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PHD THESIS

CONSUMERS' BEHAVIORAL INTENTIONS TOWARD SOCIAL MEDIA: A CASE OF PAKISTANI MARKET

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ABSTRACT

CONSUMERS' BEHAVIORAL INTENTIONS TOWARD SOCIAL MEDIA: A CASE OF PAKISTANI MARKET

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PHD, PhD in Business Administration

Advisor: Assoc. Prof. Emel Yarimoglu

2019

The main objective of this study was to investigate the various determinants that affect the adoption of social media technology in Pakistan. The present study extended the Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) by adding two new variables, namely, Utilitarian Motivation and Technology Anxiety. The current quantitative study was conducted on university graduate students in five administrative units of Pakistan such as Punjab, Sindh, Balochistan, Khyber Pakhtunkhwa, and Islamabad. CFA and Structured Equation Modeling were used to analyze the results. The results showed that the adoption of social media is positively and significantly influenced by Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, and Habit. In addition, the results showed that the adoption of social media is positively and significantly influenced by two new variables, namely, Utilitarian Motivation and Technology Anxiety. However, the result entailed that Price Value (PV) is not significantly related to the adoption of social media technology in Pakistan. The result further revealed that Habit is stronger than all other factors in predicting the adoption of social media technology in Pakistan. Extending the original UTAUT 2 by testing the impact of two new variables was considered as important contribution to the literature.

Keywords: Social media, Technology acceptance, The Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2), University students, Pakistan.

ÖZ

TÜKETİCİLERİN SOSYAL MEDYAYA YÖNELİK DAVRANIŞSAL NİYETLERİ: PAKİSTAN ÖRNEĞİ

Zargham Ullah Khan

Doktora Tezi, İşletme Doktora Programı

Danışman: Doç. Dr. Emel Yarımoğlu

2019

Bu çalışmanın temel amacı, sosyal medya teknolojisinin Pakistan'da benimsenmesini etkileyen değişkenlerin incelenmesidir. Bu çalışma, Fayda Motivasyonu ve Teknoloji Kaygısı olmak üzere iki yeni değişken ekleyerek Teknoloji Kabul ve Kullanım Birleştirilmiş Modeli 2 (TKKBM 2) genişletmektedir. Alan araştırması, Pakistan'daki beş idari birimdeki, Punjab, Sindh, Balochistan, Khyber Pakhtunkhwa, Islamabad, üniversite öğrencileri üzerinde yürütülmüştür. Sonuçları analiz etmek için doğrulayıcı faktör analizi ve yapısal eşitlik modeli kullanılmıştır. Sonuçlar, sosyal medyanın benimsenmesinin performans beklentisi, çaba beklentisi, sosyal etki, kolaylaştırıcı koşullar, hedonik motivasyon ve alışkanlıktan olumlu ve önemli derecede etkilendiğini göstermektedir. Ek olarak, sonuçlar sosyal medyanın benimsenmesinin "fayda motivasyonu"ve "teknoloji kaygısı" olmak üzere iki yeni değişkenden olumlu ve anlamlı şekilde etkilendiğini göstermektedir. Bunların yanında, "fiyat değeri"nin Pakistan'daki sosyal medya teknolojisinin benimsenmesiyle ilişkili olmadığı ortaya koyulmuştur. Ayrıca, "alışkanlık" değişkeninin, Pakistan'da sosyal medya teknolojisinin benimsenmesini öngörmede diğer tüm faktörlerden daha güçlü olduğu ortaya çıkmıştır. Bu tez, original Teknoloji Kabul ve Kullanım Birleştirilmiş Modeli 2 yi genişleterek ve iki yeni değişkenin etkisini test ederek yazına önemli bir katkı sağlamaktadır.

Anahtar sözcükler: Sosyal medya, teknoloji kabulü, Teknoloji Kabul ve Kullanım Birleştirilmiş Modeli 2 (TKKBM 2), Üniversite öğrencileri, Pakistan

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Zargham Ullah Khan

Izmir, 2019

TEXT OF OATH

I declare and honestly confirm that my study, titled "CONSUMERS' BEHAVIORAL INTENTIONS TOWARD SOCIAL MEDIA: A CASE OF PAKISTANI MARKET" and presented as a PhD Thesis, has been written without applying to any assistance inconsistent with scientific ethics and traditions. I declare, to the best of my knowledge and belief, that all content and ideas drawn directly or indirectly from external sources are indicated in the text and listed in the list of references.

Zargham Ullah Khan

Signature

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INTRODUCTION

The issue of consumers' technology adoption has been studied and discussed in a variety of ways. In the last few decades, researchers have developed many theories to predict the consumers' behavior for adopting the new technology. For example, theory of planned behavior (TPB), theory of reasoned action (TRA), technology acceptance model (TAM), the diffusion of innovation, and the unified theory of acceptance and use of technology (UTAUT), have been applied in many different fields, including management, behavioral sciences, education, and computer sciences, etc.

Change is the only constant is today's environment. Gone are the days when marketers used the traditional ways of promoting. Traditional methods typically included advertising through newspapers, magazines, flyers, radio, and TV. Mahalaxami & Ranjith (2016) described that the digital marketing is the new way of promoting that provides many opportunities for businesses in today's digital world. Digital marketing can be defined as the use of channels in order to reach the target audience. Some of these channels include social media, websites, online search engine advertisements, E-marketing and multimedia advertisement.

Nowadays, the most important aspect of digital marketing is social media. Weinberg (2009) described social media marketing as a new way of marketing. Weinberg explained that social media marketing has given power to individuals to promote their blogs, websites, posts, products, or services through social media channels. Weinberg further explained that with digital marketing, companies could cater to a large number of consumers that was not possible through traditional channels of communication before. In addition, Helm et al. (2013) explained that communicating with customers is more effective when companies use online service methods rather than traditional ways of communication.

Understanding the individual's behavioral intentions when accepting information technology has been considered to be one of the most important topics of the age. UTAUT has been considered one of the best theories to understand the behavioral intentions of employees in the organizational setting. This UTAUT theory explains the behavioral intentions of employees of the organization for using information technology. UTAUT

was constituted with four core variables of intention and use, and up to four moderators of key relationships. UTAUT helps companies understand the behavioral intentions of staff members when a new technology or an information system is introduced to the organizational setting (Venkatesh, Morris, Davis, & Davis, 2003). From the time of inception of this theory in 2003, many authors have applied the same theory in different settings. Since 2003, this model has been applied, reapplied, modified, applied in the organizational setting, non-organizational setting, etc. (Neufeld, Dong, & Higgins, 2007).

UTAUT has been primarily applied in the context of organizational settings. However, this UTAUT theory does not predict consumer behavioral intentions for using technology. For this reason, Venkatesh, Thong, & Xu (2012) introduced UTAUT 2, the theory that explains the behavioral intentions of consumers for using new technology. Three new variables were added into UTAUT model. The new variables include hedonic motivation, price value, and habit.

An emerging market economy is one that is progressing towards a more advanced stage, usually by means of rapid growth and industrialization. These countries experience an expanding role both in the world economy and on the political frontier. In its 2015 World Economic Outlook report, the International Monetary Fund included Pakistan in emerging market economies. Multinational corporations frequently use digital marketing strategies, especially social media, to promote their products and services in the developed countries of the world. According to reports, more than 30 million people in Pakistan use internet. The social media channels such as Facebook, YouTube and Twitter are getting popular in Pakistan as well. According to the Facebook audience insight tool, as of May 2016, approximately 25 million people that use internet were also using Facebook.

