached in Appendix B3.

Table 4.7
Cronbach's alpha for variables

Construct	Variable	Number of items	Cronbach's alpha
Motives for Adopting technology	Performance expectance	5	.685
	Effort expectance	5	.750
	Social influence	4	.783
	Facilitating conditions	5	.650
	Habit	5	.809
Adopting social media	Adopting social media	5	.848
Intention	Intention	5	.806
Experience	Experience	5	.820

Source; prepared by researcher, 2016

4.3.2. Descriptive statistic of variable

Descriptive statistics such as mean and standard deviation was used to describe the characteristics of surveyed marketers and variable (Independent, dependent, moderators and mediators) under study

4.3.2.1. Descriptive Analysis for Motives Variable

Table 4.8 shows the means and standard deviations of the five components of motives (performance, effort, social influence, facilitating conditions, and habit). The table reveals that the Sudanese marketing practitioners in more one empathy. (PE; Mean=2.2647, standard deviation=.81964), followed by EE (mean=2.2304, standard deviation=.83450), followed by SI, (mean=2.3203, standard deviation=.68445) followed by FC, (mean=1.9967, standard deviation=.66252) by followed Habit, (mean=2.2941, standard deviation=.78145). Therefore five dimensions were achieved average score equal (2.22). Given that the scale used a 5-point scale (1=strongly disagree, 5=strongly agree) it can be concluded that all Sudanese marketers is highly of assurance of motives above the average mean.

4.3.2.2. Descriptive analysis for Adopting Social Media

Table 4.8 shows the means and standard deviations of the one component of Adopting Social Media Technology. The table reveals that the Sudanese marketing practitioners in more one empathy in Adopting Social Media Technology. (Mean=2.2098, standard deviation=.77351). Given that the scale used a 5-point scale (1=strongly disagree, 5=strongly agree) it can be concluded that the Sudanese marketing practitioners is highly concern of Adopting Social Media Technology above the average mean.

4.3.2.3. Descriptive analysis for Intention

Table 4.8 shows the means and standard deviations of the mediate Variable: the table reveals that the Sudanese marketing practitioners more on intention (mean=2.0441, standard deviation=.68615). Given that the scale used a 5-point scale (1=strongly disagree, 5=strongly agree) it can be concluded that all Sudanese marketing practitioners is highly of intention.

4.3.2.4. Descriptive analysis for Experience

Table 4.8 shows the means and standard deviations of the moderator Variable: experience. The table reveals that the all Sudanese marketing practitioners the highest effect experience toward adopting social media (mean=2.1618, standard deviation=.75341) Given that the scale used a 5-point scale (1=strongly disagree, 5=strongly agree) it can be concluded that all Sudanese marketing practitioners is highly of effect experience.

Table 4.8
Descriptive Statistics

	Mean	Std. Deviation
Performance Expectance	2.2647	.81964
Effort Expectance	2.2304	.83450
Social Influence	2.3203	.68445
Facilitating Conditions	1.9967	.66252
Habit	2.2941	.78145
Adopting Social Media (DV)	2.2098	.77351
Intention (MEDAITING)	2.0441	.68615
Experience (MODRETER)	2.1618	.75341
Valid N (listwise)		

Source; prepared by researcher, 2016

4.3.3. Correlation Analysis

Table 4.9 presents the results of the inter correlation among the variables. The Correlation analysis was conducted to see the initial picture of the interrelationships among the variables under the study. Therefore, the importance of conducting correlation analysis is to identify any potential problems associated with multi collinearity (Sekaran, 2000). Table 4.9 represents the correlation matrix for the constructs operationalized in this study. These bivariate correlations allow for preliminary inspection and information regarding hypothesized relationships. In addition to that, correlation matrix gives information regarding test for the presence of multi collinearity. Table 4.9 shows that responsiveness is positively and significantly correlated with attitudinal adoption

Table 4.9
Correlations

		PE	Effort	SI	FC	Habit	DV	Mediating	Moderation
PE	Pearson C	1							
EE	Pearson C	0.006	1						
SI	Pearson C	0.283**	0.225*	1					
FC	Pearson C	0.141	0.401**	0.223*	1				
Habit	Pearson C	0.411**	0.177	0.225*	0.201*	1			
DV	Pearson C	0.493**	-0.001	0.180	-0.027	0.505**	1		
Media	Pearson C	0.307**	0.139	0.231*	0.187	0.560**	0.500**	1	
Moder	Pearson C	0.361**	0.204*	0.299**	0.074	0.587**	0.492**	0.667**	1

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

* . Correlation is significant at the 0.05 level (2-tailed).

While the correlation analysis in Table 4.9 provides a strong indication of association. In order to undertake a more complete examination of the proposed relationships and to evaluate whether such associations are direct or indirect, hierarchical regression was conducted. Hierarchical regression employed because it gives the best predictive model of the linear relationship present among the independent variables (Tabachnik & Fidell, 2001). Hierarchical regression was chosen rather than a structural equations approach because of sample size (Frazier, Tix and Barron, 2004). The next finding analyses are testing the hypotheses.

Table 4.9 shows that performance expectance is low positive and not significant correlated with effort expectance and facilitating conditions (0.006 - 0.141), performance expectance is low positive and significant correlated with social influence (0.283**), performance expectance is medial positive and significant correlated with habit, adopting social media, intention, and experience (0.411**- 0.493**- 0.307**- 0.361**). Also effort expectance is low positive and significant correlated with social influence, facilitating conditions, and experience (0.225* - 0.401** - 0.204*), but low and not significant with habit and intention (0.177 - 0.139), and it has low negative and not significant correlated with social media (-0.001). Then social influence is low positive and significant correlated with facilitating conditions, habit, intention, and experience (0.223* - 0.225* - 0.231* - 0.299**), and it has low positive and not significant correlated with social media (0.180). Facilitating conditions is low positive and significant correlated with habit (0.201*), but it has low positive and not significant correlated with intention and experience (0.187 - 0.074), and low negative not significant correlated with social media (-0.027).

Also habit has medial positive and significant correlated with adopting social media, intention and experience (0.505** - 0.560**-0.587**), adopting social media has medial positive and significant correlated with intention and experience (0.500** - 0.492**), intention has medial positive and significant correlated with experience (0.667**).

Hypotheses testing

This section discusses the results of hypotheses of the study. Given that the new emerged variable from factor analysis and the eliminated ones, there are (5) hypotheses in this study, The main effects as well as the mediating and moderating effect were examined using hierarchical regression analysis, the statistical procedures of which had been explained in chapter 3. In order to perform hierarchal regression analysis, it is generally agreed that there are at least five assumptions (normality, linearity, multicollinearity, homoscedasticity and outliers) should be met. The results of testing these assumptions are provided below:

1. The normality had been established through the relevant histogram. The histograms show that most values fall in the center and the curves take the bell-shape. The normal probability (P-P) plots also show that the residual points are close to the diagonal line. Therefore, the variables are normally distributed.
2. Linearity of relationships: No curvilinear pattern of relationship is apparent from the scatter plots. Therefore, there is no violation of the assumption of linearity.
3. Heteroscedasticity was checked through the scatter plots of standardized residual. The residual plots take roughly the rectangular shape, which indicates that there is no problem of heteroscedasticity in the data.

4. The result of Multicollinearity test indicated that all values of the VIF are less than the threshold of 10, all Tolerance values are more than 0.1, and all Variance Proportions are less than 0.90. This indicates that, there is no multicollinearity in the data.

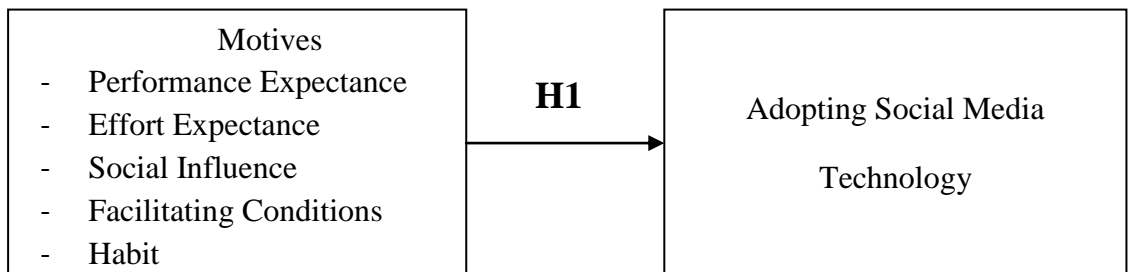
5. Outliers were identified and removed through using a case-wise diagnostics.

The Relationship between Motives and Adopting Social Media:

This section deal with the first hypotheses in the study which predicts that five factors of motives (performance expectance, effort expectance, social influence, facilitating conditions, and habit) has positive relationship with the adopting social media. As shown in figure 4.1 below:

Figure 4.1

Relationship between motives and adopting social media technology



Source; prepared by researcher, 2016

Table 4.10 shows the results of the multiple regression equation testing the impact of motives variable on adopting social media: the motives variables explained 67.871% of the variance in adopting social media. However, the result shows that the model is significant. In addition the result show that the five components of motives is a positive significant influenced adopting social media. The results showed that the hypothesis was full supported, i.e. there is a positive relationship

between motives (PE, EE, SI, FC, and habit) and adopting social media. The results also showed that Performance and adopting social media have not significant effect on adopting social media ($B=.277$, $p<0.000$), followed by motive.

