

Determinants of customers' intentions to use hedonic networks: The case of Instagram

Bahri-Ammari Nedra^{a,*}, Walid Hadhri^b, Mariem Mezrani^c

^a Department of Marketing, IHEC, Carthage, LRM, Tunis, Tunisia

^b UAQUAP, ISG, University of Tunis, Tunisia

^c IHEC, Carthage, LRM, University of Carthage, Tunisia

ARTICLE INFO

Keywords:

Instagram
Perceived pleasure
Social identity (cognitive, affective and evaluative)
Perceived ease of use
Intention to use

ABSTRACT

The emergence of the internet is a challenge for classical economic analysis, as it has a huge impact on people's habits and also on their living standards all over the world. In recent years, a particular attention has been paid to the study of the effect of Internet use and in particular, the impact of social networks on consumer behavior. The aim of this study is to develop a specific model that examines the impact of hedonic technology, such as Instagram, and integrates for the purpose some social factors. The key studied factors are eschewed by the Technology Acceptance Model (TAM). These are perceived pleasure and social identity. In addition, this paper tries to explore social CRM and provide theoretical and practical implications. This study tries also to validate the results of a first study by using a qualitative study. The results confirm the positive effect of perceived pleasure, social identity (cognitive, affective and evaluative) and perceived ease of use on intention to use Instagram. However, we found no empirical support for the significant and positive effect of perceived usefulness on the intention to use social networks. The results of the qualitative study could not validate the impact of perceived usefulness on the intention to use Instagram. The valuable insights gained from this study can be used to improve management practices and to help companies to develop more effective intervention programs to attract, encourage, motivate and influence their potential clients to participate in their social CRM programs.

1. Introduction

In the current digital era, there are globally over 3.6 billion Internet users, representing almost 50% of the world's population (White Paper, 2016). Today, an estimated 7519,028,970 individuals communicate and share information via the Internet (Internet Usage Statistics, 2017). With the advent of the Internet and other customized channels and marketing techniques, mass marketing is seen as a long-gone era. As Internet technologies continues to evolve, it is fundamental to keep pace with emerging Internet user behavior (Kihl et al., 2010) in order to understand the changes taking place in Internet consumption (Smith, 2011).

The widespread use of Internet technologies has significantly increased flows of information and communication and has consequently reshaped how we keep ourselves up-to-date with news and events (Anderson and Caumont, 2014). Acknowledging the absence of a single definition, this paper uses the term social media to refer to computer-mediated technologies that allow for creation and sharing of information, ideas, career interests and other forms of expression via virtual

communities and networks (Obar and Wildman, 2015). Social media is facilitating networking and communication through texts, videos, blogs, pictures and status updates on social networking sites (here after referred to as SNS) such as Facebook, LinkedIn or microblogs such as Twitter.

Social media, as a technological revolution, has created a better opportunity for customers to express their opinions. Customers are now able to share their views, instant thoughts and experiences with their friends via social media. Customers also use this technology to gather information about companies and their products before making purchase decisions. They feel empowered to say the things they always wanted to say, but they never had the opportunity to do so (Smith, 2011).

The reason behind the great interest given to social media is its influential side: it represents a communication channel and a news-breaking tool (Alejandro, 2010). Social media has enabled users to establish and participate in digital communities, as well as the opportunity to represent, document and explore social behaviors; it has had a disruptive effect on how individuals consume Internet (Caton and

* Corresponding author.

E-mail address: nedrabahri@yahoo.fr (B.-A. Nedra).

Chapman, 2016).

The anonymity and security provided by social media allows customers to feel more confident about expressing their true feelings about the brands they interact with (Smith, 2011). The emergence of social media has led to a change in the company's relationship with its customers. Social CRM (S-CRM) has replaced traditional CRM (Bahri-Ammari and Bilgihan, 2017, 2018), because of relationship-oriented marketing philosophy, whose goal is to develop a customer-centred strategy, using social networks to build customer loyalty (Greenberg, 2009a, 2009b). Emergence of social networks has enabled the customer to freely express their opinions about a brand, in a context where companies must manage their image while making sense of what is said on social media. The main advantage of social networks is that they have mobile technologies which are interaction platforms where Internet users argue, discuss, share and co-create (Kietzmann et al., 2011). Moreover and through the new photo-based social networks such as Instagram, communication through sharing photos seems like a new strategy for marketing. Companies and brands thus integrated this type of applications in their digital strategy to better promote their brands. This communication type does not only inform, attract, and arouse desire but it also spreads a positive image (Bakhshi et al., 2013). The interest is how to build on the image or "Picture Marketing" (e.g. photos, images, logos, gifs, graphics, screenshots, videos ...). To this end, since younger generations seem to prefer seeing images than reading texts, Instagram, which is integrated with Facebook, has positioned itself as a very powerful communication and marketing tool to present the products as an image (Ting et al., 2015). As a result, several accounts have been created by companies to expand their brands on Instagram (Abbott et al., 2013; Tekulve and Kelly, 2013), to create a good impression for new users, to enable them to dream through shared images, to secure brand engagement through sharing, to raise awareness, to also manage the brand's e-reputation with eye-catching visuals, and to disseminate explanatory content and tell a story around it "storytelling". All of these allow the brand to express its identity, through a narrative way, bringing some memorable incidents, and to create emotions (Black and Kelley, 2009; Gabbott and Hogg, 1996). Now, it is the most popular and hedonic among other social networks that can track down friends (Van der Heijden, 2004), but especially trends that influence users' inspiration (Childers et al., 2001). Moreover, for a user to interact positively with a brand, the visual should be innovative and good quality. However, it remains for the user to adhere to these corporate marketing efforts. Indeed, few studies have examined these two concepts of brand engagement and VBC engagement interactively (Kaye, 2011; Raies and Gavrard-Perret, 2011; Zhou et al., 2011). In order to determine the factors that influence the intention of social clients to use Instagram, researchers have developed several theoretical models. Among the models that have been developed, we mention Ajzen and Fishbein's theory of reasoned action (TRA) in 1980, Davis's Technology Acceptance Model (TAM) in 1989, the theory of planned behavior (TPB) by Ajzen in 1991, extended TAM (TAM2) by Venkatesh and Davis (2000), and the Unified Theory of Technology, Use Acceptance (UTAUT) by Venkatesh et al. (2003) and the UTAUT2 (Shin, 2007). The researchers that have examined the determinants of intentions mostly focused on perceived usefulness and perceived ease of use of the TAM model. TAM has been used in several studies to measure the acceptance of innovative technology in various fields, including: acceptance of mobile shopping applications (Ben Yahia et al., 2018), use of email (Gefen and Straub, 1997), acceptance of e-commerce (Pavlou, 2003), acceptance of the use of social media (Rauniar et al., 2014), acceptance of e-shopping (Ha and Stoel, 2009; Natarajan et al., 2017). Studies focusing on customer intention to use hedonic social networks are still in their early stages, with rare established theoretical grounds to guide the empirical exploration (Ting et al., 2015). In addition, there is a lack of understanding of the factors that contribute to explain consumer intention in this regard. Consequently, a deeper investigation is highly recommended. To this end, what make users

motivated to adhere to these social networks and to express themselves freely? Then, what are the factors that affect the intention of social customers to join brands' social networks. Therefore, the aim of this study is to develop a specific model to Instagram hedonic technology by linking its perceived usefulness and customer attitude towards its use, as well as behaviors to perceived pleasure and social identity. This study will enrich the literature and specifically the technology acceptance models of social Customer Relationship Management (SCRM). It will also clarify the factors that influence the intention of social customers to adhere to brands' social networks.

This paper is structured into six sections. First, we will review the literature on the key constructs and then presents the conceptual framework of this study. Second, we will propose a conceptual model of the determinants of intention to use Instagram and develop our research hypotheses referring to the theory. Next, we will present and describe our research methodology (quantitative and qualitative studies). Then, we will present our research context and our research hypotheses. Finally, we will report the results and discuss their theoretical and managerial implications and offer future research directions.

The next section presents our research constructs.

2. Theoretical background

2.1. Attitude to use Instagram (AUI)

Attitude has long been one of the most studied concepts in psychology and behavioral sciences (Oni et al., 2017; June et al., 2003; Taylor and Todd, 1995a; Taylor and Todd, 1995b; Fishbein and Ajzen, 1975). Researchers define attitude as a person's favorable or unfavorable evaluation of an object or behavior. This concept has also been studied in several research contexts (Sheppard et al., 1988; Yousafzai et al., 2007). Online shopping-wise, Shim et al. (2001) found that consumer attitudes were important in predicting Instagram buying intentions. Similarly, in the context of e-commerce, consumer attitude towards the use of online services predicts consumer behavioral intention (Pavlou, 2002). Attitude has been studied by means of different theories and models: TAM, TRA, UTAUT, and UTAUT2 (Shin, 2007; Venkatesh et al., 2012; Ting et al., 2015; Bailey et al., 2018). Additionally, there is a heavy emphasis on the importance of technology and information sharing through social networks. Exchange of information on social networking sites such as Instagram can contribute to the development of participants' attitudes (Oni et al., 2017; Ting et al., 2015; Söderlund and Rosengren, 2007). According to Fishbein and Ajzen (1975), attitude can be categorized into two main types: attitude towards objects and attitude towards behavior. Hence, the focus of this study is that attitude towards objects conditions perception of their usefulness. Furthermore, attitude can be divided into three components: cognitive, emotional and behavioral. Cognition relates to a mental process, qualified for receiving information and understanding it in different ways, such as experiences and sensory contact (Blomberg, 2011). The second dimension denotes the emotional reactions of users towards a brand or its products/services. Emotions can be positive or negative; they are captured by their intensity and their duration (Wilson and Dan Gilbert, 2003). Finally, for the last dimension, it is the main consequence of the cognitive and the emotional dimensions, because it leads to the use (or not) of the product/service (Breckler, 1984). Attitude can also lead to develop affective links with other participants (Gruen et al., 2006; Ting et al., 2015), hence the notion of virtual brand communities (VBCs) (Kaye, 2011). These relationships can have a positive impact on participants' attitudes towards their engagement with their favorite networking tool, in our case Instagram. Similarly, negative feedback from other users can negatively affect participants' attitudes (Lee et al., 2008).