Understanding the behavioral intentions of consumers regarding the adoption of social media as a technology is hampered by the limited research in the context of emerging markets. To address this knowledge gap, the research has tried to find the behavioral intentions of consumers in adopting social media as a technology in Pakistan. The present research applied UTAUT 2 by adding two new variables, utilitarian motivation and technology anxiety to the original UTAUT 2. The present research applied this theory in finding a behavioral intention of consumers for adopting social media as a technology in Pakistan.

The present research aimed to observe the attitude of university students in accepting social media technology in Pakistan. In order to find this, the researcher examined the extended UTAUT 2 by adding two new variables, utilitarian motivation and technology anxiety, to the original UTAUT 2 model.

The thesis is organized as follows: Chapter 1 consists of social media marketing in which historical background information and key concepts of social media marketing are explained. Chapter 2 explains the technology acceptance model and the intentions of the consumers in this regard. Also, in this chapter, all the variables which are included in UTAUT 2 and newly added variables have been explained. Chapter 3 consists of research methodology and analyzing results of data.

CHAPTER ONE

SOCIAL MEDIA MARKETING

1.1. The Concept of Social Media Marketing

Social media marketing can be best described as what used to be the perspective of the industrial media paradigm. Traditional communication media which includes radio, television, billboards, flyers, and magazines, are examples of one-way communication. Specifically, a television channel is a large organization that broadcasts contents to its viewers for a price. Advertisers pay the organization for broadcasting their advertisement on the channel because it is beneficial for both. Now, the new internet based social media technology has made it easier for users to create content and most importantly distribute it on their own. This new way allows for the tweet, blog post, or You-tube video to be produced and viewed by billions of users of social media without any cost. (Zarrella, 2009).

Blackshaw & Nazzaro (2004) thoroughly described social media marketing as elements and tools through which a marketer can communicate to customers. Social media marketing has significantly changed from its initial emergence. Blackshaw defined social media as the new source of online information that can easily be created, produced, disseminated, and used by consumers. Consumers could utilize online information to educate each other about the product, service, brand, or personality. Additionally, Chi Hsu Hsien (2011) described social media marketing as a network between consumers and brands, allowing a personal channel and social interaction to foster between them.

Mangold and Faulds (2009) termed social media marketing as a new online word of mouth that includes social networks, blogs, discussion boards, and social networks. Weinberg (2009) described social media marketing as a new way of marketing.

In the current technological era, customers are more powerful than before because they have more knowledge and strength than previous customers. In order to cater to these powerful customers, companies must be available in all forms of social media such as, Facebook, Twitter, blogs, and forums at all times (Gordhamer, 2009).

Due to the shift to "a more powerful consumer", companies have understood the seriousness of digital marketing in developed countries (Parsons, Zeidder & Waitman,

1996). Therefore, the success of a business in the long term depends on the companies' use of digital marketing. Furthermore, companies will have to combine online methods with traditional methods in order to meet their customers' needs.

Moreover, marketers are always keen in knowing the outcome and success of the money which they spend on advertisements. In this regard, advertisements that use digital marketing networks spent substantially less money because of a greater Return on Investment (ROI) as compared to companies that use traditional ways of advertising (Pepelnjak, 2008).

1.2. The Historical Development of Social Media Marketing

The concept of digital marketing originated in 1991. Then, a system called 'Gopher' began for the purpose of search and skepticism. Later on, companies started to increase their presence on websites after the launch of Yahoo in 1994. In 1996, more search engines started their operations. These search engines included Alexa, Hot-Bot, and Look-Smart. Later in 2001, after the burst of the internet, organizations such as Google began to eliminate many small search engines in order to clear ground for other more lucrative search engines. In March of 2006, search engine traffic grew to 6.4 billion searches. In 2007, the use of mobile phones also increased the usage of the internet remarkably. This allowed the public to connect with each other more comfortably by having social media on their mobile phones (Smyth, 2007).

In the 1990s, a number of social media networking sites were formulated. Black-Planet, Asian Avenue, and Six Degrees are only some of the examples of social media networking sites. Many other online social media networking sites where people could interact with each other were available. These networking sites were based on a web of contact model. Similarly, services for blogging such as Blogger were created. Epinions was also launched during the same time. Epinions is a website where consumers can not only read the reviews of other consumers about a particular product, but they can also create a review of any product. Two software applications, Third-Voice & Napster, were also created during the 1990s. Third Voice was a software application that allowed consumers to post comments on webpages. Third Voice was removed from the market soon afterwards in 2001. Proponents for the removal argued that the comments on the webpages were often slanderous or offensive. As for Napster, its software was declared to

violate copyright laws because it allowed users to share music files with each other, ignoring the legal distribution method (Ritholz, et al., 2010)

The year 2000 is considered to be the most prosperous year for social networking sites, as many social networking sites were developed. The development of these social networking sites helped the interaction of individuals and even organizations. These sites helped users interact with each other on the basis of shared interests such as music, education, movies, and friendship. Many social networking sites including Ryze, Six Degrees, and Wikipedia were launched. In 2003, LinkedIn and Myspace were launched. In 2004, one of the most popular social networking sites, Facebook, was initiated. In 2005, other popular social networking sites, such as YouTube and Black Planet, were also introduced (Junco, Heibergert, & Loken, 2010).

1.3. The Changing World of Marketing Communication

Communicating with customers is more effective when companies use online service methods rather than traditional ways of communication (Helm et al., 2013). Cetina, Cristiana & Raduleseu (2012) studied that the involvement of the web, influenced the mental course of consumers and hence increased their online buying decisions.

Noting the importance of the internet in businesses, Yannopoulos (2011) studied that with the passage of time, the internet has become a powerful mean for businesses. He further elaborated that marketing managers will be in a disadvantageous position if they do not implement internet into their business model. The internet has significantly changed the ways of distribution, pricing, promotion, and branding strategies.

Additionally, Mangold and David (2009) analyzed the importance of social media and communication strategies using the same social media. It was found that social media has created many opportunities for multinationals to communicate directly with people about their products and services. This is possible only when managers are completely familiar with the use of communication strategies to engage their customers, therefore, increasing their experience.

Marketers are always keen in knowing the outcome and success for the money which is spent on advertisements. In this regard, advertisements using digital marketing

networks is much cheaper with greater ROI as compared to traditional ways of advertising (Pepelnjak, 2008).

Mort & Prennan (2002) studied the reasons behind expansion of digital marketing. It was concluded that the expansion of digital marketing is due to the speedy growth in technologies and the shift of marketing dynamics. Furthermore, Toe (2005) conducted a study that found that for the sake of achieving specific marketing results, digital marketing tools have been tested by companies to be accurate, useful and effective in Singapore.

With the advent of so many different choices for customers, it seemed difficult for the marketers to build up their brands and increase the sales of their products and services. However, online advertisement is a dynamic promotional tool for creating brands, and for increasing sales of their products and services and thereby achieving companies' objectives (Song, 2011).