Table 4.10

Multiple Regression IV and DV (Beta coefficient)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.586 ^a	.344	.310	.64276	.344	10.054	5	96	.000

a. Predictors: (Constant), Habit, Effort, IV, IV, Performance

b. Dependent Variable: DV

Summary of hypothesis Testing Results for the Relationship between all motives variables and adopting social media

Table 4.11

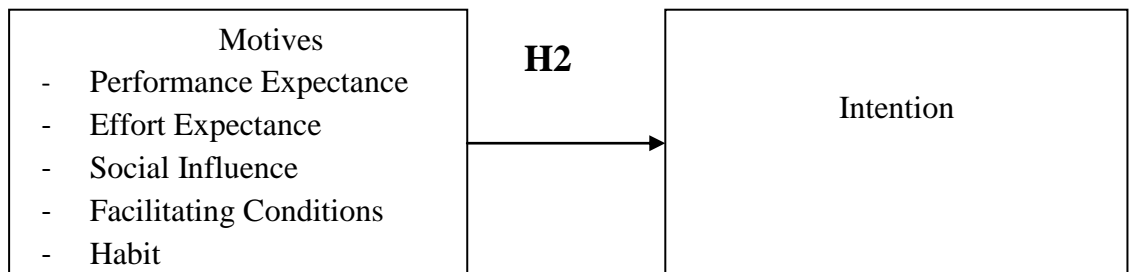
Items	Statement of Hypothesis : There positive relationship between:	Remark
H1.	Motives of Sudanese Marketing practitioners are positively influence on Adopting Social media Technology	Not Supported
-	Performance Expectance are positively influence on Adopting Social media Technology	Not Supported
-	Effort Expectance are positively influence on Adopting Social media Technology	Not Supported
-	Social Influence are positively influence on Adopting Social media Technology	Supported
-	Facilitating Conditions are positively influence on Adopting Social media Technology	Not Supported
-	Habit is positively influence on Adopting Social media Technology	Not Supported
H1.1.	Adopting social media among Sudanese Marketing practitioners is a high level.	Not Supported
H1.2.	PE, EE, SI, FC, and Habit are motives the motivate Sudanese Marketing practitioners to adopting social media.	Not Supported

4.3.4. The relationship between Motives and Intention

This section deal with the second hypotheses in the study which predicts that five factors of Motives (performance Expectance, Effort Expectance, Social Influence, Facilitating Conditions, and Habit) have positive relationship with the intention. As shown in figure4.2 and table below:

Figure 4.2

Relationship between Motives and Intention



Source; prepared by researcher, 2016

Table 4.12 shows the results of the multiple regression equation testing the impact of motives variable on intention: the motives variables explained 61% of the variance in intention. However, the result shows that the model is significant. In addition the result shows that the five components of motives is a positive significant influenced intention. The results showed that the hypothesis was full supported, i.e. there is a positive relationship between motives (PE, EE, SI, FC, and habit) and intention. The results also showed that motives and intention have significant effect on intention (B=000, p<0.000), followed by motive

Table 4.12

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.586 ^a	.344	.310	.64276	.344	10.054	5	96	.000
2	.637 ^b	.406	.368	.61484	.062	9.915	1	95	.002

a. Predictors: (Constant), Habit, Effort, IV, IV, Performance

b. Predictors: (Constant), Habit, Effort, IV, IV, Performance, DV

c. Dependent Variable: DV

Table 4.13

Summary of hypotheses testing results for the motives and intention

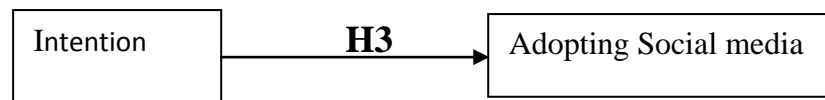
Items	Statement of Hypothesis : there positive relationship between:	Remark
H2.	Motives Sudanese Marketing practitioners are positively influence on Intention.	Not Supported
H2.1.	Performance Expectance are positively influence on Intention	Not Supported
H2.2.	Effort Expectance are positively influence on Intention	Not Supported
H2.3.	Social Influence are positively influence on Intention	Supported
H2.4.	Facilitating conditions are positively influence on Intention	Not Supported
H2.5.	Habit is positively influence on Intention	Not Supported

4.3.5. The relationship between Intention and Adopting Social Media

This section deal with the second hypotheses in the study which predicts that five factors of Motives (performance Expectance, Effort Expectance, Social Influence, Facilitating Conditions, and Habit) have positive relationship with the intention. As shown in figure4.2 and table below:

Figure 4.3

Relationship between Intention and social media



Source; prepared by researcher, 2016

Table 4.14 shows the results of the multiple regression equation testing the impact of Intention variable on adopting social media: the intention variable explained 62.493% of the variance in intention. However, the result shows that the model is significant. In addition the result shows that the one component on adopting social media is a positive significant influenced intention. The results showed that the hypothesis was full supported. The results also showed that motives and intention have significant effect on intention ($B=000, p<0.000$), followed by motives

Table 4.14
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	1.057	.210		5.026	.000	.640	1.475					
DV	.564	.098	.500	5.774	.000	.370	.757	.500	.500	.500	1.000	1.000

a. Dependent Variable: DV

Table 4.15

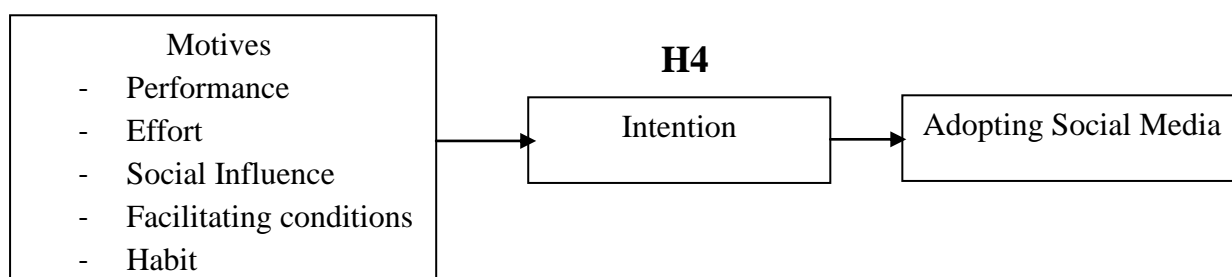
Summary of hypotheses testing results for intention and adopting social media

Items	Hypothesis	Remark
H3	Intentions are positively influence on Adopting Social media Technology	Not Supported

4.3.6. The mediation effect of Intention between motives and adopting social media technology

These hypotheses predict whether intention may be a mediating between motives (performance expectance, effort expectance, social influence, and habit) and adopting social media. As shown in figure 4.4 below.

Figure 4.4
The mediation effect of Intention



Source; prepared by researcher, 2016

In order to test these hypotheses, this research followed the recommendation of (Baron and Kenny, 1986), who stated that there are three-step hierarchical regressions. First step, the independent variable must affect the dependent variable significantly (B1 must be significant). Second step, the independent variable should affect the mediating variable (B2 must be significant). Third step, mediating variable must influence the dependent (B3 must be significant). On the other hand, in order to determine whether mediator is full or partial mediating the relationship between the independent variable and dependent variable, the impact of independent variable on significant in fully mediator, while partial mediator exists once B4 is significant but reduced. To determine that the mediator (M) is fully mediates the relationship between the initial variable (X) and outcome variable (Z),

the impact of X on Z controlling for M should be zero or 4 is not significant, whereas, partially mediator exists when 4 is significant.

Table 4.19 showed the result of the hierarchical regression testing the mediation effect of relationship motives (performance expectance, effort expectance, social influence, facilitating conditions, and habit) on the relationship between motives and adopting social media,.

Concerning the mediating role of marketers

Regression mediating

Table 4.16

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.586 ^a	.344	.310	.64276	.344	10.054	5	96	.000	
2	.637 ^b	.406	.368	.61484	.062	9.915	1	95	.002	2.067

a. Predictors: (Constant), Habit, Effort, IV, IV, Performance

b. Predictors: (Constant), Habit, Effort, IV, IV, Performance, DV

c. Dependent Variable: DV

Table 4.17

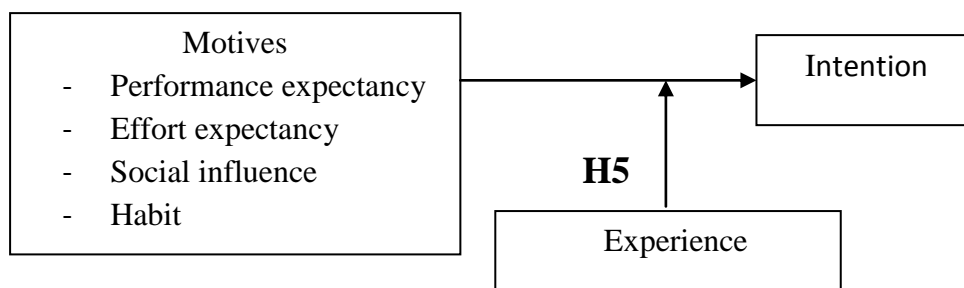
Summary of the hypotheses testing results of mediating effect of relationship adoption

Items	Hypothesis	Remark
H4	Intention mediate the relationship between Sudanese Marketing practitioner's of motives and adopting social media Technology	Full Supported
H4.1.	Intention mediate the relationship between Performance and adopting social media Technology	Not Supported
H4.2.	Intention mediate the relationship between Effort and adopting social media Technology	Not Supported
H4.3.	Intention mediate the relationship between Social Influence and adopting social media Technology	Supported
H4.4.	Intention mediate the relationship between Facilitating Conditions and adopting social media Technology	Not supported
H5.5.	Intention mediate the relationship between Habit and adopting social media Technology	Not Supported

4.3.7. The moderating effect of Experience

The hypothesis predicts that the word of mouth moderate the relationship between motives and intention as shown figure 4, 5 below. The Moderating Effect of Experience on Relationship between Motives and Intention

Figure 4.5
The moderating effect of Experience



Source; prepared by researcher, 2016

To test these hypotheses a three-step hierarchical regression analysis was conducted (Baron and Kenny, 1986: Sharma et al, 1981) for each of moderator. In the first step, the predictor variable entered in the regression equation. In the second step, moderating variable was entered into the regression equation to test its isolated effect on the criterion variable. While in step three, the process requires the introduction of a multiplicative interaction term into the regression equation. Accordingly, one multiplicative interaction term were created by multiplying the value of intention by the values of hypothesized experience. To demonstrate if the moderator effect is present on the proposed relationship, three maximum conditions were used. Firstly, the final modal is significant. Second, the (F change) is significant. Third, multiplicative interaction term is also statistical significant.

Additional, in order to establish whether moderator is a pure or a quasi-moderating this research applied the criteria mentioned by (Sharma et al, 1981). If the coefficient of both the multiplicative interactive term and the moderator variable are significant, the moderator is a quasi-moderator. However, if the coefficient of the moderator variable effect was not significant, the moderator is a pure moderator. A pure moderator effect implies that the moderator variable experience modified the relationship.

On the other hand, in order to illustrate the nature of moderator effect, a graphical representation was carried out for each significant effect.

This process was carried out for testing the moderating effect of variable experience on each of the relationship that links the three component of adopting social media with the intention, three maximum conditions were used. Firstly, the final model is significant. Second, the (F change) is significant. Thirdly, multiplicative interaction term is also statistically significant.