2.2. Perceived usefulness (PU)

Davis (1989) defines perceived usefulness as the extent to which a person believes that the use of a particular system could improve the performance of their work. Several studies pointed to the importance of perceived usefulness in the adoption of information systems and use of applications (Oni et al., 2017; Mwiya et al., 2017; Kaushik and Rahman, 2015; Okumus et al., 2015; Venkatesh et al., 2012; Ha and Stoel, 2009; Cheong and Park, 2005; Pikkarainen et al., 2004). Other researchers found that perceived usefulness positively influences online buying intentions (Chiu et al., 2005; Ha and Stoel, 2009; Agrebi and Jallais, 2015; Grob, 2015). This influence indicates that consumers are likely to consider buying online when they find an online environment useful for shopping. Cheong and Park (2005) confirm these results and add that perceived usefulness of technology depends on the nature of that technology and the benefit sought through its use or adoption. Indeed, as a hedonic technology, Instagram is used by a group of friends and a larger group of users with similar interests that are more ideal, practical and fascinating (Bakhshi et al., 2013). It is also useful because it responds to hedonic and commercial expectations and improves online presence and identity (Abbott et al., 2013).

2.3. Perceived ease of use (PEOU)

Perceived ease of use was defined by Davis (1989) as "the degree to which an individual would find that the use of a particular system frees him from physical and mental exertion". According to Kaushik and Rahman (2015), "Perceived ease of use refers to the degree to which one believes that using a specific technology will be effortless (p. 408)". Empirical TAM studies revealed that perceived ease of use has a significant effect on user acceptance of an application or technology (Ben Yahia et al., 2018; Oni et al., 2017; Mwiya et al., 2017; Okumus et al., 2015; Ramayah, 2006; Lee et al., 2005). Others found that the use of the system bears both on its perceived usefulness and perceived ease of use of its determinants (Adams et al., 1992; Oh et al., 2013; Demoulin and Djelassi, 2016). The easier it is to interact with a technology, the better the user's efficiency should be. Effectiveness is thus understood in terms of functioning and is independent from instrumental determinants of behavior (Chung et al., 2003; Kaushik and Rahman, 2015).

2.4. Perceived pleasure (PP)

According to Bruner and Kumar (2005) and Davis et al. (1992), pleasure is an important factor that incites users to adopt a new technology. When a user likes to spend time with a technology, software or an application, the will of the person to participate or use the Instagram technology will be high. Individuals are engaged in activities because these latter lead to joy and pleasure (Straker and Wrigley, 2018; Teo and Lim, 1997). Indeed, perceived pleasure is defined as the extent to which using a technology is perceived as enjoyable in its own right, a part from all the performance consequences resulting from technology use (Ben Yahia et al., 2018; Straker and Wrigley, 2018; Oni et al., 2017; Mwiya et al., 2017; Venkatesh, 2000; Venkatesh and Bala, 2008). However, perceived pleasure, as an intrinsic motivation, has been acknowledged to have a significant impact on technology acceptance, particularly for hedonic systems (Davis et al., 1992; Teo et al., 1999; Igarria et al., 1995; Pikkarainen et al., 2004; Davis et al., 1992; Nysveen et al., 2005; Amin et al., 2007; Mwiya et al., 2017; Straker and Wrigley, 2018). Teo et al. (1999) found that perceived pleasure has a positive effect on the frequency of Internet use because of the fun, excitement, flexibility and pleasure associated with it. Nysveen et al. (2005) reported a strong correlation between perceived pleasure and technology use. Few studies found controversial results about the impact of pleasure of technology use. Indeed, Igarria et al. (1995) found that perceived pleasure does not significantly change the acceptance of data processing systems/technology. Similarly, Pikkarainen et al.

(2004) confirmed this finding in online banking use, which is not a hedonic technology.

2.5. Social identity (SI)

Cheung and Lee (2010) found that the intention to use online social networking sites together report to three processes of social influence: subjective norms, group norms, and social identity. Social identity represents the main dimension of an individual's identification with the group, in the sense that this individual considers himself/herself a member of the community (Dholakia et al., 2004). This concept is elaborated under the social identity theory proposed by Tajfel and Turner (1979). The basic idea of this theory is that the social category to which an individual belongs self-defines them and then becomes part of the concept itself, as a result of positive comparisons with other relevant groups (Wachter, 2018; Salem, 2017; Hogg and Terry, 2001). According to the theory of social influence, three social processes affect behavior of individuals: respect, identification and internalization (Kelman, 1974). Social identity reflects an individual's self-conception of their relationship with another person or group (Wachter, 2018; Salem, 2017; Bagozzi and Lee, 2002). Ellemers et al. (1999) identified three main components of social identity: cognitive, affective/emotional and evaluative. Each component can have significant effects on the intention of social customers to join social networks. *Cognitive* social identity reflects the overlap of personal cognition, image, and user value with group identity (Shen et al., 2007). *Emotional* identity refers to a person's sense of belonging and attachment to the community and reflects a user's emotional involvement with a community, such as sense of adherence. Emotional social identity will increase a member's loyalty to the brand community (Lin, 2008). Many studies have identified the effect of affective identity on user behavior in a community. For example, Zhang (2011) reported that sense of brand community, which includes membership, emotional connection, and influence, has an effect on the use of social networks. Teo et al., (2003) found that sense of belonging affects the degree of participation of online community users. *Evaluative* social identity represents the feelings of importance and influence of users in the community (Shen et al., 2007). *Evaluative* social identity is measured by groups of individuals and is defined as the assessment of self-esteem on the basis of community belonging (Dholakia et al., 2004).

2.6. Intention to use Instagram (IUI)

Behavioral intention has long been seen as an important mediator of the relationship between behavior and other factors such as attitude, subjective norms, and perceived behavioral control (Bailey et al., 2018; Oni et al., 2017; Demoulin and Djelassi, 2016; Venkatesh and Bala, 2008; Ajzen, 1991; Ajzen and Fishbein, 1980). Behavioral Intentions can prevent or plan the future behavior of an individual (Swan, 1981). Eagly and Chaiken (1993) have also defined intention as a separate psychological construct of attitude, which represents the motivation of the person, i.e. their deliberate plan to make efforts to perform a behavior. When the person disposes of a complete control over the behavior in question, i.e. when the behavior is completely voluntary, only intentions should adequately predict behavior (Ajzen and Fishbein, 1980). The results of numerous studies supported the idea that behavioral intentions positively affect a user's behavior towards technology (Mwiya et al., 2017; Bahri-Ammari and Mraidi, 2014; Hung et al., 2010; Tung, 2004; Nysveen et al., 2005; Amin et al., 2007). This behavior manifests itself through, uploading content/pictures, sharing information, and interacting with individuals, among others (Bailey et al., 2018).

3. Conceptual model and research hypotheses

Customer retention has a significant importance in the mobile services industry and therefore it is important to examine the factors that

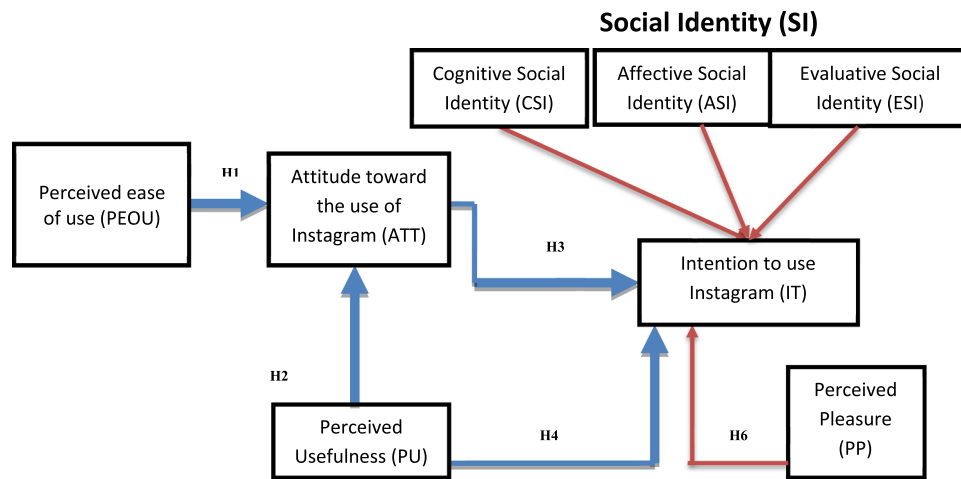


Fig. 1. Conceptual Model.

determine retention. Fig. 1 presents a theoretical model to understand why and how customers adopt a hedonic technology. The model describes how to form customer intention through perceived usefulness, perceived ease of use, social identity, perceived pleasure, and attitude to use Instagram. The final dependent variable in the model is intention to use Instagram. The following sections present and discuss the nature of the constructs of our model.

3.1. The relationship between perception of ease of use and attitude to use Instagram

Perceived ease of use refers to the effort expected by the individual to use a system. Davis (1989) defines it as the degree to which the user finds that the use of the system does not require a great effort. This construct refers to Rogers' complexity notion (1995), which expresses the degree to which innovation is perceived as difficult to understand or use. Ease of use reflects the degree of non-complexity; it refers to how the use of the Internet is perceived to be effortless (Limayem et al., 2000). Very often, net surfing difficulties are cited as barriers to buying online (Ranganathan and Ganapathy, 2002). The inability to use the Internet, difficulty of access, the complexity of the technology and the discomfort with the use of the computer represent obstacles to the adoption of the Internet (Katz, 1997). The consumer may have an unfavorable attitude towards the use of the Internet if he/she encounters a difficulty in its use. According to Childers et al. (2001), perception of usability determines attitude towards interactive shopping. Many researchers have shown empirically that the ease of use of technology directly determines consumer attitudes (Bahri-Ammari and Mraidi, 2014; Limayem et al., 2000; Ranganathan and Ganapathy, 2002; Mathieson, 1991; Taylor and Todd, 1995a; Taylor and Todd, 1995b; Agarwal and Prasad, 1999). Inspired by this line of research, we can thus hypothesize:

H1. : Perceived ease of use positively affects the attitude of social customers to use Instagram.