Despite the massive growth of media in Pakistan and a population of more than two hundred million, marketers are still using traditional ways of advertising, even though they have access to the internet. Moreover, out of the multinational companies in Pakistan, the ones that are using digital marketing are not using for the purpose of advertising (Mohsin, 2010).

Marketers considered social media as a developing phenomenon to market their products or services. They understood the importance of social media in their marketing communication strategies. They realized that if they want to reach customers, then they should adopt social media strategies in their communication plan (Tanuri, 2010).

Stephen & Galak (2009) elaborated that there are many social media channels available to companies for promoting their products or services. It is extremely important for the companies to use the exact social media channel or combination of different social media channels in their communication strategies.

1.4. Social Media Channels

1.4.1. Facebook

One of the most used social networking websites is Facebook. Facebook was founded in 2004 and is operated privately by Facebook, Inc. With its headquarters situated in California, USA, Facebook has more than fifty national and international offices

situated in different parts of the world. As of June 30, 2018, Facebook has more than 30,000 employees working around the world. Also, as of June 2018, Facebook averages more than 1.47 billion users daily. Additionally, as of June 30, 2018, Facebook has reported 2.23 billion monthly active users (Facebook, 2004).

On average, students use Facebook 30 minutes daily. During this time, students post content in order to disseminate it to their friends. They also view posted content by their peers. It is important to note that university graduates share content with those people with whom they already have offline relationships. Students use Facebook primarily for the purpose of social interaction, especially with those persons with whom the students already have pre-existing relationships (Pempek, Yermolayeva, & Calvert, 2009).

Hutter, Hautz, Dennhardt, & Füller (2013) analyzed that the activities of a consumer's brand on Facebook has a positive impact on the awareness of the brand as well as the decision-making process. If the Facebook page of a particular consumer product has substantial followers, then the word of mouth (WOM) of that consumer product can be easily created. Such word of mouth will create awareness of that product and will also impact the purchase intentions of that consumer product in the minds of the people. If, however, there is a negative word of mouth relating to a particular consumer product, then that would negatively affect the customer's intention to purchase that product. In short, it was concluded that the datebook activities of a particular consumer product have an impact of the consumers' purchase intentions.

Cheung, Chiu, & Lee (2011) analyzed the reasons why students use online social media channels such as Facebook in their daily life. The results revealed that the most important driving force behind using Facebook is for the purpose of making and maintaining social relationships. The research also analyzed that despite widespread online social media and its usage, there is little theory available on this type of communication and networking channel.

Tsimonis & Dimitriadis (2014) examined the reasons why companies create brand pages on social media channels such as Facebook. It was revealed that the basic driving force for the companies creating these brand pages on the social media is to cut the expense for promoting the product, solving customer service issues, competing with the

competitors since they are also present in social media channels, creating word of mouth, and interacting with the fans of that particular brand.

Shen, Zheng, Chow, & Chow (2014) investigated the use of social media channels, particularly Facebook, in order to promote beauty brands. It was found that there was a paradigm shift in the promotion of beauty brands. Multinational companies promote their beauty products through social media channels, particularly Facebook, in order to link actual and potential users.

Ellison, Steinfield, & Lampe (2007) examined that there was a strong correlation between the use of Facebook and social capital. In this regard, it is psychologically better to use Facebook for those people who face low self-esteem and low life satisfaction situations. Social media channels, particularly Facebook, are quite popular for self-promotion and self-expression purposes.

Dijck (2013) analyzed a comparative study between Facebook and LinkedIn in order to understand the reasons behind using these social media channels. It was found that Facebook was primarily used for personal self-promotion whereas LinkedIn was used professional self-promotion. However, the objective of both channels was to create a social relationship with other individuals.

In order to promote a product through Facebook, the marketers need to make appropriate expectations for using Facebook as a tool to promote a product or a service. Facebook is unique in that any product or service advertised on it can become popular overnight. This social media channel is a medium that creates opportunities for marketers to create awareness about their products or services in an exciting way (Treadaway, Chris, & Smith, 2010).

Word of mouth is the fastest way of achieving the marketing objectives using Facebook. The positive news about the product or service can become viral in a short amount of time and can reach millions of users. However, marketers need to pay attention too, as there could also be negative word of mouth about the product or a service that may hurt the company. Therefore, the key principle in this regard is to provide an extraordinary service to the customers so that they can create a positive word of mouth about the product on Facebook (Glassman, 2012).

1.4.2. Twitter

Twitter was launched in 2006 and today it has more than thirty-five offices all over the world (Twitter, 2006). Twitter is a social networking platform which was launched to the public in October 2006 (Williams, 2007). It is a social organizational platform in which an individual can write 140 characters or less within a single post (Murphy, 2008).

Bulearca & Bulearca (2010) aimed to find if Twitter was the medium marketers of Small and Medium Enterprises (SME's) should use in order to formulate their marketing strategies. The results revealed that Twitter should not be the only platform that marketers use to promote their product or service. However, if companies want to influence the public and stay in direct contact with the fans and customers then they should add Twitter to their marketing promotion strategies.

If the brand of a company is creative and they want to create an awareness of their brand to customers, then using social media channels like Facebook and Twitter for the promotion of their brand is very important because shoppers are using social media channels and putting valuable attention on the advertisements being displayed on social media. Therefore, promotion of a product or service through social media is very important (Shankar et al., 2011).

Sinclaire, Jollean & Vogus (2011) observed that the importance of social media channels like Twitter, Facebook, or YouTube induces companies to hire employees who are responsible for taking care of their social media pages. In addition, the users of social media channels are getting feedback on their products/services instantly.

Recently, Twitter has been aggressively used by journalists for news breaking purposes. The foreign correspondents who are stationed outside their home country prefer to break the news using Twitter. In addition, these foreign journalists also try to promote their media house while breaking the news on Twitter (Cozma & Chen, 2013).

Johnson & Yang (2009) analyzed the motives behind using Twitter. Results of the research showed that there was a positive correlation between users of Twitter and information gathering. Meaning Twitter is primarily used for information gathering purposes and not for satisfying the social needs of its users.

1.4.3. LinkedIn

LinkedIn Corporation was founded in 2002 in Sunnyvale, California, USA. In December 2016, Microsoft Corporation acquired LinkedIn corporation. LinkedIn is considered to be the largest professional network website in the world. As of June 2018, it has more than 562 million users worldwide and is present in more than 200 countries throughout the world (LinkedIn, 2002).

Sameen & Cornelius (2013) analyzed the elements of LinkedIn profiles that hiring managers look for at the time of hiring. The results suggested that people are not serious in formulating their profiles on LinkedIn according to the requirements of hiring managers. Also, it was found that on the basis of empirical research, Facebook is the social networking website which is primarily used for social networking whereas LinkedIn is primarily used by professionals. The results further showed that hiring managers while screening potential candidates on LinkedIn see if the candidates are great fit for the organization, their qualification, and skills necessary to perform a particular task.