Regression moderation

Model Summary^d

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	Df1	Df2	Sig. F Change	
1	.576 ^a	.332	.297	.57526	.332	9.539	5	96	.000	
2	.708 ^b	.501	.470	.49965	.169	32.251	1	95	.000	
3	.771 ^c	.594	.545	.46290	.093	4.137	5	90	.002	2.093

a. Predictors: (Constant), Habit, Effort, IV, IV, Performance

b. Predictors: (Constant), Habit, Effort, IV, IV, Performance, Zscore: MODETATION

c. Predictors: (Constant), Habit, Effort, IV, IV, Performance, Zscore: MODETATION, MD5, MD4, MD3, MD1, MD2

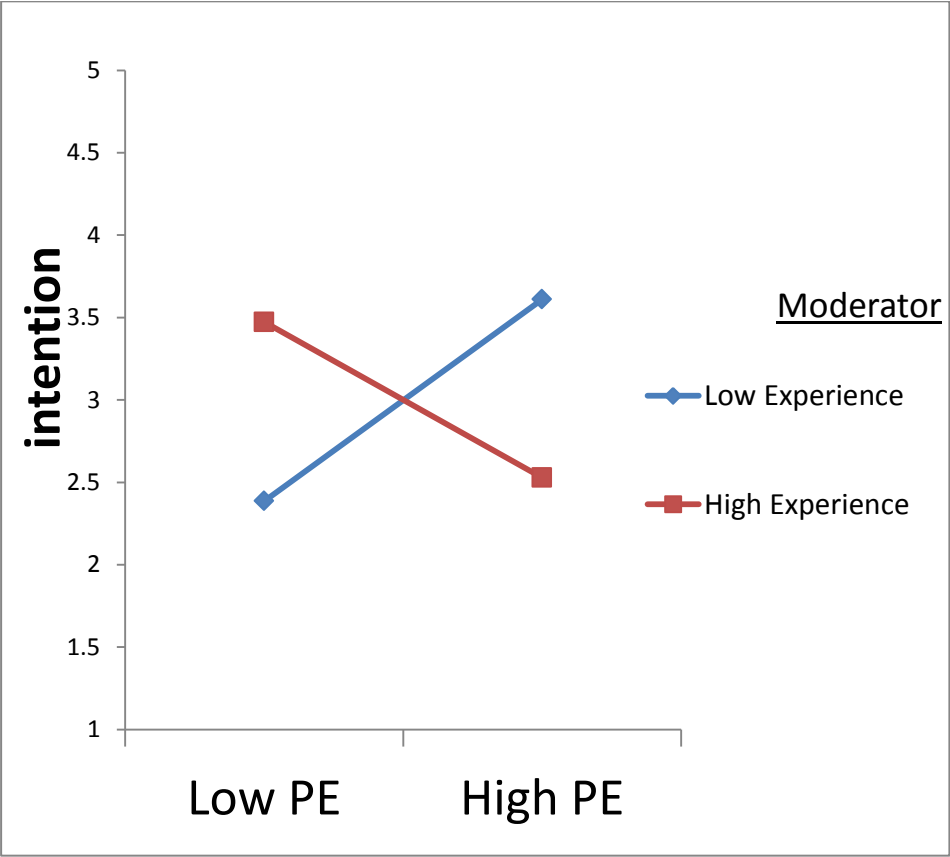
d. Dependent Variable: DV

Table 4.18

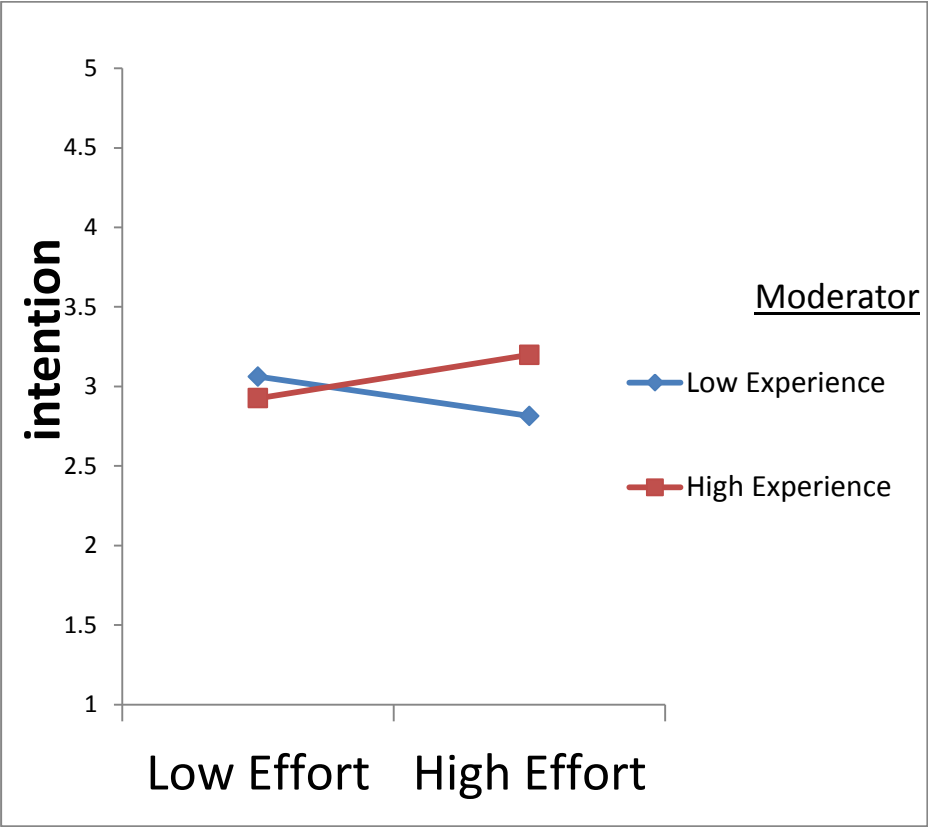
Table 4.19

Summary of the hypotheses testing results of moderating effect of experience between motives and intention

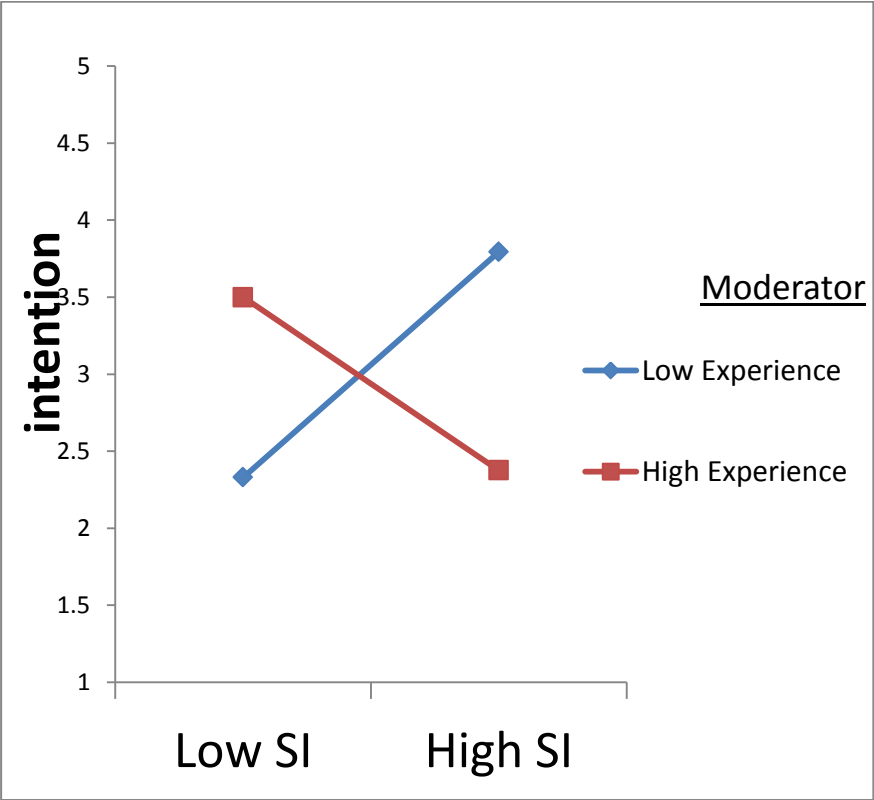
Items	Hypothesis	Remark
H5	Experience moderating the relationship between motives and intention	Full Supported
H5.1	Experience moderating the relationship between Performance And intention	Partially Supported
H5.2	Experience moderating the relationship between effort And intention	Full Supported
H5.3	Experience moderating the relationship between Social Influence and intention	Partially Supported
H5.4	Experience moderating the relationship between Facilitating Conditions and intention	Full Supported
H5.5	Experience moderating the relationship between Habit and intention	Full Supported



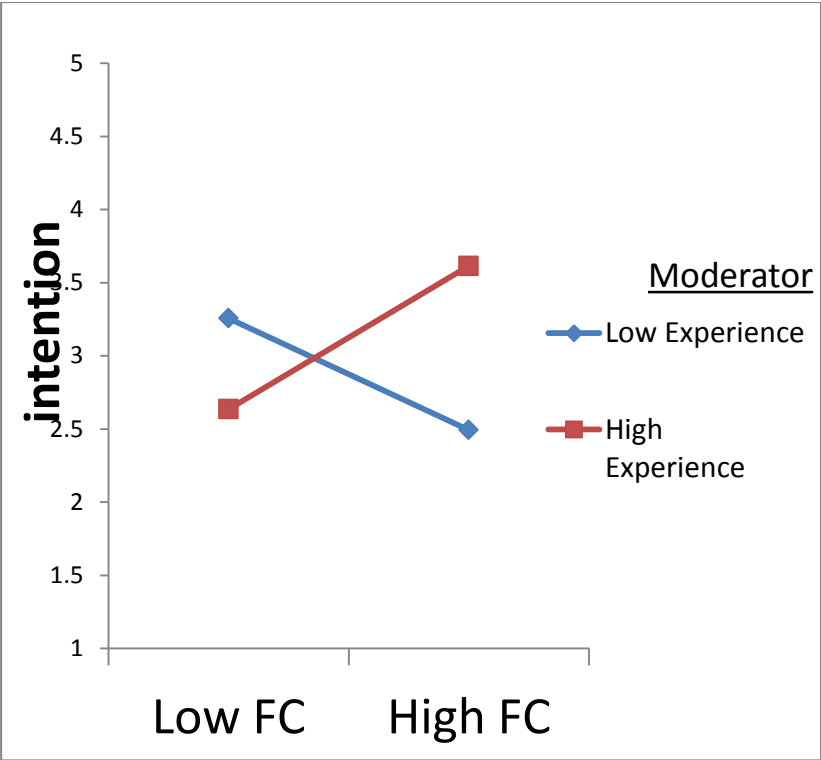
Experience dampens the positive relationship between PE and intention.