3.2. The relationship between perceived usefulness and attitude to use Instagram

Perceived usefulness refers to the degree to which the use of a system or a technology improves the performance of the user in the organization (Davis, 1989). This construct is a theoretical substitute for the concept of relative advantage developed by adoption theory (Rogers, 1995; Chen et al., 2002; Bahri-Ammari and Mraidi, 2014; Mansour, 2016). Perceived usefulness and benefits mean that the individual thinks that the full subscription to Instagram has benefits such

as saving time and money, convenience and access to additional information. We also propose to link perceived usefulness with attitude towards and with the intention to subscribe to and use Instagram. The notion of usefulness refers to perceived benefits (Au and Enderwick, 2000), positive effects on behavior (Davis et al., 1989) and intention of continued usage (Lee et al., 2016). In consumer behavioral models, perceived consequences affect behavior directly or more often by an indirect effect via attitudes (Malhotra and McCort, 2001). Examining information systems (IS), some authors conclude that perceived usefulness determines the use of information technology (Mathieson, 1991; Taylor and Todd, 1995a; Taylor and Todd, 1995b; Agarwal and Prasad, 1999). We assume that social customers, who perceive positive consequences of using Instagram, and feel that its use provides them with an additional benefit, develop a positive attitude towards Instagram use. Therefore, we formulate the following hypothesis.

H2. : Perceived usefulness positively influences attitude towards Instagram use

3.3. The relationship between attitude to use and intention to use Instagram

Duhaime et al. (1996) consider attitude as an internal factor that affects individual use behavior. Hénault (1973) argues that individuals' behavior can be described, understood and predicted through attitudes, and that these attitudes are shaped by interpersonal, inter and intra-group relationships. Ajzen and Fishbein (1980) argue that consumer attitude does not directly correlate with their behavior, but rather with their intention. Others assume that online consumer behavior is influenced by the individual's attitude towards information technology in general (Gattiker et al., 2000; Chen et al., 2002).

However and according to Pavlou and Chai (2002) in a collectivist culture, attitude significantly influences consumer intentions to make online transactions, which has not been checked in an individualistic culture. Limayem et al. (2000); George (2002) show that attitude determines consumer intention to buy from the Internet. As shown in the study by Ting et al. (2016), we assume that a positive attitude towards the use of Instagram could positively affect consumer intention to use this tool. All this leads us to formulate the following hypothesis:

H3. : Attitude towards use positively influences the intention to use Instagram.

3.4. The relationship between perceived usefulness and intention to use Instagram

Intention is often seen as a mediating variable between attitudes

and behavior (Ajzen and Fishbein, 1975, 1980). It represents the instructions given by the individual, the desire, the wish, the determination or the will to develop a behavior (Triandis, 1979; Limayem et al., 2000). Taylor and Todd (1995a, 1995b) argue that intentions, thanks to the power of use prediction, can predict behavior. Van der Heijden et al. (2001) define the intention to buy online by the threshold at which the consumer is likely to buy a product or a service from a specific website. Purchase intent can determine actual buying behavior. According to Rogers (1995), the relative advantage of an innovation positively correlates with its adoption rate. Davis et al. (1989) distinguish between pre-adoption and post-adoption phases. They consider that perceived usefulness remains a determinant of the intentions to use the system during these two phases. Szajna (1996) empirically tested the proposals of Davis et al. (1989) and concludes that perceived usefulness determines intentions to use in these two phases. Ben Yahia et al. (2018), Ye et al. (2016), Zhang et al. (2016) show recently that the platform perceived usefulness facilitate social commerce. On a sample of 179 users Instagram in Indonesia, Da Costa and Tanamal (2017) indicate that perceived usefulness has an influence on intention to use. We then assume that the intention to use the Internet to make purchases is formed in consumers who perceive that the positive consequences of the use of the Internet, and who consider its use such as a business mode, give them an additional advantage. We then propose that perceived usefulness is a factor explaining the intention to purchase from the use of the Instagram page. Therefore, the following hypothesis is formulated:

H4. : Perceived usefulness positively influences the intention to use Instagram.

3.5. The relationship between social identity and intention to use Instagram

Customers interact with other members of a community on social networks in search of social identity. Thus, if a user has a strong social identity in an online social networking site, then we can expect that the user's "intent" will increase (Cheung and Lee, 2010). The theorists of social identity posit that identification with social groups emerges from their functionality. Notably, groups are identified by the extent that they meet important needs of people (Hogg and Abrams, 1988). Researchers have identified the significant effects of social identity on user behavior (Chiu et al., 2015; Shen et al., 2010; Pentina et al., 2008; Dholakia et al., 2004). Ellemers et al. (1999) noticed that three dimensions of social identity, namely cognitive, emotional/affective and evaluative, have significant effects on the online shopping behavior of a community member.

Indeed, the user is committed when he/she finds an overlap between his/her personal cognition, image, and value and group identity (Shen et al., 2007). Numerous studies have identified the effect of affective social identity on user behavior in a brand community (Lin, 2008, Zhang, 2011). The meaning of brand community, which includes belonging, emotional connection and influence, has an effect on using social networks. Teo et al. (2003) found that sense of belonging affects the participation of online community users. Studies have also shown that evaluative social identity affects membership intent when the user perceives a sense of importance and influence in the brand community (Shen et al., 2007; Dholakia et al., 2004). Consequently, we formulate the following hypotheses:

H5. : Social identity positively influences intention to use Instagram.

H5.1. Cognitive social identity positively influences intention to use Instagram

H5.2. Affective/Emotional social identity positively influences intention to use Instagram

H5.3. Evaluative social identity positively influences intention to use Instagram

3.6. The relationship between perceived pleasure and intention to use Instagram

In their studies, Venkatesh and Morris (2000) and Venkatesh and Brown (2001) argue that perceived pleasure can have an impact on intention to use a technology. Hong and Tam (2006) show that the value of perceived pleasure has a positive influence on the intention to adopt mobile data services. This variable may lead social customers to intend to use new technology, particularly hedonic technology (Davis et al., 1992; Igarria et al., 1995; Teo et al., 1999; Pikkarainen et al., 2004; Nysveen et al., 2005; Ting et al., 2015). Perceived pleasure, which is an intrinsic motivation, influences the user's acceptance of a technology. The higher perceived pleasure, the higher the intention to use Instagram. Then, we formulate the following hypothesis:

H6. : Perceived pleasure positively influences the intention to use Instagram.

4. Methodology and method

Data collection and analysis method used in the study will be presented in this section. The theoretical and practical dimensions of our methodology and the chosen method are also described.

4.1. Methodology

Two approaches are adopted in this study: a quantitative study followed by a qualitative study.

The quantitative method uses a principal component analysis via (SPSS) for purification of the scales. To measure reliability and validity of the scales, and the fit quality of the measurement model, a confirmatory factor analysis was performed using the SEM method via AMOS. The qualitative method consisted in conducting individual interviews.

4.2. Method

4.2.1. Quantitative study

4.2.1.1. Brand choice. The choice of the product was made in line with the concept of saliency, introduced by Krech and Crutchfield in 1948. The concept denotes spontaneous awareness. Saliency measurement amounts to prompting participants to mention the first brand that comes to their mind by retaining the order of recollected items (Pras and Tarondeau, 1981). We asked about 10% of the sample to name the clothing brands they know. The question was asked through the use of the social network (Facebook). Most participants cited Zara as the first brand that comes to their mind followed by Pull and Bear, Mango, Stradivarius and Massimo Dutty (See Table 1).

An online survey is administered to 338 participants with a Zara Instagram account. The questionnaire features a series of logically closed questions. It was administered in an electronic format using Google Forms. In order to reach a large enough sample, the questionnaire was published on Facebook from August 3, 2017 to September 12, 2017. Only 302 questionnaires are usable, which meets the required standards, i.e. 27 items X 10 (Sorbomet, 1982). The sample consists of

Table 1
Clothes brands frequencies.

Brands	Frequencies (%)
Zara	45.8
Pull & Bear	28.4
Mango	10.8
Stradivarius	10
Massimo Dutty	5
Total	100

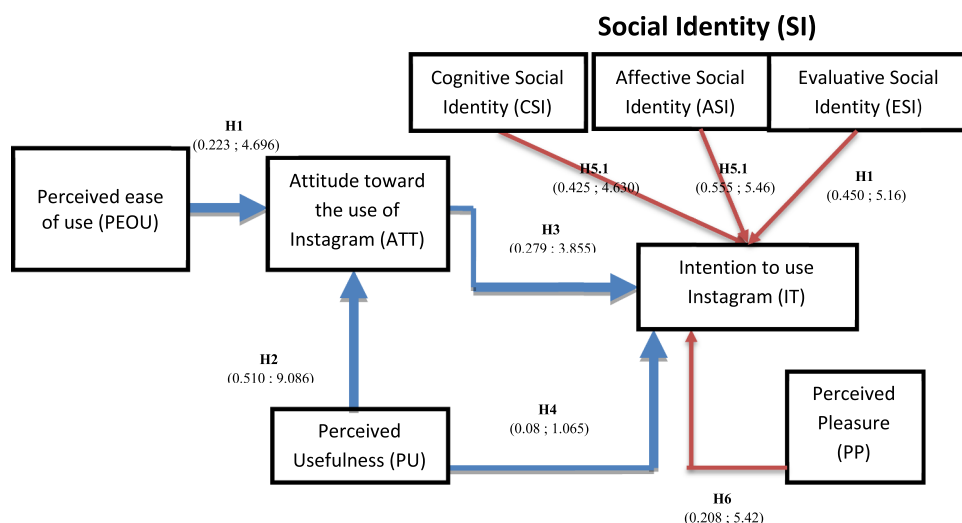


Fig. 2. Hypothesis results.

29.5% males, 70.5% females, whose age ranges between 20 and 35 years. The choice was on the Instagram social network because it is the only hedonic network used by Tunisians with an average usage of 3 h per day (Digital Discovery, 2018). Social networks use in Tunisia has evolved in recent years compared to African countries. Indeed, statistics show that 7100,000 Tunisians have a Facebook account; 1620,000 an Instagram account and 880,000 a LinkedIn account (Digital Discovery, 2018). These figures cover a population of 11446300 people, 25% of whom are between 20 and 35 years old (INS, 2018) (Fig. 2).