Carter (2013) explained the benefits of social networking websites and says that marketers nowadays use social media to reach not only millions but billions of users through just the internet. Further, it discussed the advantages of using LinkedIn by marketers for the sake of promoting their products or services. Additionally, it was elaborated that by creating a team of sales and marketing personnel on LinkedIn, the marketers can create awareness of their products/services in social media and thereby increase sales. It emphasized the importance of team work and emitting same message through all social media. It was further discussed that by using the social networking channels like LinkedIn, the marketers can increase the revenue of the company. The bottom line, and the most important aspect for achieving this, is to send the same message using all ways of promotion.

It is pertinent to mention here that LinkedIn is the type of social networking website whose objective is somewhat different than other social networking websites like Facebook. LinkedIn is the social media network that primarily caters to the needs of self-promoting professionals (Ellison, Steinfield, & Lampe, 2007).

1.4.4. Instagram

Instagram is a social networking website which was launched in 2010. Instagram has the objective to allows its users to capture the best moments and share it with their social group. As of June 2018, it has more than 1 billion users all over the world (Instagram, 2010).

Pittman & Reich (2016) found that youth population were the main users of social networking sites and despite their social engagement, as a whole, they still feel loneliness. It was further observed that image based social media sharing like Snapchat and Twitter is helpful in removing the loneliness among youth. On the other hand, it was revealed that social media networks like Twitter are probably creating loneliness among the youth and contributing to depression and dissatisfaction. However, it was found that image sharing platforms like Instagram gives users satisfaction and contentment.

Sheldon & Bryant (2016) studied the use and motives of users behind using Instagram. The results showed that people use Instagram primarily for the sake of presenting themselves in front of others. Also, factors such as creativity and coolness are among important aspects of using Instagram. Further, it was found that there was a positive correlation between 'being self-centered' and using Instagram. Users of Instagram want to track the activities of other users in their social contacts. Additionally, the study further found that people prefer to use Instagram while they are traveling or engaging in activities.

It was analyzed that when women stimulate thinness and attractiveness and compare themselves with other images posted by women as they post their own on Instagram. In this regard, Instagram was found to be quite harmful for those women who compare themselves with others in terms of beauty, clothing, and thinness (Hendrickse et al., 2017).

The images of celebrities and peers on Instagram creates a dissatisfaction for women in terms of their body. When women look at the body images of model and their peers on Instagram, they got depressed and feel dissatisfied about their own bodies (Brown & Tiggemann, 2016).

Photos of individuals shared on Instagram do receive quite a lot of attention from peers and family. Bakhshi, Shamma, & Gilbert (2014) shared by individuals with faces receive more likes and comments than photos without faces. In this regard, we conclude that marketers that advertise their products with faces would most likely receive more attention from audiences than products without faces.

Erkan (2015) observed that there was a current trend that all of the multinational companies wanted to keep themselves available on social media. Social media has given companies an opportunity to communicate with customers all of the time. Instagram gives opportunities to marketers to promote their products or services using pictures or video contents. Photos and videos posted by marketers are viewed by users, giving significant opportunities to companies to boost their business. Furthermore, it was analyzed that not all of the content, whether they are photos or videos, receive the same amount of likes or comments. However, creativity in the content makes the content itself unique and would, most likely, receive more likes and comments from the users and viewers. Additionally, it was found that the beverage sector received more likes and comments as compared to the apparel sector. The reason being that the apparel industry tries to persuade customers through the product-oriented approach whereas the beverage sector tries to promote their products by visuals and videos.

1.5. Past Studies about the Consumers' Intentions on Social Media Marketing

With the advancement of social networking websites, many multinational companies have started to promote their products and services through these social media channels. They started to interact with their customers directly. This direct interaction with the customers increased the trust of users of social networking websites. Building trust ultimately leads to customers' intentions to buy the product. It was further found that perceived usefulness of these websites also played a significant contributory role in creating a buying intention among the users of social networking websites (Hajli, 2014).

Trusov, Bucklin, & Pauwels (2009) observed the relationship between the traditional way of marketing and newly internet based social networking websites marketing. The results showed that marketing through newly evolved internet-based marketing had a significant effect on the purchase intentions of the consumers.

Furthermore, those users who become customers through this way are more loyal and carry a longer relationship with the company.

Shu, Kamal & Kim (2013) analyzed that because of increase in use of social networking websites, many online luxury brands are trying to cater young customers between the age 18 to 35 through social media advertisement. It was further found that young people's social media beliefs effected the purchase intentions of young people on the basis of brand and their social media presence. In other words, social media presence of luxury online brands effects the purchase intentions of the users of social media.

Mikalef, Giannakos & Pateli (2012) investigated the role of social networking websites and the purchase intentions of consumers on the advertisement placed on social media. It was found out that there were not so many theories available to answer this specific question. In this research, it was used the utilitarian motivation and hedonic motivational theory for theoretical background purposes. The results indicated that browsing of websites through social media advertisement. Once customers browse the websites then they most likely make the purchase intentions and also create a word of mouth.

Schivinski & Dabrowski (2016) investigated the impact of social media advertisement on the purchase intentions of the users of social media. In this regard, it took Facebook as a social networking website and made a comparative analysis between the firm generated contents and user generated contents and its impact on the brand equity, brand attitude, and purchase intentions of the consumers. The results showed that user generated contents had a positive influence on brand equity and brand attitude whereas firm generated contents had a positive influence only on brand attitude. Additionally, both brand equity and brand attitude had a positive relationship with purchase intentions of the users of social media.

Wang, Yu, & Wei (2012) found that peer communication through social media websites played an important role in intention to buy a product or service. It was evaluated that people tend to browse website recommended by their peers through social networking websites. Therefore, peer recommendation using the social media websites can also play an important role in buying intentions of customers.

Vries, Gensler & Leeflang (2012) investigated that social media fan pages can play a vital role in buying intentions of the customers. It was found that if there were positive comments on the brand fan page of the product in the social networking websites and there were likes and comments on that page, then as a result, people had positive comments on that brand fan page that directly affected the customers buying intention of that particular brand. Similarly, if there were negative comments and people were talking bad about the brand then that could inversely affect the buying intentions of the customers. It was suggested that in order to get positive comments and feedback from the customers, the company has to share nice stuff about the product or service; share videos, good stories, discounts, and stuff like this on that brand fan page.

Brand loyalty has always been a great concern of a marketers. With the emergence of social networking websites, it has become, somewhat, easier for marketers to create a brand loyalty among the customers of social media. In this regard, Erdogmus & Çiçek (2012) conducted a research in Turkey in order to find the ways to achieve customer loyalty. The results proved that in order to make loyal customers through social media channels, the marketers have to offer popular contents, the contents should be advantageous to the customers. Also, exact same contents should be available and seen in other promotions as well.

CHAPTER TWO

TECHNOLOGY ACCEPTANCE MODEL AND INTENTIONS OF CONSUMERS

2.1. Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) is one of the popular theories in the Information System (IS) because it insists on the intentions to use a system (Pavlov, 2003). Davis and Davis et al. (1989) introduced TAM to explain why users accept or reject IS. TAM is the formulation of adapting the Theory of Reasoned Action (TRA); which was originally developed by Fishbein & Ajzen (1975) and that was used to access and predict the behavioral intentions of the people in a specific situation.

The primary objective of TAM is to predict the basis for looking at the impact of outside factors and variables on the internal norms, intentions, beliefs, systems, and attitudes.