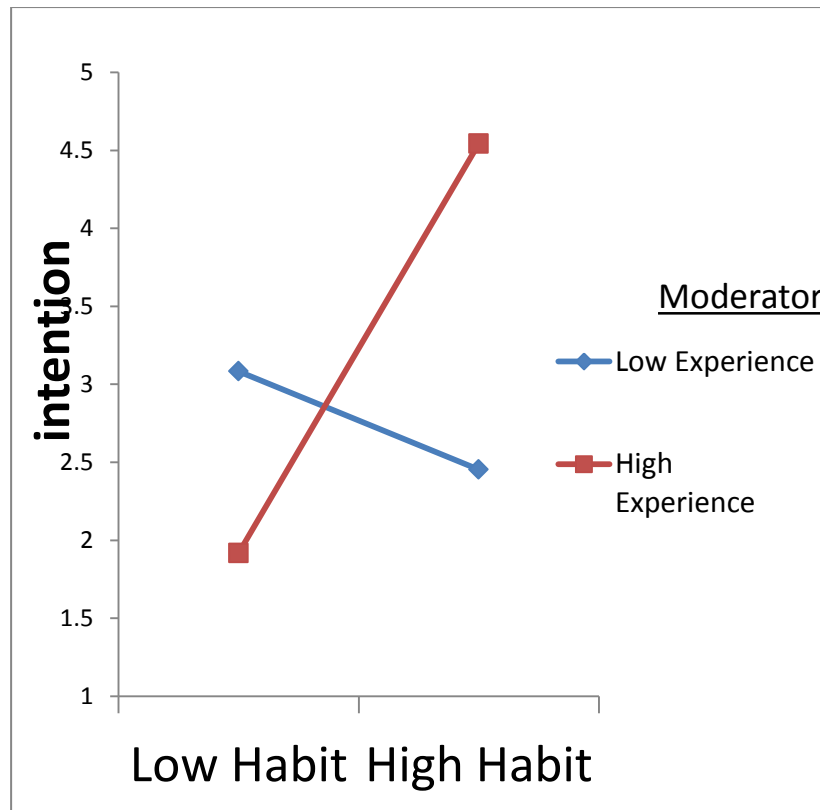
Experience strengthens the positive relationship between Effort and intention.



Experience dampens the positive relationship between SI and intention.



Experience strengthens the positive relationship between FC and intention.



Experience strengthens the positive relationship between Habit and intention.

4.4. Summary of chapter

This chapter presents the results of analyzing data, the data of this research collected from Sudanese marketer practitioners. The data was generated from 107 respondents, the respondent rate 85.0%, first we test the normal distribution of data using different data analysis techniques. Descriptive analysis was utilized to identify the characteristics of respondents and all variables under study. Bivariate correlations were also conducted to identify interrelationships among all the variables. Finally, multiple and hierarchical regression and moderated hierarchical regressions were used to test the research hypotheses. The next chapter reviews the findings and discusses the results and their implications as well as limitations and conclusions of the study.

CHAPTER FIVE

CHAPTER FIVE

DISCUSSION AND CONCLUSION

5.0. Introduction:

The final chapter is the conclusion and remarks, section one will discuss the major findings and comparing to the literature available, discussion of the results in section two, research implication, limitations, recommendation and conclusion.

5.1. Recapitulation of the Study Findings

This study aimed to explain to what's impact of Motives Sudanese Marketing Practitioners on adopting social media technology, and to investigate the level to adopting social media technology about it. In addition, examine the relationship between motives and intention, and to investigate the relationship between intention and adopting social media technology. Furthermore, the study tried to determine the mediating effect of intention between the motives and adopting social media, besides the moderating effect of experience on the relationship between motives and intention. The well recognized Sudanese Marketing Practitioners in small business were chosen due to their contribution to the Sudan market.

The objectives of this study are:

- 1- Investigate the impact of Motives of Adopting Social Media Technology among Sudanese Marketing practitioners.
- 2- To assess the level of adopting Social media among Sudanese Marketing practitioners.
- 3- Investigate the evolution of Adopting Social Media Technology.
- 4- To determine the Motives that motivates to adopt social media.
- 5- Investigate the impact of Motives[PE, EE, SI, FC, and HT]on Intention.
- 6- To measure the impact of Intentions on Adopting Social Media Technology.
- 7- To investigate the mediating role of intention on the relationship between motives of marketing practitioners and adoption of social media Technology.
- 8- To investigate the moderating role of experience on the relationship between motives and intention.

Following are bullets of major findings with related literature support.

First: finding of this research proved that motives dimensions (Performance Expectance, Effort Expectance, Social Influence, Facilitating Conditions, and Habit) have not significant relationship with adopting social media technology of Sudanese marketing practitioners.

Second: in this study the intention has mediate on the relationship between motives and adopting social media in Sudanese marketing practitioner.

Third: in this study the experience has moderate on the relationship between motives and intention in Sudanese marketing practitioner.

Based on literature review, the study identified the variables to be focused on and to include five components of motives (performance expectance, effort expectance, social influence, facilitating conditions, and habit) and social media technology. This is in addition to one component of intention, and of experience. The data for this study was obtained from questionnaire distributed on 120 marketing practitioner in Sudan. The purposive sampling technique was used in selecting a sample for this study.

The response rate achieved from the questionnaire was 85%. Before stating the analyses for hypotheses testing, factor analysis and reliability test were used to ensure goodness of measures. Factor analysis was used to test for validity of the measures on all the study variables. However, the results of factor analysis motives showed that five factors (performance expectance, effort expectance, social influence, facilitating conditions, and habit).

The reliability of empirical measurement was obtained by measuring the internal consistency method by using Cronbach's alpha test. The results of reliability analysis confirmed that all the scale display satisfactory level of reliability. Moreover, the result of descriptive analysis showed that Sudanese marketing practitioners area lower concern of adopting social media (mean=2.2098, standard deviation=.77351).

Descriptive analysis was also conducted for other variables on the study intention, the result reveal that the Sudanese marketing practitioners

emphasized strongly effect mediating intention (mean=2.0441, standard deviation=.68615), given that the scale used a 5-point.

The results also reveals that the Sudanese marketing practitioners concern in adopting social media above the average mean.

The results of the correlations analysis between constructs of variables in theoretical framework shows that all the correlations are in the hypothesized positive relationship. The result revealed that all five dimensions of motives are not significant correlated with adopting social media technology.

The results also revealed that the relationship between all the dimensions of motives and intention are lower. The correlation analysis also revealed that the intention is significantly correlated with the adopting social media.

Moreover, the hierarchical regression analysis was used to test the hypotheses of the study. The first hypotheses predict that there is a negative relationship between motives and adopting social media technology.

The results revealed that there is a positive relationship between the two dimensions of motives: (Effort Expectance and Social Influence), and negative relationship between other three dimensions (Performance Expectance, Facilitating Conditions, and Habit) and adopting social media technology.

The results revealed that there is a lower level adoption social media technology in Sudanese marketing practitioner.

The results revealed that there are motivate only two dimensions (Effort expectance and Social Influence) and other dimensions are didn't motivate Sudanese marketing practitioners (Performance expectance, Facilitating conditions and Habit) toward adoption social media technology.

The second hypotheses in this study predict that the five dimensions of motives (PE, EE, SI, FC, and Habit)and intention have negative relationship about it. The results also showed that the three dimensions of motives (Performance expectance, facilitating conditions, and Habit) are negative relationship among the other dimensions (Effort expectance and Social Influence) are positive relationship between motives and intention.

The third hypotheses predict that intention have a strongly positive relationship with adopting social media.

The fourth hypotheses predict that the effect mediate of intention between motives and adopting social media. The result of testing this hypothesis indicates that full effect mediating of intention between motives and adopting social media technology.

The fifth hypotheses predicts that the experience moderate the relationship between motives and intention. The result of testing this hypothesis indicates that experience has full moderating effect between motives dimensions and intention excluding habit.

5.2. Discussion

Based on the previous section, this section will discuss the research findings. The discussion is based on theoretical perspective, empirical evidence and conceptual studies that are considered to be appropriate for this study. The objective of this research is to empirically examine the impact of Sudanese marketing practitioner of motives on adopting social media technology, motives and intention, intention and adopting social media and mediating effect and moderating role experience on the relationship between motives and intention.

5.2.1. Effect Sudanese marketing practitioners of motives on adopting social media technology

Results obtained from data analysis for H1 suggested the significant and positive effect of all dimensions of motives on adopting social media (Kamal Ghalandari,2012) Show that all four variables i.e. performance expectancy, effort expectancy, facilitating conditions and habit had a negative and not significant effect on adopting social media. But social influence is positive and significant impact on adopting social media.

There was a strong relationship between Facilitating Conditions and Adoption social media as evidenced.(Nyembezi and Bayaga, 2014)

First sub-hypotheses suggested the significant and high adopting level among Sudanese marketing practitioner show that had lower level about adopting social media.

Second sub-hypotheses suggested the significant and motivate of all dimensions motives adopting social media among Sudanese marketing practitioner show that had not significant and not motivate thus all four

dimensions (performance expectancy, effort expectancy, facilitating conditions and habit) but social influence was significant and motivate to adopting social media.

The results revealed that firstly, self-efficacy has positive effects on performance expectancy, social influence, and effort expectancy. Second, social influence has positive effects on performance expectancy, behavioral intention, and effort expectancy. Third, effort expectancy has positive effects on performance expectancy and behavioral intention. Fourth, performance expectancy has a positive effect on behavioral intention. Managers of mobile learning should focus on self-efficacy to enhance behavioral intention.(Haeng-Nam Sung¹, Dae-Yul Jeong¹, Yeon-Su Jeong¹ and Jae-Ik Shin^{2*}, 2015)

5.2.2. Effect Sudanese marketing practitioners of motives and intention

Results obtained from data analysis for H2 suggested the significant and positive effect of all dimensions of motives on intention. (Fatema Akbar, 2013, Davis et al. (technology acceptance model))Show that all four variables i.e. performance expectancy, effort expectancy, facilitating conditions and habit had a negative and not significant effect on intention. But social influence is positive and significant impact on intention.

Surprisingly results obtained opposite form several studies and theories like (UTAUT, TAM, Fatema Akbar, 2013, Kamal Ghalandari, 2012), This might be attributed to the fact that consistent with say about conducting this research in country high technology was different situation than under developing country like Sudan.

5.2.3. The impact of Intention on adopting social media technology

Results obtained from data analysis for H3 suggested the significant and positive effect of intention on adopting social media technology. According to (TAM, UTAUT), this is strongly fact thus intention effect to adopting social media technology in Sudanese marketing practitioner, this result is consistent with that of TAM, UTAUT theory and many studies as (Viswanath Venkatesh, et al 2012, Fatema Akbar.2013)

5.3.4. Effect intention mediating (ME)

Results obtained from data analysis for H4 suggested the significant and positive effect between motives and social media. (Fatema Akbar, 2013, Davis et al. (technology acceptance model)) Show that all four variables i.e. performance expectancy, effort expectancy, facilitating conditions and habit had a negative and not significant effect intention mediating. But social influence is positive and significant impact intention mediating.