4.2.1.2. *Measurement scales.* All the measurement items were taken from previous research for their validity and reliability. They then were adjusted to the research setting (Appendix 1). Three items representing ease of use were adopted from Davis (1989). Cronbach's α of this scale is 0.90. Perceived usefulness was measured by six items developed by Viswanath and Fred (2000) and showed a Cronbach's α of 0.72. Attitude towards Instagram use was measured with the four items of Taylor and Todd (1995a). Cronbach's α of this scale is 0.82. To measure cognitive, affective and evaluative social identity, the six items of Bagozzi and Lee (2002) were used. Their reliability coefficients are respectively 0.93; 0.86 and 0.98. The three items representing perceived pleasure were adopted from Childers et al. (2001), showing a Cronbach's α of 0.875. Intention to use Instagram was measured by five items adapted from Limayem et al. (2000) and Varki and Wong (2003) and presented a Cronbach's α of 0.99. All the items were measured using a five-point Likert scale.

4.2.2. *Qualitative study*

Individual interviews were conducted with the participants who already had an Instagram account of Zara brand. The aim is to identify the determinants of attitude and the intent of using Instagram. This method was chosen because it ensures a deep analysis of the participants' answers (Herbert, 2008; Malhotra and McCort, 2001; Ganassali, 2014). In addition, in-depth individual interviews help to determine the underlying motivation, attitudes and opinions of the interviewees (Herbert, 2008). Using interviews as a data collection tool is believed to be the best way to guide interviewees according to preconceived themes (Malhotra and McCort, 2001; Pothin and Camelis, 2014). The interviews took place in different locations responding to the wishes of each interviewee (interviewee's residence, tea rooms, the host's residence) and lasted on average between 30 and 40 min. In the introductory section of the interview, respondents were asked to answer filter questions about their familiarity with the most used Instagram account, which is Zara's; the subject of this study. A thematic content

analysis was done manually. 21 respondents, from the initial sample, with a Zara Instagram account were interviewed. The interviewees have different profiles with an age ranging between 18 and 25 years.

5. Hypothesis testing and study results

5.1. *Quantitative analysis*

The two-step approach recommended by Anderson and Gerbing (1988) was used. The First step was performed to ensure the model's stability and the validity of the measurement model (CFA). Then, a path analysis was used to test the hypothetical causal relationships assumed by the model using AMOS software.

5.1.1. *Model stability*

The bootstrap technique tests the stability of the measurement model by ensuring the stability of factor loadings and correlations. In order to assess the stability of the model, AMOS provides, by stimulating the measurement model (set by default to 200), a set of statistics for each estimated parameter (Akrouf, 2010). As a general rule, when the estimated bias is less than its standard error (Bias < SE-Bias), the object parameter of the Bootstrap analysis has a low evidence of being biased and will therefore be rather stable. The Bootstrap technique displays total stability (when all parameters are stable) or partial (when some are not stable). The results of the Bootstrap show that all the standardized factors linking the different loadings and variables to their respective dimensions have a ratio between bias and error less than or equal to 1 (Table 2). The results show that using the ML method provides fairly robust results that can be used later in evaluating the reliability and validity of the measurement scales. The stability of correlations between the latent variables is particularly important in assessing the discriminant validity of our measurement scales (Bahri-Ammari and Bilgihan, 2017, 2018).

5.1.2. *Reliability and validity of constructs*

Exploratory and confirmatory factor analyses are used to assess the properties and the validity of the measurement model. An initial diagnosis of the items on SPSS 20.0 shows that the outputs are satisfactory. KMO coefficients range between 0.6 and 0.855. Cronbach's alpha (α) for each variable is over the acceptable value of 0.70. This result points to the good reliability of our instruments (Table 3).

In order to assess the reliability and validity of the measurement scales, a confirmatory factor analysis is used. Joreskog's Rho is used to measure the reliability and the internal consistency of each scale

Table 2
Standardized factorial contributions and correlations stabilities.

Correlations	C.R.	P	Bias	S.E.	SE-Bias	Biais/SE Biais
PEOU→ attitude of social customers to use Instagram.	7456	***	,002	,066	,003	,66
PU→ attitude of social customers to use Instagram.	2825	,006	,001	,061	,003	,33
Attitude→ intention to use Instagram.	9215	***	−,002	,068	,003	,66
PU→ intention to use Instagram.	7325	***	,005	,081	,004	1
Cognitive SI→ intention to use Instagram	7524	***	,000	,054	,002	,33
Affective SI→ intention to use Instagram	5.234	,002	,001	,058	,003	,33
Evaluative SI→ intention to use Instagram	7.450	***	,000	,061	,002	0
Perceived pleasure→ intention to use Instagram	8258	***	,000	,080	,004	0

*** Probability that the bootstrap mean is outside the confidence interval.
PEOU: Perceived ease of use. PU: Perceived usefulness. SI: Social intention.

Table 3
Factor loadings, AVE and reliability.

Construct	Scale properties	First order reliability (Cronbach's α)	Second order reliability (Joreskog's Rhô)	Convergent validity (Rhô _{vc})
Perceived ease of use	2 items	0.861	0.875	0.850
Perceived usefulness	5 items	0.831	0.920	0.730
Attitude toward the use of Instagram	4 items	0.884	0.870	0.870
Perceived pleasure	2 items	0.890	0.897	0.875
Social Identity			0.870	0.780
– Cognitive SI	2 items	0.795	0.736	0.845
– Affective SI	2 items	0.895	0.886	0.878
– Evaluative SI	2 items	0.817	0.874	0.875
Intention to use Instagram	5 items	0.916	0.930	0.830

(Akrouf, 2010). All the indices of Joreskog's Rho range between 0.736 and 0.93, confirming the reliability of the measurement scales. We test convergent validity by the average variance extracted (AVE) from the constructs, which is, in this study, satisfactory with values over 0.5 (Fornell and Larcker, 1981).

Discriminant validity is established by checking that the shared variance between the constructs is lower than the average variances extracted (Fornell and Larcker, 1981; Gurviez and Korchia, 2002). The results present satisfactory coefficients, which respects the required standards (Table 4).

5.1.3. Structural model fit

The results of the exploratory analysis indicate that all values of the reliability and validity of the measurement scales meet the required standards. The results obtained from the confirmatory analysis show that the values of the fit indices of the measurement model replicate the generally accepted standards (DMIN/CF= 2.654, GFI= 0.908, AGFI= 0.944, CFI= 0.899, NFI= 0.946, RMSEA= 0.054, RMR= 0.05) which confirms the adequacy of the research model with respect to theory.

5.1.4. Hypothesis testing

The results show a significant relationship between perceived ease of use and attitude to use Zara instagram account ($\beta = 0.223$, $t = 4696$, $p < 0.000$). This finding supports our H1. Perceived usefulness has a positive relationship with the attitude of social customers towards Instagram use ($\beta = 0.510$, $t = 9.086$, $p < 0.000$), which supports our

Table 4
Discriminant validity.

	PEOU	PU	Attitude	Perceived pleasure	Cognitive SI	Affective SI	Evaluative SI
PEOU	1						
PU	0.441	1					
Attitude	0.225	0.215	1				
Perceived pleasure	0.257	0.246	0.315	1			
Cognitive SI	0.213	0.218	0.408	0.345	1		
Affective SI	0.245	0.365	0.425	0.265	0.456	1	
Evaluative SI	0.324	0.287	0.346	0.312	0.352	0.213	1

H2. Attitude towards use positively influences the intention to use Instagram, H3 is then supported ($\beta = 0.279$, $t = 3.855$, $p < 0.000$). Unexpectedly, the effect of perceived usefulness on intention to use Instagram ($\beta = 0.08$, $t = 1.065$, $p > 0.05$), is not checked, thus H4 is not retained. Social identity positively influences intention to use Zara instagram account through its three dimensions: CSI ($\beta = 0.425$, $t = 4.63$, $p < 0.000$); ASI ($\beta = 0.555$, $t = 5.46$, $p < 0.000$) and ESI ($\beta = 0.450$, $t = 5.16$, $p < 0.000$), which supports H5. Testing H6, the results indicate a significant positive effect of perceived pleasure on intention to use Zara account ($\beta = 0.208$, $t = 5.42$, $p < 0.000$). All results are presented in Table 5.

The impact of perceived usefulness on the intention to subscribe and use Zara instagram account is found to be insignificant (0.08; 1.065). This finding is inconsistent with the literature (Chen et al., 2002), confirming that perceived usefulness of a hedonic technology (Rohm and Swamiathan, 2004) has no effect on the intention to use Instagram. Hence we need to identify whether perceived usefulness of the use of a hedonic technology is among the determinants of attitude and intention to use Instagram? Therefore and to refine the quantitative analysis, we will conduct a qualitative analysis.

5.2. Qualitative analysis

The purpose of this second study is to qualitatively identify the determinants of attitude towards and the intention to use Instagram, specifically the Zara account. The aim is to validate the results of the

Table 5
Results synthesis (Study 1).

	Path coefficients and Student test	Hypothesis testing
H1: Perceived ease of use positively affects the attitude of social customers to use Instagram.	(0.223; 4.696)	Supported
H2: Perceived usefulness positively influences attitude towards Instagram use	(0.510; 9.086)	Supported
H3: Attitude towards use positively influences the intention to use Instagram.	(0.279; 3.855)	Supported
H4: Perceived usefulness positively influences the intention to use Instagram.	(0.08; 1.065)	Not Supported
H5: Social identity positively influences intention to use Instagram		Supported
Cognitive SI influences intention to use Instagram	(0.425; 4.63)	
Affective/Emotional SI influences intention to use Instagram	(0.555; 5.46)	
Evaluative SI influences intention to use Instagram	(0.450; 5.16)	
H6: Perceived pleasure positively influences the intention to use Instagram	(0.208; 5.42)	Supported

*This hypothesis is supported at 0.1 level (p value). Student test exceeds 1.96.

first study (Rubin and Rubin, 2005). The analysis of the interviewees' responses revealed the four sub-themes defining the main theme of this study, namely: the determinants of attitude and intention to use the Zara Instagram account. The four sub-themes are perceived usefulness, perceived ease of use, perceived pleasure and social identity.