TAM describes that perceived usefulness and perceived ease of use are two basic variables and factors that can explain the use of a system. Together TAM and TRA explain that outside variables affected indirectly. In case of TRA it would influence the subjective norms and attitudes. And in case of TAM it would influence the perceived usefulness and perceived ease of use.

The two variables, namely, behavioral intentions and attitude towards using a technology (ATUT) are quite common to TRA and TAM. Also, Davis and Davis et al. (1989) used Fishbein & Ajzen (1975) guidelines to analyze them. Davis decided to remove variable Subjective Norm because of the reason that Subjective Norms had very little impact on Behavioral Intentions (BI). However, in TAM2, Davis and Venkatesh reviewed on this decision (Venkatesh & Davis, 2000).

2.2. Unified Theory of Acceptance and Use of Technology (UTAUT) and UTAUT 2

Understanding the individual's behavioral intentions of the acceptance of the information technology is considered to be one of the most important topics of the age. UTAUT is considered as one of the best models/theories to understand the behavioral intentions of the employees in the organizational setting. This theory was developed by

considering eight different models/theories. This UTAUT theory explains the behavioral intentions of the employees of the organization for using the information technology. The theories/models that were reviewed by the authors for the sake of making UTAUT includes TAM, TRA, the theory of planned behavior, the motivational model, a model that combined a technology acceptance model and the theory of planned behavior, the innovation diffusion theory, the model of PC utilization, and the social cognitive theory. Reviewing all these theories results' UTAUT. UTAUT was constituted with four core variables of intentions and use and up to four moderators of key relationships. UTAUT help managers to understand the behavioral intentions of the employees when a new technology or an information system is introduced in the organizational setting (Venkatesh, Morris, Davis, & Davis, 2003).

Since the inception of this theory, many authors applied the same theory in different setting. Since 2003, this model has been applied, reapplied, modified, applied in the organizational setting, non-organizational setting, etc. (Neufeld, Dong, & Higgins, 2007).

UTAUT has been primarily applied in the context of organizational settings. However, this UTAUT theory does not predict the consumer behavioral intentions for using the technology. For this reason, Venkatesh, Thong, & Xu (2012) introduced UTAUT 2, the theory that explains the behavioral intentions of the consumers for using the new technology. The authors in this new model added three new variables into UTAUT model. The new variables include Hedonic motivation, Price value, and Habit variables into the original UTAUT model.

There had been many research studies in which the researchers applied UTAUT 2 model/theory into their research studies. Also, the researchers applied UTAUT 2 in different sectors and setting. Likewise, different research studies modified UTAUT 2 and added new variables into original UTAUT 2. Few examples of past studies on this subject include the studies of Rodriguez & Trujillo (2013); Yang (2012); Gaitan , Peral, & Jeronimo (2015); Slade, Williams, & Dwivedi (2013); Raman & Don (2013); Buettner (2016); Oechslein, Fleischmann, & Hess (2014); Lewis, Fretwell, Ryan, & Parham (2013) and Baabdullah, Dwivedi, & Williams (2014).

2.3. Performance Expectancy (PE)

Performance Expectancy is defined by Venkatesh, Morris, Davis, & Davis (2003) in the famous paper where authors introduced UTAUT. Since Original UTAUT was developed in the context of organization setting so the authors defined performance expectancy as the extent where individuals believe that using the systems will favor and help them in the attainment of gains in the performance of a job. Later, Performance Expectancy was defined in the context of consumers setting when Venkatesh, Thong, & Xu (2012) introduced UTAUT 2. The authors in this new paper defined Performance Expectancy as the extent where using the technology will help and favor consumers in the performance of certain activities.

Rahi, Ghani, & Ngah (2019) used the integrating model of UTAUT and E-service quality (E-SQ) in the context of Pakistan in order to find the behavioral intentions of the users in Pakistan for adopting the online banking service in the banking sector. This new integrated model tested performance expectancy, effort expectancy, social influence, facilitation condition, assurance, reliability, customer service, and website design on behavioral intentions of the customers for using the online banking in the context of Pakistan. This integrating model was tested using 398 responses from the customers of the commercial banks. The results of the study revealed that there was a positive significant relationship between performance expectancy and the behavioral intentions of the customers for adopting the online banking services in the context of Pakistan. Further, assurance is the factor that influence the most in determining the behavioral intentions of customers of commercial banks.

Farah, Hasni, & Abbas (2018) investigated the consumers' behavioral intentions of the adoption of mobile banking in the perspective of Pakistan. The researchers tested UTAUT 2 model in order to find the behavioral intentions of the consumers for adopting the mobile banking as a technology. The data was collected from 490 respondents from Pakistan using convenience sampling technique. The results of the analysis revealed that there was a direct positive relationship between performance expectancy and the behavioral intentions of the consumers for adopting the mobile banking as a technology in Pakistan. Additionally, performance expectancy is the second highest factor that contributes to the behavioral intentions of mobile banking users in the context of Pakistan.

The results further revealed that facilitation conditions do not significantly contribute to the adoption of mobile banking among the users in Pakistan.

Gharaibeh & Arshad (2018) investigation to find the behavioral intentions of the users for using the mobile banking services was carried out in the northern part of Jordan. UTAUT 2 model was extended by adding two new variables, namely, mass media, and trust. The data was collected through 579 respondents using the convenience sampling technique. The results of the analysis found out that behavior to use mobile banking services is directly positively influences by performance expectancy, mass media, and the trust. The results further revealed that two newly added variables mass media and trust directly positively affect the behavioral intentions of the users for using the mobile banking services in Jordan.

Sánchez-Torres, Arroyo, Sandoval, & Alza (2018) aimed to find the behavioral intentions of the electronic banking users in Colombia. In this regard the data was collected from 600 online questionnaires. The investigation to find the behavioral intentions of electronic banking users was based on UTAUT 2 model. The variable Trust was added in the original UTAUT 2 model. The results of the study revealed that performance expectancy had a direct positive relationship with the behavioral intentions of the users for using electronic banking in Colombia. The newly added variable Trust had also direct positive relationship with the behavioral intentions of the users for using electronic banking in Colombia.

Sharif & Afshan (2019) revealed that there was no significant positive relationship between performance expectancy and the behavioral intentions of the university students for adopting learning management system as a new technology in the context of Pakistan. The results further suggested that there was a significant positive relationship between Facilitating conditions, Hedonic motivations, and Habit on behavioral intentions of the students for using learning management system as a new technology.

Siyal & Ding (2019) investigated the barriers which are jeopardizing the adoption of mobile banking in Pakistan. The data was collected from the users and non-users of mobile banking from the customers of the top five banks of Pakistan. TAM was used to find the barriers for the adoption of new technology. The results of the analysis revealed

that "lack of awareness", "initial trust", and "perceived risk" were considered as the barriers for the users for adopting mobile banking technology in the context of Pakistan.

Alalwan, Dwivedi, Rana, & Algharabat (2018) examined the factors that influenced the Jordanian customers for adopting and using internet banking. Extended UTAUT 2 model was used to know the behavioral intentions of the Jordanian customers for finding the behavioral intentions of the customers for using internet banking. The factor "Perceived risk" was added to the original UTAUT 2 model in the research. The analysis of the data revealed that there was a direct positive relationship between performance expectancy and the behavioral intentions of the customers for using and adopting internet banking in the context of Jordan. Further, the results suggested that there was no significant positive relationship between social influence and behavioral intentions. The results further suggested that the newly added variable Perceived risk has a significant negative relationship with the behavioral intentions for adopting the using internet banking.