Findings the study confirmed the theory of TAM and showed its potential capability in the public sector. The study has provided empirical evidence for the positive effect of subjective norm on the intention behavior to use towards the actual usage for the technology the study has provided empirical evidence for the positive effect of social characteristic on the intention behavior to use. Empirical evidence has shown that the employees and managers have the capability to use the technology. (Dr. Sami Mohamed Al Haderi and Dr. Azelin Binti Aziz, 2015)

5.3.5. Effect experience moderating (MOD)

Results obtained from data analysis for H5 suggested the significant and positive effect experience moderating between motives and intention. (Fatema Akbar, 2013, Davis et al. (technology acceptance model)) Show that two variables i.e. performance expectancy social influence, had a partially and significant effect experience moderator. But other three variables i.e. facilitating conditions, effort expectancy and habit had a Full and significant effect experience moderator. That result opposite to many studies such as (Fatema Akbar, 2013)

Major Outcomes of the Research

Instituted on the above discussion, the key outcomes of this research as follows:

- 1- Motives in Sudanese marketing practitioners are consisting of five components, through which are the performance expectance, effort expectance, social influence, facilitating conditions and habit.
- 2- Sudanese marketing practitioners of motives are negative influence on adopting social media technology.
- 3- Social influence is positively influence on Adopting Social media Technology.
- 4- All others components of independent variable are negative influence on adopting social media technology.
- 5- Adopting social media among Sudanese Marketing practitioners is a lower level

- 6- PE, EE, FC, and Habit are not motives the motivate Sudanese Marketing practitioners to adopting social media
- 7- Social Influence is motives the motivate Sudanese Marketing
- 8- Motives Sudanese Marketing practitioners are negative influence on Intention
- 9- Social Influence are positively influence on Intention
- 10- PE, EE, FC, and Habit are negative influence on intention.
- 11- Intentions are negative influence on Adopting Social media Technology
- 12- Intention mediating between motives and adopting social media.
- 13- Experience of Sudanese marketing practitioners has full moderating effect on the relationship between motives and intention.

5.4. Implications of the study

In this section, the findings of this research are presented in terms of their implications. Firstly, the theoretical implications of research findings are discussed. Next, the practical contributions of this research are then identified.

5.4. Theoretical Implications:

This study was examined the impact of motives among Sudanese marketing practitioners on adopting social media technology the role intention mediating and moderating effect between motives and intention, as results of the regression analysis reported that motives was found to be not significant adoption social media. These results were not supporting the previous studies as adopting social media technology.

As a result, the findings are consistent with some of the theoretical and empirical research in the field. Motives variable all the constructs that represent the social influence

The findings of this research not supported some of the existing literature and confirmed the link between motives and adoption social media. This study helps to conceptualize and measure the constructs of motives and the significance of motives constructs on adopting social media.

This study found some evidence of a direct linear relationship between motives and adopting social media. Such findings represent not support over previous research in the field which has predicted a linear relationship between motives and intention. This study appears that motives and influence on the intention of Sudanese marketing practitioners. Hence, this study offers additional contribution to the literature in terms of research into motives from marketing practitioner's perspective and its links to adopting social media towards the marketers of Sudan.

This study also contributes to the literature by extending the knowledge on the linkage between motives and adopting social media of marketing practitioners.

Hence, this study has managed to establish a significant association between motives and adopting social media. Moreover, this study was examined the impact of motives and intention and social media, as results of the regression analysis reported that relationship.

Managerial Implications

This research contributes towards motives management practice in all levels. There are two kinds' of manager that concerning adopting social media can gain benefits from the findings of this research; for the marketing managers their needs a know about benefits for using social media technology, and needs how to sustain and keep the customer satisfied, trusted and committed to the companies through using social media tools. Moreover, their search Platforms with connected customers their known their opinion about product and services.

Limitations of the Study

While this study contributes to increased understanding of the applicability of planned behavior theory adoption technology theory , through testing the relationships between motives, adopting social media, intention. And experience, the results of this study must be interpreted with caution because of some certain limitations.

The major limitations of this study are; the first limitation is the scope of study is limited to 120 potential respondents' different marketing practitioner in small business and individual business.

The second limitation is that the questionnaires for this study are developed in English language whereby most of marketing practitioners is not familiar with the language. Therefore, the research had to do double job which is changing in between the two languages Arabic and English and testing to ensure the validity and reliability. There are also other

instruments such as interview, experiment and observation that were not used.

The third limitation, the scope of the study was limited to individual marketing practitioner's perspective in Khartoum. Some of the respondents refused to take part in this study, while others claimed not having a time to fill in the questionnaires.

Suggestions for Future Research

Firstly; In this study five dimensions of motives represented in the following; performance expectance, effort expectance, social influence, facilitating conditions, and habit. Future research can adopt more and different dimension such as, experience, Hedonic motivation, PriceValue

Second; the study was based on a small sample of marketing practitioners of small business in Sudan. Future research may apply the model on larger population from different regions of Sudan.

Third; the sample also included only the services companies in Sudan, so all the respondents of the questionnaire were only from one culture which would be a great accomplishment if a future a study tested respondents who belonged to different cultures.

Fourth; the study also was exclusive to one sector of industry (services), it is recommended in future research to adopt the model in different industries such as, production, trading and investment.

Fifth: the study also was exclusive to investigate the individual marketer, it is recommended to extend it to the business to business marketer perspective.

Conclusions

This research is an attempt to enhance the understanding of adopting social media of concept in the context about marketers in Sudan. Besides that, the research has investigated the impact of motives and social media of marketers in Sudan. Moreover, the research investigated the mediating role of intention and moderating role of experience. The present research was run among 120 marketing practitioners. Finally, this study aim to focus on the issues that discussed in this study reinforces the need to target the research discourse in adopting social media at how practitioners might find the concept more useful. In sum, this study expressed several objectives, which it hoped effectively to be achieved.

The true contribution of this study lies primarily in its theoretical and practical implications as well as its ability to hopefully motives and the future academic. Whether, the results in replications of this study support the study findings, the message to manager and marketer's practitioner of small business in Sudan is clear.

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APPENDICES

Appendix – A1; Questionnaire

Appendix –B; SPSS OUTPUT

Appendix – A1; Questionnaire

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Sudan University of Science and Technology

College of Graduate Studies

Department of Business Administration

**Questionnaire Submitted in Fulfillment for the Requirement for the Degree of
master Program in M.Sc. Business Administration**

**The impact Sudanese Marketing practitioners of Motives on Adopting Social
Media Technology in marketing activities: the Mediating role of Intention and
Moderating role of experience; Case study on sample Sudanese market**

Prepared by; Abu elgassim Mohammed Ibrahim Adam

Supervised By; Dr: SiddigBalal Ibrahim

Jun 2016

Sudanese marketing practitioners

Dear marketer practitioner

Peace, mercy and blessings of Got ... After

The aim of this study is to examine the impact Sudanese marketing practitioners of Motives on adopting social media technology in marketing activities case study on Sudanese market.

All information will be treated of strictly confidential and will used for an academic purpose.

Guidelines:

- ❖ Please read each sentence and then tick the category which more accurately reflects your agreement or disagreement with the sentence.
- ❖ What is important is that you express your opinions as honestly as possible
- ❖ Please remember to be sure that you give a mark for each sentence (do not omit any), and that you never give more than one mark to single sentence.
- ❖ All parts of questionnaire are equal significance.
- ❖ Please feel free to contact the researcher of you may need any information concerning the questionnaire.

Name of Researcher: Abu elgassim Mohammed Ibrahim

Phone; 0918744433- 0123342270

Email; wedshoushq@yahoo.com

Section 1: personal information

Your Gender	Male	Female

Your Age	20-30	31-40	41-50	Over 50

Your Education Level	School	Undergraduate	Diploma	Master	PHD	Other

Specialization	Humanities	Computer	Engineering	Medical	Other

Career	Manager	Supervisor	Head of Department	Marketer

Experience of Use SMT	Under 5 years	5-10 years	22-15 years	Over 15 years

Kind of Activities	Service	industry	Trading	Investing	Meditate

Kind of Ownership	Especial	General	Partners	Personal	Other

Section 2: General questions

This section consists of general questions, which are important for us to know about the background of our respondent in general. Please tick (√) clearly in the space that respondent the most appropriate answer for you, as provided below.

1- Do you use the internet in your work?

Always	Often	Seldom	Never

2- Do you use social media in your work?

Always	Often	Seldom	Never

3- Company policies’ motivate using social media.

Always	Often	Seldom	Never

Section 3: Motives for adopting technology

This section consists of measurable variables of study, which are important for us to know about the impact about it. Please tick (√) clearly in the space that respondent the most appropriate answer for you, as provided below.

No.	Performance Expectance	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	I gain time using social media.					
2.	Social media optimizes my work.					
3.	I will improve my earning using social media.					
4.	I find networking sites useful in my daily life.					
5.	Using social media allows me to service customer.					

No.	Effort Expectance	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	Learning how to use social media is easy for me.					
2.	I find social media to be easy to use.					
3.	It's easy to use the social media service skillfully.					
4.	My interaction with social media is clear and understandable.					
5.	Interacting with social media does not require a lot of my mental effort.					
No.	Social Influence	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	People who are important to me think that I should use social media.					
2.	People who are influences my behavior thinks that I should use social media.					
3.	People whose opinions that I value prefer that I use social media.					
4.	My friends and family value the use of social media.					
No.	Facilitating conditions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	I have the resources necessary to use social media.					
2.	I have the knowledge necessary to use social media.					
3.	Social media is compatible with other technologies I use.					
4.	I can get help from others when I have difficulties using social media.					
5.	A specific person is available for assistance with system difficulties.					
No.	Habit	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	The use of social media has become a habit for me.					
2.	I am addicted to using social media.					
3.	I must use social media.					
4.	Using social media has become natural to me.					
5.	I will happy to use social media.					

No.	Adopting Social Media	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	I use social media in my job.					
2.	I use social media to manage my job.					
3.	I use social media to interactive customer					
4.	I use social media to enhance image our company					
5.	I use social media in my job.					
No.	Intention	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	I intend to continue using social media in the future.					
2.	I will always try to use social media in my daily life.					
3.	I plan to continue to use social media frequently.					
4.	I have the intention of managing my job using social media.					
5.	I want to know more about social media.					
No.	Experience	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	I use social media long time.					
2.	I manage my job with using social media for long time.					
3.	More using social media motivate more adopting.					
4.	More using social media enhance my interaction with social media					
5.	Using social media long time enhance my ability increasing forcesales .					

Notice: If you want free copy results, to be sent to you, kindly enclose your address and Email under bellow.

Your address:

Your Email:

Thank you for your participation in this survey.