5.2.1. Perceived ease of use

To put them in context, respondents were asked to express themselves about the ease of using Instagram. All respondents stated that Instagram is the easiest to use compared to other social networks: "Yes, personally, I find that Instagram is the easiest to use compared to other social networks, as I said with a simple clic you search and you find any information on the reception". One of them says that using Instagram is the easiest compared to other social networks: "Because it's easier than other social networks, and there's also the availability of several products, I think it is very convenient and easy". Others explain that the diversity of the content and the accessibility to the account encourages them to use it: "access to the Zara Instagram account is easy; there is less hustle and especially easy navigation". Bearing on these outputs, perceived ease of use encourages users to use and subscribe to Zara Instagram account.

5.2.2. Perceived usefulness

Answers from the interviews indicate that Instagram is a source of inspiration thanks to the diversity of its content and this can encourage people to use it: "I think that Instagram is above all a source of inspiration. We follow the people who interest us, inspire us, make us dream!". Indeed, (14 out of 21 respondents) said that the originality, the diversity of the accounts and the availability of the products are sources of motivation, which encourages them to use Instagram.

Some respondents considered that the Zara Instagram account is an original page because of its aesthetic, artistic (Instagram) dimension and especially because of the diversity of the published content that makes users want to browse it: "Euuuuuh ...!, the originality of the publications, the esthetics is very important and especially the diversity of what we can see, that is to say we can find clothes, new collections, trends, promotions ... It really is a page that includes everything that could interest me and inspire me potentially". They add that the Zara Instagram account is very useful, especially for influencers to know the trends, news and new collections: "I prefer to always have news from the Zara account especially internationally to get ahead of my friends those who follow what I do (the followers ...)". We then find that Instagram is useful for subscribers to develop a positive attitude.

5.2.3. Perceived pleasure

The in-depth analysis of the interviews showed that respondents use the Zara Instagram account to have fun searching for novelties: "I find that the brand through its Instagram page gives me a lot of pleasure thanks to the offer of its products that meets my need ...". Another respondent finds that following the Zara Instagram account allows her to respond to a desired profit, namely: trends, offers, news: "the fact that I am the first to be informed of offers, trends and seeing scrolling pictures with a very good

quality gives me a lot of pleasure". Perceived pleasure was also noted in the analysis when respondents spoke of a sense of fun, excitement following the use of Instagram: "... I frequently use Instagram to enjoy a pleasant moment, to have fun ... I also feel some excitement before connecting ...". These results allow us to confirm that pleasure is considered as an important determinant of the use of Instagram and specifically the Zara Instagram account.

5.2.4. Social identity

Respondents find that among the reasons that encourage them to use Instagram is the way they identify themselves with a group of surfer who have the same passion: "... the use of Instagram gives me a feeling of belonging to the Zara brand community...". The feeling of attachment has also been mentioned since users connect to the account on a daily basis. A strong membership to the Zara brand community was also noted following the analysis of the interviews: «... I feel attached to this brand hence the need to visit its account every day ...». They also add: "... when I use Instagram, I feel a strong interaction with the members of the community who use the same account and who have the same expectations about what the brand offers". Another respondent spoke of the brand's sense of identity as he scrolls through the images: «...I identify myself when I browse the Zara Instagram account; I feel that this brand has designed its products for me alone ...". Therefore, social identity remains a strong determinant of using the Zara Instagram account.

6. Discussion, conclusions and contributions

The main aim of this study is to better understand the behavior of social customers by identifying the factors that affect their intention to use hedonic technology, specifically Zara Instagram and clothing brand. To this end, Davis' TAM (1989) has been adopted and adapted to incorporate other variables, such as perceived pleasure and social identity. The second aim of this study is to empirically test the relationships between key factors and the intention of social customers to use the Zara Instagram account. The third aim is to conduct a qualitative study through triangulation to check and validate the choice of factors influencing the intention to use the Zara Instagram account.

The results indicated that perceived ease of use directly and positively influences the attitude of social customers towards the use of the Zara Instagram account. The same is true for perceived usefulness, which is found to have a direct and a positive effect on the attitude of social customers but not on the intention of social customers to use the Zara Instagram account. This confirms the theory. The results also point out that the influence of attitude on the intention of social customers to participate in sociale CRM programs is consistent with that of the TAM model, indicating that if a customer has a positive attitude towards the Zara Instagram account; their intention to use it would be high. This finding supports previous research (Taylor and Todd, 1995b; Sheppard et al., 1988; Shim et al., 2001; Pavlou, 2002; Yousafzai et al., 2007; Shin, 2007).

Social identity directly and positively affects the intent of social

customers to subscribe and use the Zara Instagram account. Sense of attachment, membership, or belonging to the social community attracts and motivates social customers to participate in social CRM programs. Finally, we found that perceived pleasure directly and positively affects the intention of social customers to use the Zara Instagram account. This finding is possible when social customers think that they will feel pleasure and have a good time on the Zara Instagram account, their intention to use will be high. This finding is consistent with some previous studies that also found that perceived pleasure has a significant impact on the intention to use a technology. (Davis et al., 1992; Igarria et al., 1995; Teo et al., 1999; Van der Heijden, 2003; Pikkarainen et al., 2004; Nysveen et al., 2005; Amin et al., 2007; Ting et al., 2015).

As for the qualitative study, the results revealed that attitude and intention to use Instagram are affected by ease of use, perceived usefulness, social identity and perceived pleasure. These results allow us to validate all our hypotheses, with the exception of the one on the impact of perceived usefulness on the intention to use Instagram.

The effects of ease of use on perceived usefulness as well as perceived usefulness on attitude towards a hedonic technology such as Instagram are validated using two methods of analysis. However, the impact of perceived usefulness on the intention to use the Zara Instagram account was not validated as respondents indicated that using the Zara Instagram account is useful for tracking the brand, following its news, offers, and promotions. The positive attitude towards the use of the Zara Instagram account helped to explain the positive intention to use it. This positive attitude is developed in the users once they find a profit sought in their use of the account. This validates the finding about the relationship between intention and social identity (Shen et al., 2010; Dholakia et al., 2004; Cheung and Lee, 2010), on the one hand, and intention and perceived pleasure on the other (Davis et al., 1992; Teo et al., 1999; Igarria et al., 1995; Pikkarainen et al., 2004; Davis et al., 1992; Nysveen et al., 2005; Ting et al., 2015), in the context of using a hedonic technology. According to the results, social identity influences the intention to use the Instagram technology by following the Zara account. Indeed, the results showed that the dimensions of social identity positively affect intention in a different way; the affective dimension (ASI) has a considerable effect followed by the evaluative dimension (ESI) and third by the cognitive dimension (CSI). This is in line with certain logic, because Emotional identity reflects the emotional involvement of the user and the sense of belonging to a brand community. Being part of a group of users of the Zara Instagram account gives the user a sense of belonging and identification with the group. This finding confirms and enriches the literature about hedonic technologies (Table 6).

On a theoretical level, our results have enriched the theory by adding that perceived usefulness represents a factor in our qualitative study, whereas it is not in the quantitative study and this for a hedonic technology. This finding adds to the literature by presenting a theoretical model specific to an innovative technology, different from other social networks by its hedonic dimension, and in a specific and different culture. The present study situates itself in the context of social CRM and tests a theoretical model examining the determinants of social

clients to subscribe and use the Zara Instagram account. The study integrates both concepts to extending thus the TAM model (social identity through cognitive social identity, affective social identity and evaluative social identity; and perceived pleasure) explaining some trends in Internet user behavior in the context of emerging countries and in the case of a hedonic technology. From a methodological point of view, this study used two approaches, a qualitative and a quantitative approach, to validate the results of the quantitative study.

From a management perspective, this study informs us about the importance of improving the knowledge of the factors influencing the attitude and intention of current and potential social customers. Our results revealed that attitude, social identity, perceived pleasure and perceived risk were the most important factors in determining the intention of social customers to subscribe and use the Instagram account of a brand. These results allow marketers to focus their marketing efforts on allocating their resources in an appropriate manner. Instagram is a form of communication that serves all brands and should be taken advantage of. Marketers should consider entering the personal universe of the client using esthetics and images. It is about a sensory experience that will provide a moment of intense pleasure, ideal for companies with strong brand identity, like the case of Zara. This reflects the concept of visual web marketing. Photos or images uploaded to Instagram can be displayed and re-displayed, speeding up thus information transfer (Sing et al., 2014) between the brand and interest groups. Thanks to their interactive dimension, the images should convey an informative and a representative content (Gilbert et al., 2014). Brands can also engage Internet users through Instagram by testing some products before they are launched on the market, and allow these users to co-create with the brand (Bahri-Ammari and Jaziri, 2016). This allows for reaching and communicating with current and potential consumers more effectively (Salomon, 2013; Chante et al., 2014).

This study can also explain what makes Instagram a successful and profitable brand by identifying the key determinants of behavioral decisions of its social customers. The valuable insights gained from this study can be used to improve management practices and help companies develop more effective intervention programs to attract, encourage, motivate and influence their potential clients to participate in their social CRM programs. The results will also help retailers to identify important factors that can be considered to formulate business strategies with the aim of reaching customer satisfaction.

It would be interesting to enrich and complete our research model by integrating other variables likely to be influential such as images, subjective norms, perceived risk, and excitement. The contribution of this study to this line of research lies in the fact that perceived usefulness affects intention, but through attitude towards Instagram. In other words, the effect is indirect and is mediated by attitude. It remains obvious to confirm this finding through an analysis of a mediating effect via the Bootstrap technique.

Comparing two applications to identify the determinants that distinguish each of them is a relevant future research direction. We can also operationalize this model in another context to see how mentality or culture of Internet users influences their decisions to use Instagram.

Table 6
Result as (Study 1 and Study 2).