Rodriguez & Trujillo (2013) found that there was a positive direct relationship between performance expectancy in the use of airlines website e-commerce and online purchase intentions. A questionnaire was originally created using the UTAUT 2 items and modified according to the local setting and industry. After that the questionnaire was translated into Spanish. The questionnaire was filled up by the travelers in Spain who used Airline company websites for the sake of buying a ticket. The result was analyzed through Structured Equation Modeling (SEM) using AMOS version 20.0.

Yang (2012) investigated the UTAUT 2 model in the perspective of adoption of mobile learning among university undergraduate students in China. The authors extended UTAUT 2 in the new context, that is, mobile learning. The data was collected from the undergraduate students of a national university in eastern China. The questionnaires were collected through web-based surveys. The results of the analysis revealed that there was a direct positive relationship between the performance expectancy and the intentions of the undergraduate students for adopting mobile learning.

Gaitan, Peral, & Jeronimo (2015) analyzed the application of UTAUT 2 in the internet banking industry. He investigated the behavioral intentions of the elderly to use

internet banking using UTAUT 2. The data was collected by 415 elders. The results of the analysis show that there was a significant positive relationship between the performance expectancy and behavioral intentions of elders to use internet banking. From the result, we can infer that using internet banking helps elders to perform certain activities and tasks.

Slade, Williams, & Dwivedi (2013) investigated the extension of UTAUT 2 to the mobile internet in the context of the healthcare sector. The primary data was collected through qualitative data collection techniques in which the authors interviewed various designated focus groups. Semi-structured interview techniques were used for this purpose. The results of the analysis revealed that there was a positive relationship with the performance expectancy and the intentions of the users to use mobile phones in the context of the healthcare sector. Meaning that using the mobile internet in the field of healthcare helps people to perform activities and tasks using the mobile internet in the contact pop healthcare sector.

Raman & Don (2013) using the application of UTAUT 2 investigated the intentions to accept the online e-learning portal known as learning management system among the students of the university. The results of the data revealed that there was a positive relationship between performance expectancy and the behavioral intentions of the students in using this electronic software. That would mean that using this e-software for student's educational purposes helped them perform various tasks and assignments and the same is enhanced using this tool.

Buettner (2016) investigated the extension of UTAUT 2 in the context of job seekers using career-oriented social networking sites. In this regard, the data was collected from 523 people from online based survey. The result of the data revealed that there was a positive relationship between performance expectancy and the intentions of a job seekers to use social networking sites for the sake of searching for a job.

Oechslein, Fleischmann, & Hess (2014) investigated the application of UTAUT 2. The objectives were to find the behavioral intentions of the users by incorporating the social recommender feature into performance expectancy in the context of personalized news. The result of the research revealed that there was a positive relationship between

performance expectancy and the behavioral intentions of the users for using the social recommender feature in the context of news in user's social network.

Lewis, Fretwell, Ryan, & Parham (2013) applied UTAUT 2 model in the context of teachers using the emerging and modern ways of delivering lectures in the classrooms. The data was collected from 46 instructors of the USA who instruct higher education classes face to face. The results of the research revealed that there was a positive relationship between the performance expectancy and the intentions of the instructors for using emerging and developed techniques in their classroom lectures. In simple words, using of modern ways of delivering lectures in the higher education level classes enhances the job performance of the instructors.

Baabdullah, Dwivedi, & Williams (2014) examined the intentions of Mobile-Internet and Mobile-Government among the users in Saudi Arabia. The researchers did a literature review and found out that there have been more than 287 researches that have been taken place in the world on the mobile data service. The authors reviewed 56 studies for this study. In addition, there had been many theories that has been used to find the behavioral intention of the users for using mobile internet technology which include TAM, TRA, TPB, DTPB, UTAUT, and UTAUT 2. However, the variables of UTAUT 2 have been proved to be the most realistic predictors of the behavioral intentions of the users in the mobile internet service. Furthermore, performance expectancy proved to have a positive relationship with the intentions of mobile internet users.

The present research aims to find the intentions of the consumers for using the social media channels in Pakistan. Based on the previous studies on UTAUT 2, the first hypothesis for the present research can be developed as:

H1: Performance Expectancy (PE) will have a positive influence on Behavioral Intention (BI) of the consumers for using social media.

2.4. Effort Expectancy (EE)

Effort Expectancy is first defined by Venkatesh, Morris, Davis, & Davis (2003) in the famous paper where authors introduced UTAUT. Since original UTAUT was developed in the context of organizational settings. The authors defined effort expectancy as the extent of comfort which is related with the use of system. Later, Effort Expectancy

was defined in the context of consumers setting when Venkatesh, Thong, & Xu (2012) introduced UTAUT 2. The authors in this paper defined Effort Expectancy as the extent of comfort related with the consumers of using the technology.

Merhi, Hone, & Tarhini (2019) aimed to find the factors that influence or hinders the adoption and use of mobile banking services in the cross-cultural study. The data was collected from the users of mobile banking who were either from Lebanon or England. Extended UTAUT 2 model was used in the study. Three new variables perceived security, perceived trust, and perceived privacy were used in the study. The results of the analysis revealed that behavioral intentions to use mobile banking was influenced by effort expectancy in England but did not influence in Lebanon. Further, the study revealed that behavioral intentions to use the mobile banking was influenced by perceived risk, perceived privacy, and perceived trust both in Lebanon and in England.

Arian, Hussain, Rizvi, & Vighio (2019) investigated the factors that influence the usage of smartphones as a tool in higher education in the context of developing country Pakistan. Extended UTAUT 2 model was used to find the factors that influence the same. The UTAUT 2 base model was extended by adding the factors ubiquity, information quality, system quality, appearance quality, and satisfaction. The results of the analysis revealed that there was no significant relationship between effort expectancy and the behavioral intentions for using smartphones as a tool in higher education. Further, the results revealed that all the newly added variables significantly influence the behavioral intentions of the users for learning smartphone as a tool for higher education in Pakistan.

Alasmari & Zhang (2019) investigated the factors that influence the acceptability of mobile learning technology in higher education in Saudi Arabia. Extended UTAUT model was applied in the study. The additional variables in the base UTAUT model included Mobile Learning Technology Characteristics, and Self-Management of Mobile Learning. The results of the study revealed that effort expectancy had a direct positive relationship with the behavioral intentions of the users of mobile learning technology in the context of Saudi Arabia. The newly added variable Mobile Learning Technology Characteristics predicted the behavioral intentions of the users for using mobile learning as a technology. However, the variable self-management of mobile learning and

facilitating conditions did not significantly influence the behavioral intentions of the users for using mobile learning technology in higher education.

Moorthy et al. (2018) aimed to find the factors that affect the behavioral intentions of the undergraduate students for using the digital library in the private sector universities in Malaysia. The UTAUT 2 model was combined with Information System Success Model (ISSM). This newly proposed framework enhanced the fitness of UTAUT 2 model. The results of the study revealed that there was no significant relationship between effort expectancy and the behavioral intentions of the undergraduates for adopting digital library among the private sector universities in Malaysia.