APPENDIX B

SPSS OUTPUT

Appendix B1: Profile of respondents

Appendix B2: Factor Analysis

Appendix B2.1: Factor Analysis for Motives

Appendix B2.2: Factor Analysis for adopting social media

Appendix B2.3: Factor Analysis for intention

Appendix B2.4: Factor Analysis for experience

Appendix B3: Reliability and descriptive statistics

Appendix B4: Person Correlation between all variables

Appendix B5: Regression between motives and adopting social media

Appendix B6: Regression between motives and intention

Appendix B7: Regression between intention and adopting social media

Appendix B8: mediating effect of intention

Appendix B9: moderating effect of experience

Appendix B1: Profile of respondents

Statistics

		Gender	Age	Academic	Specialization	Career	Experience	kind	Ownership
N	Valid	102	102	102	102	102	102	102	102
	Missing	0	0	0	0	0	0	0	0
Mean		1.22	1.68	2.52	2.24	3.45	2.16	3.28	2.41
Std. Error of Mean		.041	.090	.183	.163	.080	.075	.237	.149
Median		1.00	1.00	2.00	1.00	4.00	2.00	3.00	1.00
Mode		1	1	1	1	4	2	1	1
Std. Deviation		.413	.914	1.849	1.648	.804	.753	2.394	1.505
Variance		.171	.835	3.420	2.716	.646	.568	5.730	2.264
Skewness		1.403	1.328	.869	.887	-1.238	.878	.195	.120
Std. Error of Skewness		.239	.239	.239	.239	.239	.239	.239	.239
Kurtosis		-.032	.929	-.595	-.957	.457	1.391	-1.907	-2.026
Std. Error of Kurtosis		.474	.474	.474	.474	.474	.474	.474	.474
Range		1	3	6	4	3	4	5	3
Minimum		1	1	0	1	1	1	1	1
Maximum		2	4	6	5	4	5	6	4
Sum		124	171	257	228	352	221	335	246
Percentiles	25	1.00	1.00	1.00	1.00	3.00	1.75	1.00	1.00
	50	1.00	1.00	2.00	1.00	4.00	2.00	3.00	1.00
	75	1.00	2.00	3.00	3.25	4.00	2.50	6.00	4.00

A1. Respondent Gender

		Frequ ency	Percent	Valid Percent	Cumulative Percent
Valid	Male	80	78.4	78.4	78.4
	Female	22	21.6	21.6	100.0
Total		102	100.0	100.0	

A2. Respondent Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	56	54.9	54.9	54.9
	2	31	30.4	30.4	85.3
	3	7	6.9	6.9	92.2
	4	8	7.8	7.8	100.0
	Total	102	100.0	100.0	

A3. Respondent Academic level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	1.0	1.0	1.0
	Undergraduate	49	48.0	48.0	49.0
	Diploma	5	4.9	4.9	53.9
	Master	25	24.5	24.5	78.4
	Phd	3	2.9	2.9	81.4
	Job Certificate	3	2.9	2.9	84.3
	School	16	15.7	15.7	100.0
	Total	102	100.0	100.0	

A4. Respondent Specialization

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	57	55.9	55.9	55.9
	2	12	11.8	11.8	67.6
	3	8	7.8	7.8	75.5
	4	2	2.0	2.0	77.5
	5	23	22.5	22.5	100.0
	Total	102	100.0	100.0	

A5. Respondent Career

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Manager	2	2.0	2.0	2.0
	Head of Department	14	13.7	13.7	15.7
	Supervisor	22	21.6	21.6	37.3
	Marketer	64	62.7	62.7	100.0
	Total	102	100.0	100.0	

Experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under 5 Y	53	52.0	52.0	52.0
	5-10 Y	25	24.5	24.5	76.5
	11-15	12	11.8	11.8	88.2
	Over 15Y	12	11.8	11.8	100.0
	Total	102	100.0	100.0	

A7. Respondent kind of Activities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Service	50	49.0	49.0	49.0
	Trading	9	8.8	8.8	57.8
	Medating	43	42.2	42.2	100.0
	Total	102	100.0	100.0	

A8. Respondent kind of Ownership

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Especial	54	52.9	52.9	52.9
	Personal	48	47.1	47.1	100.0
	Total	102	100.0	100.0	

B1. Respondent of general question 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	21	20.6	20.6	20.6
	2	42	41.2	41.2	61.8
	3	22	21.6	21.6	83.3
	4	17	16.7	16.7	100.0
	Total	102	100.0	100.0	

B2. Respondent of general question 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	47	46.1	46.1	46.1
	Often	37	36.3	36.3	82.4
	Seldom	6	5.9	5.9	88.2
	Never	12	11.8	11.8	100.0
	Total	102	100.0	100.0	

B3. Respondent of general question 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	32	31.4	31.4	31.4
	Often	43	42.2	42.2	73.5
	Seldom	10	9.8	9.8	83.3
	Never	17	16.7	16.7	100.0
	Total	102	100.0	100.0	

Appendix B2: Factor Analysis

Appendix B2.1: Factor Analysis for Motives

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.702
Bartlett's Test of Sphericity	Approx. Chi-Square	579.093
	Df	120
	Sig.	.000

Communalities

	Initial	Extraction
PE2	1.000	.774
PE1	1.000	.758
EE5	1.000	.710
EE4	1.000	.647
EE3	1.000	.687
EE2	1.000	.582
SI3	1.000	.652
SI2	1.000	.716
SI1	1.000	.506
FC4	1.000	.570
FC3	1.000	.679
FC2	1.000	.720
HT5	1.000	.787
HT3	1.000	.695
HT2	1.000	.745
HT1	1.000	.631

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	1	4.080	25.502	25.502	4.080	25.502	25.502	2.744	17.147
2	2.641	16.507	42.008	2.641	16.507	42.008	2.417	15.106	32.253
3	1.603	10.022	52.030	1.603	10.022	52.030	1.914	11.964	44.217
4	1.362	8.513	60.543	1.362	8.513	60.543	1.903	11.894	56.111
5	1.173	7.328	67.871	1.173	7.328	67.871	1.882	11.761	67.871
6	.836	5.225	73.097						
7	.751	4.693	77.790						
8	.596	3.728	81.518						
9	.591	3.692	85.210						
10	.528	3.303	88.513						
11	.411	2.567	91.080						
12	.371	2.321	93.401						
13	.329	2.055	95.456						
14	.290	1.810	97.266						
15	.236	1.473	98.738						
16	.202	1.262	100.000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix^a

	Component				
	1	2	3	4	5
PE2					.840
PE1					.810
EE5	.823				
EE4	.726				
EE3	.807				
EE2	.728				
SI3			.773		
SI2			.805		
SI1			.640		
FC4				.710	
FC3				.717	
FC2				.814	
HT5		.812			
HT3		.756			
HT2		.821			
HT1		.585			

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 6 iterations.

Reliability Statistics

Cronbach's Alpha	N of Items
.819	5

Item Statistics

	Mean	Std. Deviation	N
PE5	2.1000	.81019	40
PE4	2.1000	.74421	40
PE3	2.2500	.83972	40
PE2	2.5000	.78446	40
PE1	2.7250	.87669	40

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
PE5	9.5750	6.302	.639	.774
PE4	9.5750	7.020	.503	.812
PE3	9.4250	6.302	.605	.784
PE2	9.1750	6.251	.686	.761
PE1	8.9500	6.100	.621	.780

Reliability Statistics

Cronbach's Alpha	N of Items
.759	5

Item Statistics

	Mean	Std. Deviation	N
EE5	1.7750	.53048	40
EE4	2.0750	.82858	40
EE3	1.7000	.56387	40
EE2	1.9750	.94699	40
EE1	2.0500	.78283	40

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
EE5	7.8000	5.549	.517	.729
EE4	7.5000	4.513	.546	.710
EE3	7.8750	5.394	.538	.721
EE2	7.6000	3.887	.626	.682
EE1	7.5250	4.820	.492	.730

Reliability Statistics

Cronbach's Alpha	N of Items
.747	4

Item Statistics

	Mean	Std. Deviation	N
SI4	2.3750	.95239	40
SI3	2.4250	.81296	40
SI2	2.2750	.87669	40
SI1	2.1000	.84124	40

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SI4	6.8000	3.754	.611	.646
SI3	6.7500	4.705	.440	.740
SI2	6.9000	3.785	.693	.598
SI1	7.0750	4.635	.435	.744

Reliability Statistics

Cronbach's Alpha	N of Items
.799	5

Item Statistics

	Mean	Std. Deviation	N
FC5	2.8250	1.05945	40
FC4	1.8000	.68687	40
FC3	1.9000	.70892	40
FC2	1.7750	.61966	40
FC1	1.8500	.69982	40

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
FC5	7.3250	5.610	.299	.894
FC4	8.3500	5.310	.774	.706
FC3	8.2500	5.269	.756	.709
FC2	8.3750	6.087	.577	.767
FC1	8.3000	5.395	.722	.720

Reliability Statistics

Cronbach's Alpha	N of Items
.877	5

Item Statistics

	Mean	Std. Deviation	N
HT5	2.3750	1.05460	40
HT4	2.2750	1.01242	40
HT3	2.5250	.93336	40
HT2	2.8250	1.31826	40
HT1	2.3500	1.14466	40

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
HT5	9.9750	14.025	.652	.863
HT4	10.0750	14.122	.675	.858
HT3	9.8250	13.840	.802	.834
HT2	9.5250	12.461	.654	.871
HT1	10.0000	12.462	.806	.826

Appendix B2.2: Factor Analysis for adopting social media

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.777
Bartlett's Test of Sphericity	Approx. Chi-Square	221.058
	df	10
	Sig.	.000

Communalities

	Initial	Extraction
SM5	1.000	.610
SM4	1.000	.605
SM3	1.000	.647
SM2	1.000	.676
SM1	1.000	.575

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.114	62.279	62.279	3.114	62.279	62.279
2	.808	16.155	78.434			
3	.488	9.770	88.204			
4	.321	6.425	94.629			
5	.269	5.371	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
SM5	.781
SM4	.778
SM3	.805
SM2	.822
SM1	.758

Extraction Method:

Principal Component

Analysis.

a. 1

componentsextracted.