	Quantitative study	Qualitative study
H1: Perceived ease of use positively influences the attitude towards the use of Instagram.	Supported	Validated
H2: Perceived usefulness positively influences the attitude towards the use of Instagram.	Supported	Validated
H3: Attitude towards use positively influences the intention to use Instagram	Supported	Validated
H4: Perceived usefulness positively influences the intention of to use Instagram.	Not Supported	Not Validated
H5: Social identity (CSI, ASI and ESI) positively influences intention to use Instagram.	Supported	Validated
H6: Perceived pleasure positively influences the intention to use Instagram.	Supported	Validated

Appendix A

See Table A1

Table A1
Measurement items.

Variables	Items
Perceived ease of use Davis (1989)	Learning to use Instagram would be easy for me. I think participating on Instagram would be easy for me. I would find Instagram sites easier to use for better participation.
Attitude to use Instagram Taylor and Todd (1995a, 1995b)	I think being on Instagram would be a good idea. I think being on Instagram would be a nice experience. Participation in the social CRM program would be a wise idea. I like the idea of being active on Instagram.
Perceived usefulness Taylor and Todd (1995a).	I think being on Instagram is useful. I think being on Instagram would increase my satisfaction. I think being on Instagram would be more rewarding than the non CRM environment. I think being on Instagram would allow me to compare several buying options and choose the best one. I think being on Instagram would save me time. I think being on Instagram would save me money.
Intention to use Instagram Limayem et al. (2000) and Varki and Wong (2003)	I am ready to participate in the registration for the social networks. I am ready to provide personal information (example: name, age, address, phone, interests, hobby ...). I am ready to update my profile (personal information) with each request. I am ready to provide feedback on products and services at the request of the representative of a company. If necessary, I am ready to allow the company representative to participate in the conversation with my social friends about their products and services.
Perceived pleasure Childers et al. (2001)	I find Instagram site entertaining. I browse Instagram site with pleasure. Surfing Instagram site is a nice way to pass the time.
Social Identity Bagozzi and Lee (2002)	– <i>Cognitive social identity</i> My personal identity overlaps with my community / social group identity. My personal image overlaps with my community / social group image. – <i>Affective /Emotional social identity</i> I feel a strong sense of attachment to the social community. I feel a strong sense of property in the social community. – <i>Evaluative social identity</i> I am a valued member of the social community. I am an important member of the social community.

References

- Abbott, W., Donaghey, J., Hare, J., Hopkins, P., 2013. An Instagram is worth a thousand words: an industry panel and audience QA. *Libr. Hi Tech. News* 30 (7), 1–6.
- Adams, D., Nelson, R., Todd, P., 1992. Perceived usefulness, ease of use, and usage of information technology: a replication. *MIS Quart.* 16 (2), 227–247.
- Agarwal, R., Prasad, J., 1999. Are individual differences germane to the acceptance of new information technologies? *Decis. Sci.* 30 (2), 361–391.
- Agrebi, S., Jallais, J., 2015. Explain the intention to use smartphones for mobile shopping. *J. Retail. Consum. Serv.* 22, 16–23.
- Ajzen, I., Fishbein, M., 1980. *Understanding Attitudes and Predicting Social Behavior*. Prentice Hall Inc, Englewood Cliffs, NJ.
- Ajzen, I., 1991. The theory of planned behavior. *Org. Behav. Hum. Decis. Process.* 50 (2), 179–211.
- Akrout F., 2010. *Les méthodes des équations structurelles*, 1st ed.
- Amin, H., Baba, R., Muhammad, M.Z., 2007. An analysis of mobile banking acceptance by Malaysian customers. *Sunway Acad. J.* 4, 1–12.
- Alejandro J. 2010. *Journalism in the age of social media*. University of Oxford: Reuters Institute Bourdieu, P., 2005. The Political Field, the Social Science Field, and the Journalistic Field. In R. Benson & E. Neveu (Eds.), *Bourdieu and the Journalistic Field* (pp. 29–47). Cambridge, UK: Polity. Butler, P., 2009. *Journalism Ethics: The Global Debate*. USA: International Center for Journalists.
- Anderson, M., Caumont, A., 2014. How social media is reshaping news. *Pew Res. Cen.* Retrieved from <<http://www.pewresearch.org/fact-tank/2014/09/24/how-social-media-is-reshaping-news>>.
- Anderson, J.C., Gerbing, D.W., 1988. Structural equation modeling in practice: a review and recommended two-step approach. *Psychol. Bul.* 103 (3), 411–423.
- Au, K.M., Enderwick, P., 2000. A cognitive model on attitude toward technology adoption. *J. Manag. Psychol.* 15 (4), 266–282.
- Bagozzi, R.P., Lee, K.H., 2002. Multiple routes for social influence: the role of compliance, internalization, and social identity. *Soc. Psychol. Quart.* 65 (3), 226–247.
- Bahri-Ammari, N., Bilgihan, A., 2017. The effects of distributive, procedural, and interactional justice on customer retention: an empirical investigation in the mobile telecom industry in Tunisia. *J. Retail. Consum. Serv.* 37 (22), 89–100.
- Bahri-Ammari, N., Bilgihan, A., 2018. Customer retention to mobile telecommunication service providers in emerging countries: the roles of Perceived Justice and Customer Loyalty Program (in press). *Inter. J. Mob. Com.* <https://doi.org/10.1504/IJMC.2019.10011056>. (in press).
- Bahri-Ammari, N., Jaziri, E., 2016. How co-creating enhances the quality of a brand-consumer relationship, using the U G approach: the Coca-Cola case. *J. Mark. Res. Case Stud.*, (JMRC) 2016 (17p).
- Bahri-Ammari, N., Mraidi, S., 2014. *The Customer Behavior and the Social-CRM. Competitive Social Media Marketing Strategies*. IGI publication.
- Bakhshi, S., Shamma, D.A., Gilbert, E., 2013. *Faces Engage Us: Photos with Faces Attract More Likes and Comments on Instagram*.
- Bailey, A., A., Bonifield, C., M., Arias, A., 2018. Social media use by young Latin American consumers: an exploration. *J. Retail. Consum. Serv.* 43, 10–19 (2018).
- Ben Yahia, I., Al-Neamab, N., Kerbach, L., 2018. Investigating the drivers for social commerce in social media platforms: importance of trust, social support and the platform perceived usage. *J. Retail. Consum. Serv.* 41 (2018), 11–19.
- Black, H.G., Kelley, S.W., 2009. A storytelling perspective on online customer reviews reporting service failure and recovery. *J. Trav. Tour. Mark.* 26 (2), 169–179.
- Blomberg, O., 2011. Concepts of cognition for cognitive engineering. *Int. J. Aviat. Psychol.* 21 (1), 85–104.
- Breckler, S.J., 1984. Empirical validation of affect, behavior, and cognition as distinct components of attitude. *J. Personal. Soc. Psychol.* 47 (6), 1191–1205.
- Bruner, G.C., Kumar, A., 2005. Explaining consumer acceptance of handheld Internet devices. *J. Bus. Res.* 58 (5), 553–558.
- Caton, S., Chapman, M., 2016. The use of social media and people with intellectual disability: a systematic review and thematic analysis. *J. Intellect. Dev. Disabil.* 41 (2), 125–129.
- Chante, K., Jessica, C., Lindsay, B., Tyler, Q., Robert, P.D., 2014. *Dermatology on Instagram*. *Derm. Onlin. J.* 20 (7), 1–6.
- Chen, L., Gillenson, M.L., Sherrell, D.L., 2002. Enticing online consumers: an extended technology acceptance perspective. *Inform. Manag.* 39, 705–719.
- Cheong, J.H., Park, M.C., 2005. Mobile Internet acceptance in Korea. *Internet Res.* 15, 125–140.
- Cheung, C.M.K., Lee, M.K.O., 2010. A theoretical model of intentional social action in online social networks. *Decis. Support Syst.* 9 (49), 24–30.
- Childers, T.L., Carr, C.L., Peck, J., Carson, S., 2001. Hedonic and utilitarian motivations for online retail shopping behavior. *J. Retail.* 77 (4), 511–535.
- Chiu, C., Huang, H., Cheng, H., Sun, P., 2015. Understanding online community citizenship behaviors through social support and social identity. *Int. J. Inform. Manag.*