Rahman, Alam, & Taghizadeh (2019) aimed to examine the factors that influence UTAUT 2 model on the subjective well-being of the micro-entrepreneurs in Bangladesh. The study answered whether mobile financial services ensure the subjective well-being of micro entrepreneurs. The results revealed that effort expectancy influenced the behavioral intentions for accepting and using mobile financial services. Furthermore, the analysis of the data predicted that price value influenced the most in finding the behavioral intentions for using and accepting the mobile financial services.

Kraljic & Pestek (2016) explored behavioral intentions of the users for adopting the mobile internet in the developing country. An extended UTAUT 2 model was used in the study. Quality of Technology which is represented by four variables was added to the original base model UTAUT 2. The results of the analysis suggested that was a direct positive relationship between effort expectancy and behavioral intentions of the users for adopting mobile internet. Furthermore, all the variables of newly added factor quality of technology had direct significant relationship with the behavioral intentions of the users for adopting mobile internet.

Slade, Williams, & Dwivedi (2013) investigated the extension of UTAUT 2 in the mobile internet in the context of healthcare sector. The primary data was collected through qualitative data collection techniques in which the authors interviewed various designated focus group. The results of the analysis revealed that there was a positive relationship with the effort expectancy and the intentions of the users to use mobile phones in the healthcare

sector. Meaning that providing the ease of using the system would significantly help healthcare consumers intentions to use mobile internet.

Raman & Don (2013) explored that there was a significant positive relationship between effort expectancy and the behavioral intentions of the students in using electronic software known as learning management system. That would mean that ease of using this e-software for student's educational purposes would help them use this new technology.

Buettner (2016) analyzed that there was no significant relationship between effort expectancy and the intentions of a job seeker to use social networking sites for searching for a job. Therefore, ease of using this system does not significantly attract job seeker's intention to use the system.

Oechslein, Fleischmann, & Hess (2014) investigated the application of UTAUT 2. The objectives were to find the behavioral intentions of the users by incorporating the social recommender feature into performance expectancy in the context of personalized news. The result of the research revealed that there was a positive relationship between effort expectancy and the behavioral intentions of the users for using social recommender feature in the context of news in user's social network. This would mean that ease of using recommender system would help users use the system while using social networks.

Lewis, Fretwell, Ryan, & Parham (2013) applied UTAUT 2 model in the context of teachers using the emerging and modern ways of delivering lectures in the classrooms. The data was collected from 46 instructors of the USA who instruct higher education classes face to face. The results of the research revealed that there was no direct relationship between the effort expectancy and the intentions of the instructors for using emerging and developed techniques in their classroom lectures. In simple words, ease of using modern ways of delivering lectures in the higher education level classes does not attract instructors using modern ways of lecturing in the classroom environment.

The present research aims to find the intentions of the consumers for using the social media channels in Pakistan. Based on the previous studies on UTAUT 2, the next hypothesis for the present research can be developed as:

H2: Effort Expectancy (EE) will have a positive influence on Behavioral Intention (BI) of the consumers for using social media.

2.5. Social Influence (SI)

Social Influence is defined by Venkatesh, Morris, Davis, & Davis (2003) in the famous paper where authors introduced UTAUT. Since this UTAUT was developed in the context of organization setting, so the authors defined social influence as the extent where individuals perceive that important others would believe that the individuals should use the system. Later, Social Influence was defined in the context of consumers setting when Venkatesh, Thong, & Xu (2012) introduced UTAUT 2. The authors in this new paper defined Social Influence as the extent where consumers would perceive that important others (family, friends, colleagues) believe that they should use a particular technology.

Baabdullah, Dwivedi, & Williams (2014) examined the intentions of Mobile-Internet and Mobile-Government among the users in Saudi Arabia. They did a literature review of 56 studies and found out that there had been more than 287 researches that took place in the world on mobile data service. In addition, there have been many theories that used to find the behavioral intention of the users for using mobile internet technology which include TAM, TRA, TPB, DTPB, UTAUT, and UTAUT 2. However, the variables of UTAUT 2 have proved to be the most realistic predictors of the behavioral intentions of the users in the mobile internet service. Additionally, social influence proved to have a positive relationship with the intentions of mobile internet users.

Brohi et al. (2017) proposed a framework that has the base model UTAUT 2 with some external variables, including risk, personal innovativeness in IT, NFC payment knowledge, and compatibility. Social influence had a direct positive relationship with the behavioral intentions for using NFC as a new technology in the perspective if a developing economy like Pakistan

Masri & Tarhini (2017) aimed to find the factors that enable or hinder the adoption of electronic learning systems in Qatar and USA. The data was collected through online survey from the students of both the countries. The modified UTAUT 2 model was used as the base model. The external variable Trust was added to the original UTAUT 2 model. The results of the analysis revealed that there was a direct positive relationship between social influence and behavioral intentions for using electronic learning systems in the developing country Qatar but there was no significant relationship between social influence and behavioral intentions for using the electronic learning system in the

developed country USA. This would imply that the decision of students to adopt the system is influenced by other colleagues, friends and family members.

Nandwani & Khan (2016) carried out to see the factors that influence the teachers for using technology in higher education in Pakistan. Modified UTAUT was used as a model for the same purpose. The analysis of the data revealed that there was a direct positive relationship between social influence and behavioral intentions for using the technology in higher education in Pakistan. The result would imply that teacher's decision to use a technology is influenced by their peers, colleagues, friends, and co-workers.

Arian, Hussain, Vighio, & Rizvi (2018) investigated to find the factors that influence the adoption and acceptance of mobile learning by the students of higher education in Pakistan. The modified UTAUT 2 model was used to see the results. The analysis of the data revealed that there was no significant relationship between social influence and behavioral intentions of the students for adopting and using mobile learning in the context of higher education. Meaning that adopting and accepting mobile learning in the context of higher education by the students is not influenced by their friends, family members, relatives, or peers.

Megadewandanu, Suyoto, & Pranowo (2016) aimed at exploring the factors that influence the adoption and use of mobile wallet for transferring money from one person to another person. UTAUT 2 model was used to find the behavioral intentions. The analysis of the data revealed that there was a strong direct positive relationship between social influence and behavioral intentions for adopting the mobile wallet for making a payment.

The present research aims to find the intentions of the consumers for using the social media channels in Pakistan. Based on the previous studies on UTAUT 2, the next hypothesis for the present research can be developed as:

H3: Social Influence (SI) will have a positive influence on Behavioral Intention (BI) of the consumers for using social media.

2.6. Facilitating Conditions (FC)

Facilitating Conditions is defined by Venkatesh, Morris, Davis, & Davis (2003) in the famous paper where authors introduced UTAUT. Facilitating conditions was

originally defined in the context of organizational settings "as the extent where individuals believe that technical and organizational infrastructure exists to support the system". Later, Facilitating Conditions is defined in the context of consumers setting when Venkatesh, Thong, & Xu (2012) introduced UTAUT 2. The authors in this new paper defined facilitating conditions as where consumers perceive that resources and support is available to support a behavior.