Appendix B2.3: Factor Analysis for intention

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.769
Bartlett's Test of Sphericity	Approx. Chi-Square	123.645
	df	6
	Sig.	.000

Communalities

	Initial	Extraction
IN5	1.000	.539
IN4	1.000	.604
IN2	1.000	.748
IN1	1.000	.609

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.500	62.493	62.493	2.500	62.493	62.493
2	.624	15.596	78.088			
3	.531	13.263	91.351			
4	.346	8.649	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
IN5	.734
IN4	.777
IN2	.865
IN1	.780

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

Appendix B2.4: Factor Analysis for experience

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.752
Bartlett's Test of Sphericity	Approx. Chi-Square	146.227
	df	6
	Sig.	.000

Communalities

	Initial	Extraction
EX5	1.000	.605
EX4	1.000	.683
EX3	1.000	.780
EX1	1.000	.513

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.581	64.514	64.514	2.581	64.514	64.514
2	.634	15.846	80.360			
3	.516	12.888	93.248			
4	.270	6.752	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
EX5	.778
EX4	.827
EX3	.883
EX1	.716

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

Appendix B3: Reliability and descriptive statistics

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.760	.762	8

Item Statistics

	Mean	Std. Deviation	N
Performance	2.2647	.81964	102
Effort	2.2304	.83450	102
SI	2.3203	.68445	102
FC	1.9967	.66252	102
Habit	2.2941	.78145	102
DV	2.2098	.77351	102
Mediating	2.0441	.68615	102
MODETATION	2.1618	.75341	102

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Performance	102	1.00	4.50	2.2647	.81964
Effort	102	1.00	4.50	2.2304	.83450
SI	102	1.00	4.00	2.3203	.68445
FC	102	1.00	4.33	1.9967	.66252
Habit	102	1.00	5.00	2.2941	.78145
DV	102	1.00	5.00	2.2098	.77351
Mediating	102	1.00	5.00	2.0441	.68615
MODETATION	102	1.00	4.75	2.1618	.75341
Valid N (listwise)	102				

Appendix B4: Person Correlation between all variables

Correlations

		Performance	Effort	SI	FC	Habit	DV	Mediating	MODETATION
Performance	Pearson Correlation	1	.006	.283**	.141	.411**	.439**	.307**	.361**
	Sig. (2-tailed)		.953	.004	.156	.000	.000	.002	.000
	N	102	102	102	102	102	102	102	102
Effort	Pearson Correlation	.006	1	.225*	.401**	.177	-.001	.139	.204*
	Sig. (2-tailed)	.953		.023	.000	.075	.990	.164	.040
	N	102	102	102	102	102	102	102	102
SI	Pearson Correlation	.283**	.225*	1	.223*	.225*	.180	.231*	.299**
	Sig. (2-tailed)	.004	.023		.024	.023	.071	.019	.002
	N	102	102	102	102	102	102	102	102
FC	Pearson Correlation	.141	.401**	.223*	1	.201*	-.027	.187	.074
	Sig. (2-tailed)	.156	.000	.024		.043	.788	.059	.461
	N	102	102	102	102	102	102	102	102
Habit	Pearson Correlation	.411**	.177	.225*	.201*	1	.505**	.560**	.587**
	Sig. (2-tailed)	.000	.075	.023	.043		.000	.000	.000
	N	102	102	102	102	102	102	102	102
DV	Pearson Correlation	.439**	-.001	.180	-.027	.505**	1	.500**	.492**
	Sig. (2-tailed)	.000	.990	.071	.788	.000		.000	.000
	N	102	102	102	102	102	102	102	102
Mediating	Pearson Correlation	.307**	.139	.231*	.187	.560**	.500**	1	.667**
	Sig. (2-tailed)	.002	.164	.019	.059	.000	.000		.000
	N	102	102	102	102	102	102	102	102
MODETATION	Pearson Correlation	.361**	.204*	.299**	.074	.587**	.492**	.667**	1
	Sig. (2-tailed)	.000	.040	.002	.461	.000	.000	.000	
	N	102	102	102	102	102	102	102	102

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

* . Correlation is significant at the 0.05 level (2-tailed).

Appendix B5: Regression between motives and adopting social media

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.586 ^a	.344	.310	.64276	.344	10.054	5	96	.000

a. Predictors: (Constant), Habit, Effort, IV, IV, Performance

b. Dependent Variable: DV

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.769	5	4.154	10.054	.000 ^b
	Residual	39.661	96	.413		
	Total	60.430	101			

a. Dependent Variable: DV

b. Predictors: (Constant), Habit, Effort, IV, IV, Performance

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.955	.313		3.046	.003
	Performance	.261	.089	.277	2.951	.004
	Effort	-.025	.086	-.027	-.292	.771
	SI	.054	.101	.048	.533	.596
	FC	-.174	.108	-.149	-1.620	.109
	Habit	.411	.092	.415	4.462	.000

a. Dependent Variable: DV

Appendix B6: Regression between motives and intention

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.576 ^a	.332	.297	.57526	2.055

a. Predictors: (Constant), Habit, Effort, IV, IV, Performance

b. Dependent Variable: DV

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.783	5	3.157	9.539	.000 ^b
	Residual	31.768	96	.331		
	Total	47.551	101			

a. Dependent Variable: DV

b. Predictors: (Constant), Habit, Effort, IV, IV, Performance

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.579	.281		2.062	.042
	Performance	.059	.079	.070	.742	.460
	Effort	.008	.077	.009	.098	.922
	SI	.085	.090	.085	.944	.347
	FC	.056	.096	.054	.584	.561
	Habit	.438	.082	.499	5.317	.000

a. Dependent Variable: DV

Appendix B7: Regression between intention and adopting social media

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.500 ^a	.250	.243	.67319	2.046

a. Predictors: (Constant), DV

b. Dependent Variable: DV

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.111	1	15.111	33.344	.000 ^b
	Residual	45.319	100	.453		
	Total	60.430	101			

a. Dependent Variable: DV

b. Predictors: (Constant), DV

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.057	.210		5.026	.000
	DV	.564	.098	.500	5.774	.000

a. Dependent Variable: DV

Appendix B8: mediating effect of intention

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.586 ^a	.344	.310	.64276	.344	10.054	5	96	.000	
2	.637 ^b	.406	.368	.61484	.062	9.915	1	95	.002	2.067

a. Predictors: (Constant), Habit, Effort, IV, IV, Performance

b. Predictors: (Constant), Habit, Effort, IV, IV, Performance, DV

c. Dependent Variable: DV

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.769	5	4.154	10.054	.000 ^b
	Residual	39.661	96	.413		
	Total	60.430	101			
2	Regression	24.517	6	4.086	10.809	.000 ^c
	Residual	35.913	95	.378		
	Total	60.430	101			

a. Dependent Variable: DV

b. Predictors: (Constant), Habit, Effort, IV, IV, Performance

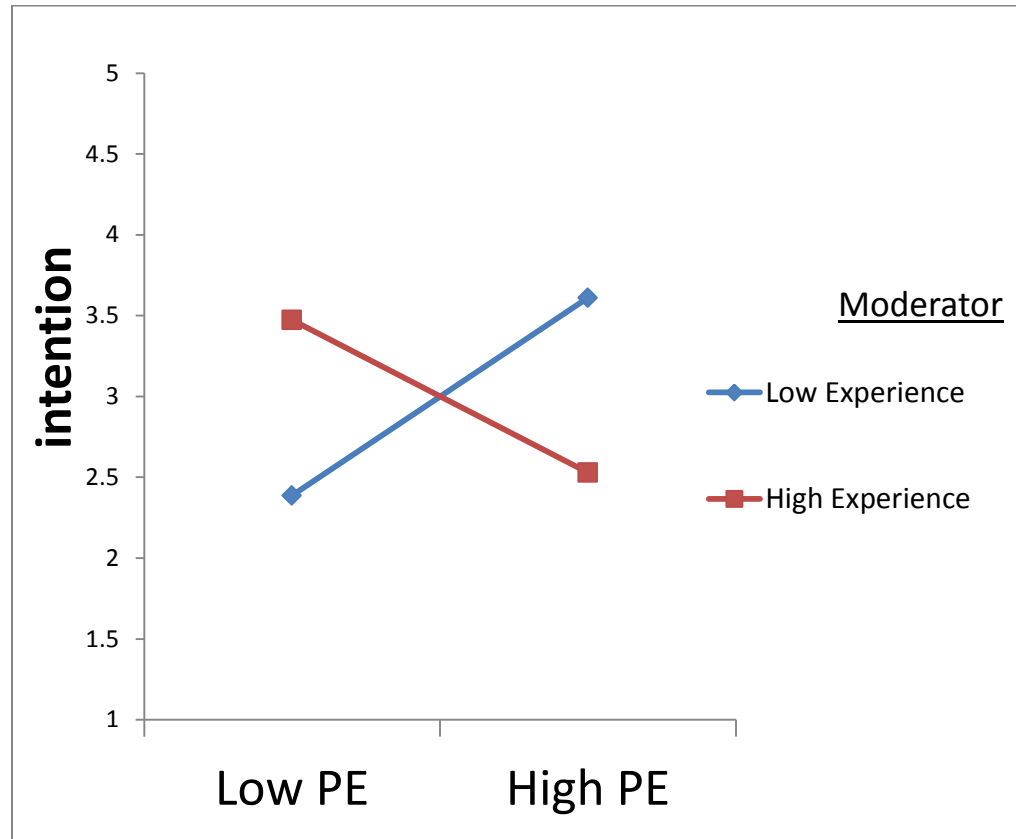
c. Predictors: (Constant), Habit, Effort, IV, IV, Performance, DV