- 35, 504–519.
- Chiu, Y.N., Lin, C.P., Tang, L.L., 2005. Gender differs: assessing a model of online purchase intentions in e-tail service. *Int. J. Serv. Ind. Manag.* 16, 416–435.
- Da Costa, E., Tanamal, R., 2017. Effect of trust and perceived risk on intention to use Instagram as a media promotion. *Int. J. Eng. Invent.* 6 (6), 15–21.
- Davis, F.D., 1989. Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Q.* 13 (3), 319–340.
- Davis, F.D., Bagozzi, R.P., Warshaw, P.R., 1989. User acceptance of computer technology: a comparison of two theoretical models. *Manag. Sci.* 35 (8), 982–1003.
- Davis, F.D., Bagozzi, R.P., Warshaw, P.R., 1992. Extrinsic and intrinsic motivation to use computers in the workplace. *J. Appl. Soc. Psychol.* 22, 111–113.
- Demoulin, N.T.M., Djelassi, S., 2016. An integrated model of self-service technology (SST) usage in a retail context. *Int. J. Retail Distrib. Manag.* 44 (5), 540–559.
- Dholakia, U.M., Bagozzi, R.P., Pearo, L.K., 2004. A social influence model of consumer participation in network- and small-group-based virtual communities. *Int. J. Res. Mark.* 21 (3), 241–263.
- Digital Discovery <<https://www.digital-discovery.tn/chiffres-facebook-instagram-linkedin-tunisie-2018/>> (Accessed on 15 March 2018).
- Duhaime C.P., Kindra G.S., Laroche M. and Muller E. T. 1996 *Le comportement du consommateur*, Montréal, Gaëtan Morin.
- Eagly, A.H., Chaiken, S., 1993. *The Psychology of Attitudes*. Harcourt Brace Jovanovich, Fort Worth, TX.
- Ellemers, N., Kortekaas, P., Ouwerkerk, J.W., 1999. Self-categorization, commitment to the group and group self-esteem as related but distinct aspects of social identity. *Eur. J. Soc. Psychol.* 29 (2/3), 371–389.
- Fishbein, M., Ajzen, I., 1975. *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Addison-Wesley, Reading, MA.
- Fornell, C., Larcker, D.F., 1981. Evaluating structural equation models with unobservable variables and measurement error. *J. Mark. Res.* 18 (1), 39–50.
- Gabbott, M., Hogg, G., 1996. The glory of stories: using critical incidents to understand service evaluation in the primary healthcare context. *J. Mark. Manag.* 12 (6), 493–503.
- Ganassali S. 2014 *Enquêtes et analyse de données avec Sphinx*, Pearson.
- Gattiker, U.E., Perlusz, S., Bohmann, K., 2000. Using the Internet for B2B activities: a reviewer and future directions for research. *Internet Res., Electro Netw. Appl. Policy* 10 (2), 126–140.
- Gefen, D., Straub, D.W., 1997. Gender differences in the perception and use of e-mail: an extension to the technology acceptance model. *MIS Q.* 21 (4), 389–400.
- George, J.F., 2002. Influences on the intent to make Internet purchases. *Internet Res., Electro Netw. Appl. Poli* 12 (2), 165–180.
- Gurviev, P., Korchia, M., 2002. Proposition d'une échelle de mesure multidimensionnelle de la confiance dans la marque. *Recherche et Applications en Marketing* 17 (3), 41–62.
- Gilbert, E., Bakhshi, S., Chang, S., Terveen, L., 2014. I need to try this? A statistical overview of Pinterest. *Comput. Soc. Media Course (EPFL)*.
- Greenberg, P., 2009a. *CRM at the Speed of Light, Fourth Edition: for Engaging Your Customers*, (4th ed.). Mc Graw Hill, New York.
- Gruen, T.W., Osmonbekov, T., Czaplewski, A.J., 2006. eWOM: the impact of customer-to-customer online know-how exchange on customer value and loyalty. *J. Bus. Res.* 59 (4), 449–456.
- Greenberg, P., 2009b. Do we really NEED CRM 2.0? Web log post.
- Grob, M., 2015. Exploring the acceptance of technology for mobile shopping: an empirical investigation among smartphone users. *Int. Rev. Retail Distrib. Consum. Res.* 25 (3), 215–235.
- Ha, S., Stoel, L., 2009. Consumer e-shopping acceptance: antecedents in a technology acceptance model. *J. Bus. Res.* 62, 565–571.
- Hénault, G.M., 1973. *Le comportement du consommateur, une approche multi-disciplinaire*. Les Presses de l'Univ. du Québec 177.
- Herbert, M., 2008. Staying the course: A study in online student satisfaction and retention. *Online J. Distance Learn. Adm.* 9 (4).
- Hogg, M.A., Abrams, D., 1988. *Social Identifications: A Social Psychology of Intergroup Relations and Group Processes*. Routledge, London.
- Hogg, M.A., Terry, D.J., 2001. *Social Identity Processes in Organizational Contexts*. Psychology Press, Philadelphia, PA.
- Hung, S.Y., Hung, W.H., Tsai, C.A., Jiang, S.C., 2010. Critical factors of hospital adoption on CRM system: organizational and information system perspectives. *Dec. Sup. Syst.* 48 (4), 592–603.
- Hung, S.Y., Ku, C.Y., Chang, C.M., 2003. Critical factors of WAP services adoption: an empirical study. *Electro Commer. Res. Appl.* 2, 42–60.
- Hong, S.J., Tam, K.Y., 2006. Understanding the adoption of multipurpose information appliances: the case of mobile data services. *Inf. Syst. Res.* 17 (2), 161–179.
- Igbaria, M., Iivari, J., Maragahh, H., 1995. Why do individuals use computer technology? A Finnish case stud. *Inform. Manag.* 29 (5), 227–238.
- INS, Institut National de la Statistique, 2018. "Bulletin mensuel de statistique, Février 2018".
- June, L., Chun-Seng, Y., Chang, L., James, E.Y., 2003. Technology acceptance model for wireless Internet. *Internet Res. Electro Netw. Appl. Policy* 13 (3), 206–222.
- Kaushik, A.K., Rahman, Z., 2015. An alternative model of self-service retail technology adoption. *J. Serv. Mark.* 29 (5), 406–420.
- Kaye, B.K., 2011. Motivations for Using Social network Sites and Blogs for Political Information. In the book of *A Networked Self: Identity, Community, and Culture on Social Network Sites*, edited by Papacharissi, Z. P. 59208-59231.
- Kelman, H.C., 1974. Further thoughts on the processes of compliance, identification, and internalization. In: Tedeschi, J.T. (Ed.), *Perspectives on Social Power*. Aldine Press, Chicago, IL, pp. 126–171.
- Kietzmann, J.H., Hermkens, K., McCarthy, I.P., Silvestre, B.S., 2011. Social media? Get serious! Understanding the functional building blocks of social media. *Bus. Horiz.* 54 (1), 241–251.
- Kihl, L.A., Leberman, S., Schull, V., 2010. Stakeholder constructions of leadership in intercollegiate athletics. *Eur. Sport Manag. Q.* 10 (2), 241–275.
- Lee, H., Lee, Y., Kwon, D., 2005. The intention to use computerized reservation systems: the moderating effects of organizational support and supplier incentive. *J. Bus. Res.* 58 (11), 1552–1561.
- Lee, J., Park, D.H., Han, I., 2008. The effect of negative online consumer reviews on product attitude: an information processing view. *Electro Commer. Res. Appl.* 7 (3), 341–352.
- Lee, S., Kim, C., Kwahk, K., 2016. Examining the determinants of the intention of continued Instagram usage: focused on the moderating effect of the gender. *J. Korea Soc. Digit. Ind. Inform. Manag.* 12 (2), 61–72.
- Limayem, M., Khalifa, M., Frini, A., 2000. What makes consumers buy from Internet? A longitudinal study of online shopping. *IEEE Trans. Syst. Man Cyber., Part A: Syst. Hum.* 30 (4), 421–432.
- Lin, H.F., 2008. Determinants of successful virtual communities: contributions from system characteristics and social factors. *Inform. Manag.* 45 (8), 522–527.
- Malhotra, N., McCort, D., 2001. A cross-cultural comparison of behavioral intention models: theoretical consideration and an empirical investigation. *Inter. Mark. Rev.* 18 (3), 235–269.
- Mansour, K.B., 2016. An analysis of business' acceptance of internet banking: an integration of e-trust to the TAM. *J. Bus. Ind. Mark.* 31 (8), 982–994.
- Mathieson, K., 1991. Predicting user intention: comparing technology acceptance model with the theory of planned behavior. *Inform. Syst. Res.* 2 (3), 173–191.
- Mwiya, B., Chikumbi, F., Shikaputo, C., Kabala, E., Kaulung'ombe, B., Siachinji, B., 2017. Examining Factors Influencing E-Banking Adoption: Evidence from Bank Customers in Zambia (June 4). Available at <http://dx.doi.org/10.2139/ssrn.2987982>.
- Natarajan, T., Balasubramanian, S.A., Kasilingam, D.L., 2017. Understanding the intention to use mobile shopping applications and its influence on price sensitivity. *J. Retail. Consum. Serv.* 37, 8–22.
- Nysveen, H., Pedersen, P.E., Thorbjørnsen, H., 2005. Explaining intention to use mobile chat services: moderating effects of gender. *J. Consum. Mark.* 33 (5), 247–256.
- Oh, H., Jeong, M., Baloglu, S., 2013. Tourists' adoption of self-service technologies at resort hotels. *J. Bus. Res.* 66, 692–699.
- Okumus, B., Bilgihan, A., Ozturk, A.B., 2015. Factors affecting the acceptance of smartphone diet applications. *J. Hosp. Mark. Manag.* 25 (6), 1–22.
- Oni, O., Haruna, Z., Amugo, J., 2017. Information communication technology as pedagogy for teaching in some selected secondary Schools in Edo state, Nigeria (September 26, 2017). *Asian J. Appl. Sci. Technol. (AJAST)* 1 (8), 85–99. (September 2017. Available at SSRN). <<https://ssrn.com/abstract=3043351>>.
- Obar, J.A., Wildman, S., 2015. Social media definition and the governance challenge: an introduction to the special issue. *Telecom. Policy* 39 (9), 745–750.
- Pavlou, P.A., Chai, L., 2002. What drives electronic commerce across cultures? A cross cultural empirical investigation of the theory of planned behavior. *J. Electron Commer. Res.* 3 (4), 240–253.
- Pavlou, P.A., 2002. Institution-based trust in interorganizational exchange relationships: the role of online B2B marketplaces on trust formation. *J. Strat. Inform. Syst.* 11 (3), 215–243.
- Pavlou, P.A., 2003. Consumer acceptance of electronic commerce: integrating trust and risk with the technology acceptance model. *Int. J. Electron. Commer.* 7 (3), 101–134.
- Pentina, I., Prybutok, V.R., Zhang, X., 2008. The role of virtual communities as shopping reference groups. *J. Electron Commer. Res.* 9 (2), 114–136.
- Pothin, G., Camelis, C., 2014. Cherté perçue ou sentiment de vie chère : étude exploratoire et proposition d'un cadre conceptuel, 13^{ème} Journée Normandes de Recherche sur la Consommation. JNRC Rouen 27.
- Pikkariainen, T., Pikkariainen, K., Karjaluo, H., Pahlila, S., 2004. Consumer acceptance of online banking: an extension of the technology acceptance model. *Internet Res.* 14, 224–235.
- Pras B. and Tarondeau J.C. 1981 *Comportement de l'acheteur*, Paris Sirey.
- Raies, K., Gavard-Perret, M.L., 2011. Intention de fidélité à la marque des participants à une communauté virtuelle de marque : le rôle dual de l'engagement. *Recherche et Applications en Marketing* 26 (3), 23–43.
- Ramayah, T., 2006. Interface characteristics, perceived ease of use and intention to use an online library in Malaysia. *Inform. Dev.* 22 (2), 123–133.
- Rohm, A.J., Swaminathan, V., 2004. A typology of online shoppers based on shopping motivations. *J. Bus. Res.* 57 (7), 748–758.
- Rauniar, R., Rawski, G., Yang, J., Johnson, B., 2014. Technology acceptance model (TAM) and social media usage: an empirical study on Facebook. *J. Enterp. Inform. Manag.* 27, 6–30.
- Ranganathan, C., Ganapathy, S., 2002. Key dimensions of business-to-consumer Web sites. *Info. Manag.* 39 (6), 457–465.
- Rogers, E.M., 1995. *Diffusion of Innovations*, fourth edition. The Free Press, New York.
- Salomon, D., 2013. Moving on from Facebook: using Instagram to connect with undergraduates and engage in teaching and learning. *ACRL Tech. Connect* 408–412.
- Salem, F., 2017. *The Arab World Online 2017: Digital Transformations and Societal Trends in the Age of the 4th Industrial Revolution* (October 25, 2017). *The Arab World Online Policy Report Series* (2017). Available at <http://dx.doi.org/10.2139/ssrn.3059445>.
- Shen, A.X.L., Cheung, C.M.K., Lee, M.K.O., Chen, H., 2010. How social influence affects we-intention to use instant messaging: the moderating effect of usage experience. *Inform. Syst. Front.*
- Shen, A.X.L., Cheung, C.M.K., Lee, M.K.O., Wang, W.P., 2007. We-intention to use instant messaging for collaboration: A social influence model. Paper presented at the 11th Pacific-Asia Conference on Inform. Syst., Auckland, NZ.
- Sheppard, B.H., Hartwick, J., Warshaw, P.R., 1988. The theory of reasoned action: a