Coefficients^a

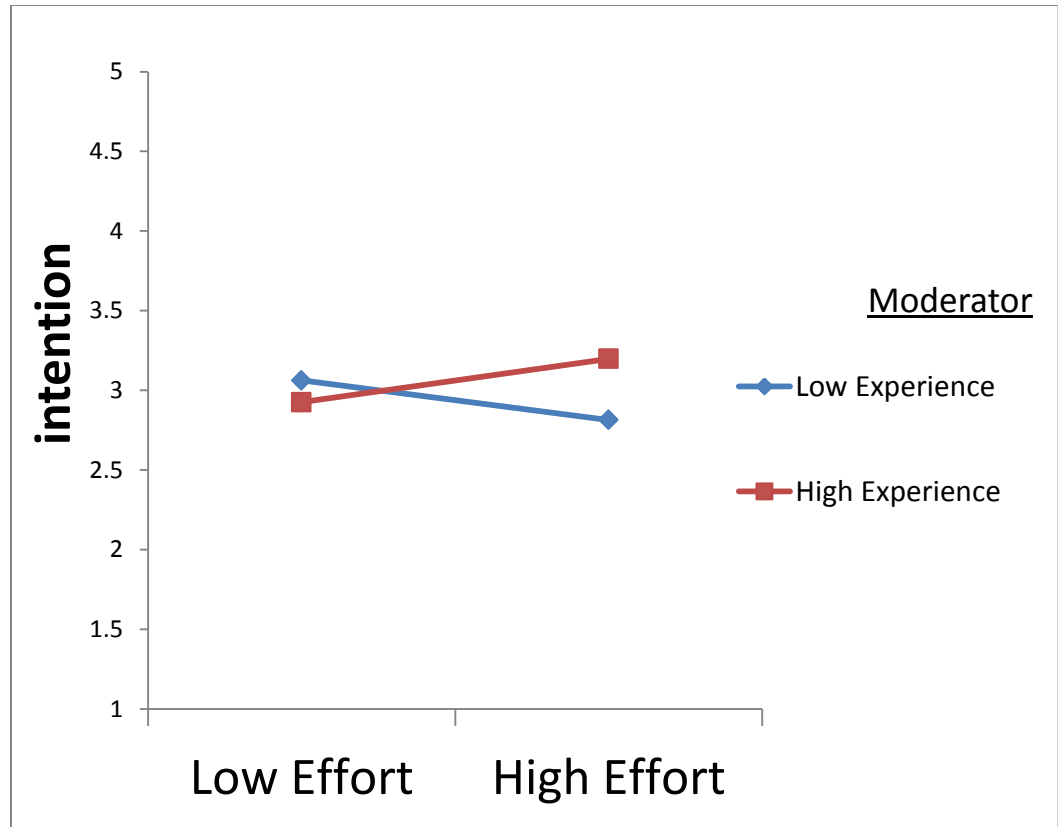
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.955	.313		3.046	.003
	Performance	.261	.089	.277	2.951	.004
	Effort	-.025	.086	-.027	-.292	.771
	IV	.054	.101	.048	.533	.596
	IV	-.174	.108	-.149	-1.620	.109
	Habit	.411	.092	.415	4.462	.000
2	(Constant)	.756	.306		2.468	.015
	Performance	.241	.085	.255	2.838	.006
	Effort	-.028	.082	-.030	-.337	.737
	IV	.024	.097	.022	.252	.801
	IV	-.194	.103	-.166	-1.878	.063
	Habit	.260	.100	.263	2.598	.011
	DV	.343	.109	.305	3.149	.002

a. Dependent Variable: DV

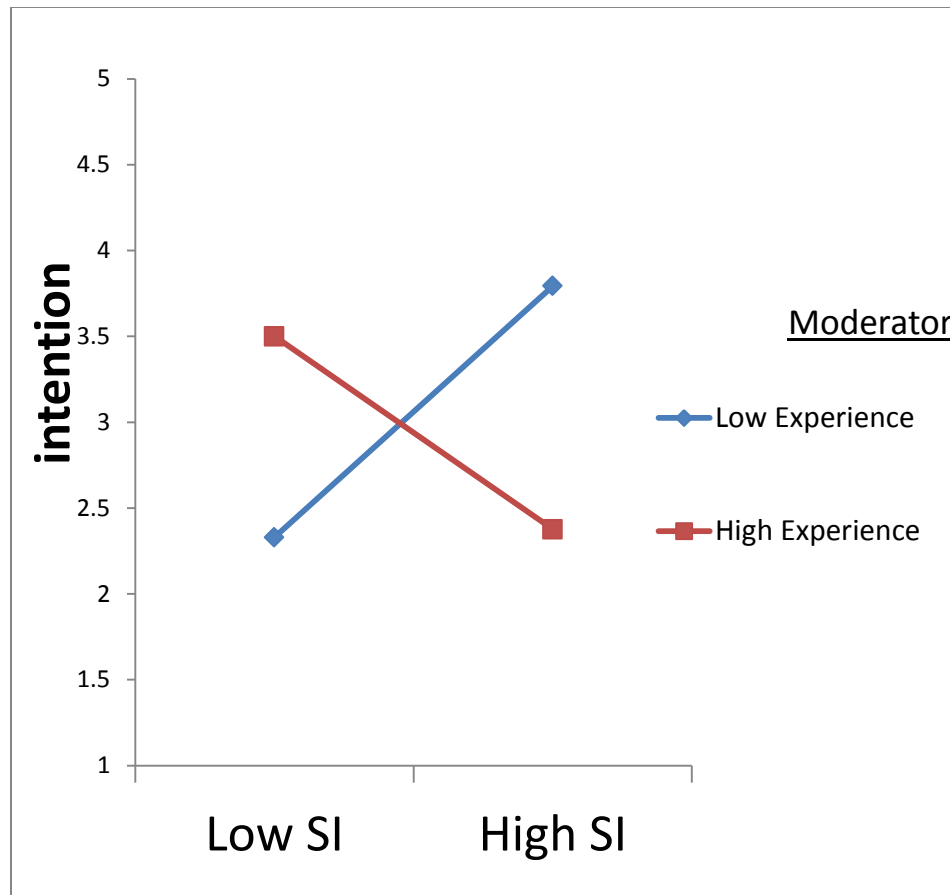
Appendix B9: moderating effect of experience



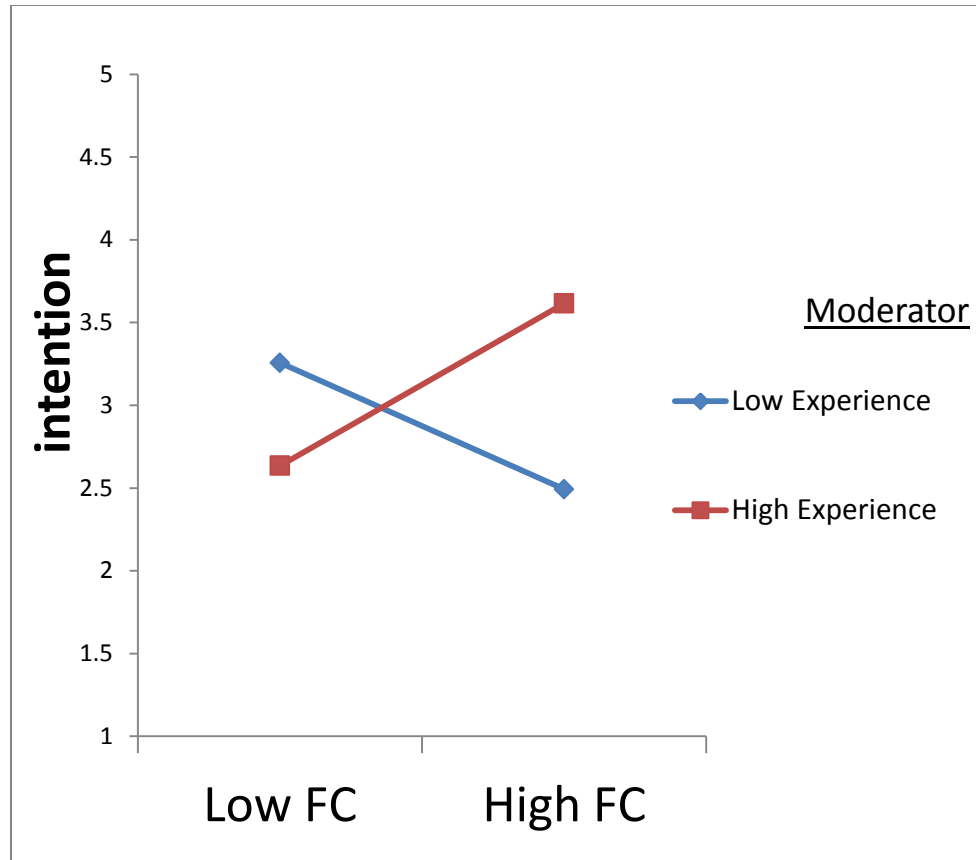
Experience dampens the positive relationship between PE and intention.



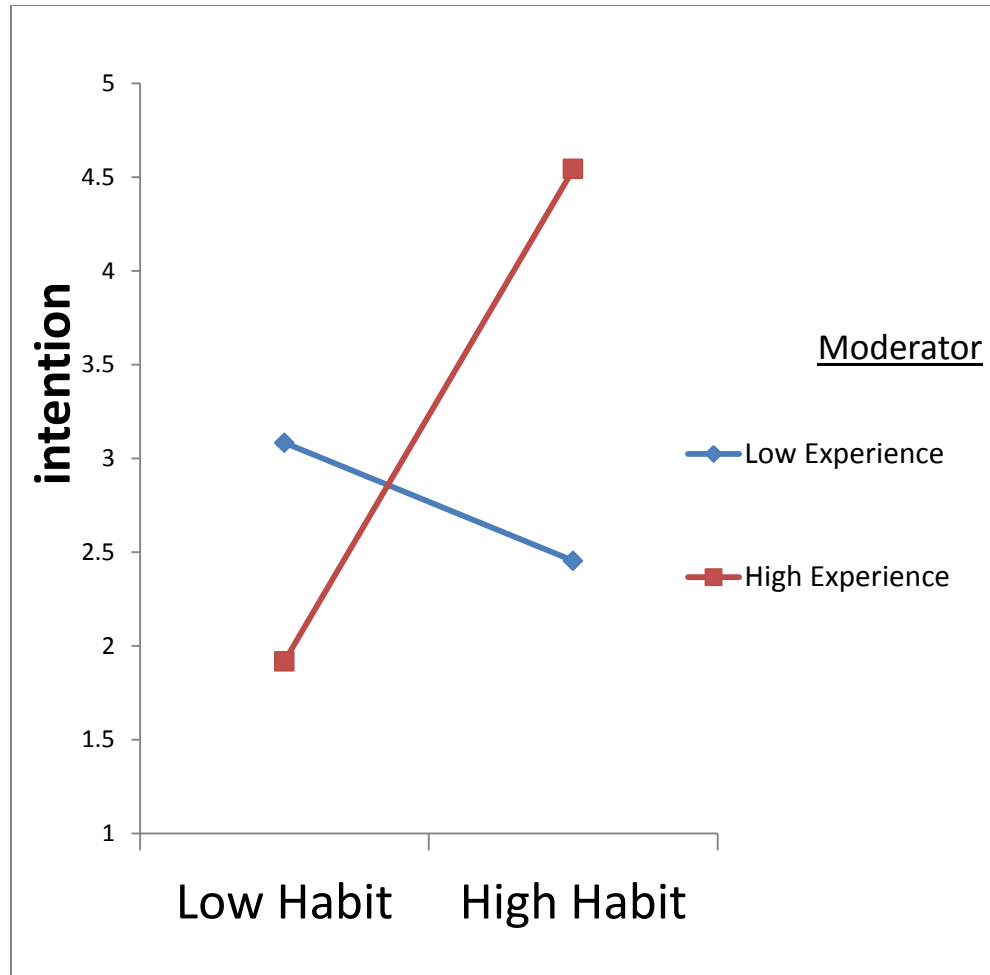
Experience strengthens the positive relationship between Effort and intention.



Experience dampens the positive relationship between SI and intention.



Experience strengthens the positive relationship between FC and intention.



Experience strengthens the positive relationship between Habit and intention.