- meta-analysis of past research with recommendations for modifications and future research. *J. Commer. Res.* 15 (3), 325–343.
- Shim, S., Eastlick, M.A., Sherry, L.L., Warrington, L.P., 2001. An online pre-purchase intentions model: the role of intention to search. *J. Retail.* 77 (3), 397–416.
- Shin, D., 2007. User acceptance of mobile Internet: implication for convergence technologies. *Interact. Comput.* 19 (4), 45–59.
- Smith, M., 2011. *The New Relationship Marketing: How to Build a Large, Loyal, Profitable Network Using the Social Web*. John Wiley Sons, Hoboken, NJ.
- Söderlund, M., Rosengren, S., 2007. Receiving word-of-mouth from the service customer: an emotion-based effectiveness assessment. *J. Retail. Consum. Serv.* 14 (2), 123–136.
- Sorbomet Joreskog, 1982. *Structural Equation Modeling with the SIMPLIS Command Language*.
- Straker, K., Wrigley, C., 2018. The role of emotion in product, service and business model design (2015). *J. Entrep., Manag. Innov.* 11 (1), 11–28. (Available at SSRN). <<https://ssrn.com/>>.
- Szajna, B., 1996. Empirical evaluation of the revised technology acceptance model. *Manag. Sci.* 42 (1), 85–92.
- Singh, A., Bansal, D., Sofat, S., 2014. Privacy preserving techniques in social networks data publishing - a review. *Int. J. Comput. Appl.* 87 (15), 9–14.
- Tajfel, H., Turner, J.C., 1979. An integrative theory of intergroup conflict. In: Austin et al., W.G., Worchel, S. (Eds.), *The Social Psychology of Intergroup Relations*. Brooks/Cole, Monterey, CA, pp. 71–112.
- Taylor, S., Todd, P., 1995a. Understanding information technology usage: a test of competing models. *Inform. Syst. Res.* 6, 144–176.
- Taylor, S., Todd, P., 1995b. Decomposition and crossover effects in the theory of planned behavior: a study of consumer adoption intentions. *Inter. J. Res. Mark.* 12 (2), 137–155.
- Tekulve N. and Kelly K. 2013. Worth 1,000 words: Using Instagram to engage library users. In: *Proceedings of the Brick and Click: An Academic Library Symposium*, pp.1–8.
- Teo, T.S.H., Lim, V.K.G., 1997. Usage patterns and perceptions of the Internet: the gender gap. *Equal Opport. Inter.* 16 (6/7), 1–8.
- Teo, T.S.H., Lim, V.K.G., Lai, R.Y.G., 1999. Intrinsic and extrinsic motivation in Internet usage. *Int. J. Manag. Sci.* 27 (1), 25–37.
- Ting, H., de Run, E.C., Liew, S.L., 2016. Intention to use Instagram by generation cohorts: the perspective of developing markets. *Glob. Bus. Manag. Res.: Int. J.* 8 (1) (2016).
- Ting, H., Ming, W.W.P., de Run, E.C., Choo, S.L.Y., 2015. Beliefs about the use of Instagram: an exploratory study. *Int. J. Bus. Innov.* 2 (2).
- Triandis H.C., 1979. *Values, Attitudes and Interpersonal behavior*, In Nebraska Symposium on motivation, Beliefs, Attitudes, and Values, University of Nebraska Press, Lincoln, NE, pp. 195–259.
- Teo, H.H., Wei, K.K., Benbasa, I., 2003. Predicting intention to adopt interorganizational linkages: an institutional perspective. *MIS Q.* 27 (1), 19–49.
- Tung, L.L., 2004. Service quality and perceived value's impact on satisfaction, intention and usage of short message service (SMS). *Inform. Syst. Front.* 6, 353–368.
- Van der Heijden, H., 2004. User acceptance of hedonic information systems. *MIS Q.* 28 (4), 695–704.
- Van der Heijden, H., 2003. Factors influencing the usage of websites: the case of a generic portal in the Netherlands. *Inform. Manag.* 40 (6), 541–549.
- Venkatesh, V., 2000. Determinants of perceived ease of use: integrating control, intrinsic motivation, and emotion into the technology acceptance model. *Inform. Syst. Res.* 11 (4), 342–365. <https://doi.org/10.1287/isre.11.4.342.11872>.
- Venkatesh, V., Thong, J.Y.L., Xu, X., 2012. Consumer acceptance and use of information technology: extending the unified theory. *MIS Q.* 36 (1), 157–178.
- Venkatesh, V., Bala, H., 2008. Technology Acceptance Model 3 and a research agenda on interventions. *Decis. Scis. Inst.* 39 (2), 273–304.
- Venkatesh, V., Davis, F.D., 2000. A theoretical extension of the technology acceptance model: four longitudinal field studies. *Manag. Sci.* 46 (2), 186–204.
- Venkatesh, V., Morris, M.G., Davis, G.B., Davis, F.D., 2003. User acceptance of information technology: toward a unified view. *MIS Q.* 27 (3), 425–478.
- Wachter, S., 2018. Normative challenges of identification in the Internet of Things: privacy, profiling, discrimination, and the GDPR (December 6, 2017) (Forthcoming. Available at). *Comput. Law Secur. Rev.* <https://doi.org/10.2139/ssrn.3083554>.
- Wilson, Timothy D., Dan Gilbert, T., 2003. Affective forecasting. In: *Advances in Experimental Social Psychology*. Elsevier, New York.
- Ye, B.H., Fu, H., Law, R., 2016. Use of impact range performance and asymmetry analyses to improve OTA website quality. *J. Hosp. Tour. Manag.* 26, 9–17.
- Yousafzai, S., Foxall, G., Pallister, J., 2007. Technology acceptance: a meta-analysis of the TAM: Part II. *J. Model. Manag.* 2 (3), 281–304.
- Zhang, K.Z.K., Ben Youcef, M., Zhao, S.J., 2016. Building brand loyalty in social commerce: the case of brand microblogs. *Electron. Commer. Res. Appl.* 15, 14–25.
- Zhou, Z., Jin, X.L., Vogel, D.R., Fang, Y., Chen, X., 2011. Individual motivations and demographic differences in social virtual world uses: an exploratory investigation in second life. *Int. J. Inf. Manag.* 31 (3), 261–271.
- Van der Heijden H., Verhagen T. and Creemers. 2001. Predicting online purchase behavior: replications and tests of competing models, In: *Proceedings of the 34th Hawaii International Conference on System Sciences*.
- Venkatesh, V., Morris, M.G., 2000. Why don't men ever stop to ask for directions? Gender, social influence, and their role in technology acceptance and usage behavior. *MIS Q.* 115 (139).
- Venkatesh, V., Brown, S.A., 2001. A longitudinal investigation of personal computers in homes: Adoption determinants and emerging challenges. *MIS Q.* 25 (1), 71–102.
- Varki, S., Wong, S., 2003. Consumer involvement in relationship marketing of services. *J. Serv. Res.* 6 (1), 83–91.

Further reading

Caton, S., Hall, M., Weinhardt, C., 2015. How do politicians use Facebook? An applied social observatory. *Big Data & Society* 2 (2).

Dr. Nedra Bahri-Ammari is a permanent associate professor of marketing and responsible of the Research Master of Marketing at IHEC of Carthage, Tunisia, and a member of the LRM research center. She holds a Doctorate in marketing and a master degree in Marketing from ISG of Tunisia, University of Tunis. She is a graduate of marketing from ISG of Tunis, University of Tunis. Dr. Bahri's researches include: business-to-customer and business-to-business marketing, customer relationships management (CRM), social-CRM, Digital Marketing, Augmented reality, customer satisfaction, loyalty, retention, technology's implementation, firm profitability, enterprise Resource Planning (ERP) and Supply Chain Management. She has published in International peer-reviewed academic journals as: *Journal of Retailing and Consumer Services*; *International Journal of Contemporary Hospitality Management*; *International Journal of Mobile Communications*, *Journal of Hospitality and Tourism Technology*; *Journal of Research in Marketing and Entrepreneurship*; *Management Research Review*; *Journal of Marketing & Case studies*; *International Journal of Customer Relationship Marketing and Management*; *An International Journal of Science, Engineering and Technology*. She has published a book on CRM and loyalty strategy, also participated in the writing of books on tourism and social CRM, *Competitive Social Media & marketing Strategies IGI Global*; *Encyclopedia of Information Science and Technologie, 4th Edition of the IGI Global Scholarly reference book*. She has published in international and national academic conferences proceedings (EUROMED, AFM, World Research Summit for Hospitality and Tourism, Marketing Trends, WASET, IBIMA, Academy of Marketing Science).