Yuan, Ma, Kanthawala, & Peng (2015) aimed to find the factors that influence the adoption and use of health and fitness app. The modified UTAUT 2 model was used for the same purpose. The results of the analysis revealed that there was a direct positive relationship between facilitating conditions and behavioral intentions of the consumers for adopting and using health and fitness app in their daily life. That would imply that the consumers believed that there exists proper support and resources to use the health and fitness app.

Kang, Liew, Lim, & Lee (2014) aimed to find the factors that influence the university students for adopting and using mobile learning (m-learning) in their studies in the context of Korean universities. UTAUT 2 model was used for the same purpose. The results of the analysis revealed that there was a significant positive relationship between facilitating conditions and the behavioral intentions of the students for using mobile learning in their studies. Meaning that there are proper guidelines and support available for the students using mobile learning in their studies. Furthermore, the analysis revealed that 45% variation in the behavioral intentions of the students using mobile learning is caused by the factors of UTAUT 2.

Herrero, Martin, Garcia, & Salmones (2017) aimed to find the factors that users of social networking sites consider before sharing them online. The modified UTAUT 2 model was used for the same purpose. Instead of "price value" in the original UTAUT 2 "privacy concerns" was used as a substitution. The results of the analysis revealed that there was no significant relationship between facilitating conditions and behavioral intentions and use of the users of social networking sites for sharing their content online. Further, the substituted variable "privacy concerns" did not have a significant relationship with behavioral intentions of the users for sharing the material online in the social networking sites.

Morosan & DeFranco (2015) aimed to find the factors that influence the adoption and use of Near Field Communication-Mobile Payment (NFC-MP) technology by the USA consumers. UTAUT 2 was the model which was used for the same purpose. The results of the analysis revealed that there was a significant direct relationship between facilitating conditions and behavioral intentions of the users for using NFC-MP in making the payments. Also, the study found out that performance expectancy has the highest predictor value among all the other variables of UTAUT 2.

Tak & Panwar (2017) investigated the factors that influence the consumers for adopting and using mobile-apps for shopping in the context of India. UTAUT 2 model was used to find the same thing. The results suggested that there was a direct significant relationship between facilitating conditions and behavioral intentions for adopting and using the mobile-apps for shopping. In addition, Hedonic motivation and habit were the strongest predictors of the behavioral intentions of the consumers for using mobile apps for shopping in the context of India.

Khan, Hameed, & Khan (2017) found the factors that influence the consumers for adopting and using online banking in the context of a developing economy. Modified UTAUT 2 model was used in this regard. The completed base model UTAUT 2 moderated by cultural factors was used for finding the behavioral and usage intentions. The analysis of the data revealed that there was a direct significant relationship between facilitating conditions and the behavioral intentions of the users for adopting and using online banking services in emerging country's economies.

The present research aims to find the intentions of the consumers for using the social media channels in Pakistan. Based on the previous studies on UTAUT 2 as discussed above, the next hypothesis for the present research can be developed as:

H4: Facilitating Conditions (FC) will have a positive influence on Behavioral Intention (BI) of the consumers for using social media.

2.7. Hedonic Motivation (HM)

The hedonic motivation is defined as fun, pleasure, and entertainment associated with using a technology (Brown and Venkatesh, 2005).

Nasir, Ali, & Leong (2015) aimed to find the factors that influence the adoption and usage of lecture capture system (LCS)- Rewind. The modified UTAUT 2 model was used for finding the adoption and usage. The research was carried out among the university students in private universities in Malaysia. The results of the analysis revealed that there was a significant positive relationship between hedonic motivation and behavioral intentions of the students for using the lecture capture system in their higher education. This would imply that the students would most likely use the new technology if they found that using the technology would be fun, entertaining, and pleasurable.

Baptista & Oliveira (2015) carried out research in order to find the behavioral intentions and usage of mobile banking services to the users in African countries. UTAUT 2 model was combined with the Hofstede cultural aspects. The results of the analysis revealed that there was a significant positive relationship between hedonic motivation and the behavioral intentions of the users for using the mobile banking services. This means that users of mobile banking would most likely use the services if they found it interesting, fun, and pleasurable.

Bere & Aaron (2014) investigated the elements and factors that influence the adoption and usage of mobile learning using WhatsApp. The study was conducted among the university students in South Africa. Modified UTAUT model was used to test the results. The base UTAUT model was added with the variable hedonic motivation, and student-centric learning. The analysis of the data found that there was a significant positive relationship between hedonic motivation, and the behavioral intentions of the university students for adopting and using mobile learning through WhatsApp in the context of South Africa.

Ain, Kaur, & Waheed (2015) aimed to find the factors that influence learning management system in the context of university students in Malaysia. The modified UTAUT 2 model was used for the same purpose. Learning value construct was integrated with UTAUT 2. The analysis of the data found that there was no significant relationship between hedonic motivation and the behavioral intentions of the user for adopting and using learning management system in university. Similarly, Yang (2012) found that there was a direct positive relationship between hedonic motivation and the behavioral intentions of the users for adopting and using mobile learning.

In addition, Raman & Don (2013) found that there was a significant positive relationship between hedonic motivation and the behavioral intentions of the users for adopting and using the learning management system.

Oliveira, Faria, Thomas, & Popovic (2014) aimed to find the factors that influenced the adoption and usage of social recommender system. Modified UTAUT 2 model was used for the same purpose, and the base model UTAUT 2 was integrated with Initial Trust Model (ITM). The results of the analysis revealed that there was a significant positive relationship between hedonic motivation and behavioral intentions for adopting and using the social recommender system.

The present research aims to find the intentions of the consumers for using the social media channels in Pakistan. Based on the previous studies on UTAUT 2 as discussed above, the next hypothesis for the present research can be developed as:

H5: Hedonic Motivation (HM) will have a positive influence on Behavioral Intention (BI) of the consumers for using social media.

2.8. Price Value (PV)

One of the main differences between UTAUT and UTAUT 2 is the monetary cost associated with the use of the system. Whereas, in the UTAUT model, in the organizational setting, there is not any cost that employees have to pay for using the system, however, in the consumer setting, the consumers have to bear the cost of using the system. Therefore, in the consumer setting, price value can play a significant role in the use of the system. The price value would be positive when the benefits that the consumers get for using the system is more than the cost associated with using the system. And ultimately that price value would have a positive effect on the behavioral intentions of using the system. Hence price value could be used as a predictor for behavioral intentions of the consumers using the system (Venkatesh, Morris, Davis, & Davis, 2003).

Deng, Mo, & Liu (2014) aimed to find the factors that influence the adoption and usage of customized mobile health care service to the users. Theory of planned behavior, value attitude behavior model, and four aging characteristics were used as a model in the study. The results of the analysis revealed that there was a significant positive relationship between perceived price value and the behavioral intentions of the old-aged users for using

the mobile health service. Similarly, Rodriguez & Trujillo, (2013) found that there was a positive direct relationship between price value in the use of airlines website ecommerce and online purchase intentions.

There was a significant direct positive relationship between price value and the behavioral intentions of elders to use internet banking. From the result, we can infer that the analysis of benefits versus cost, plays a significant role in elders using the internet banking system (Gaitan, Peral, & Jeronimo, 2015).

Escobar & Carvajal (2014) aimed to find the factors that influence the users to purchase air ticket from the low-cost carrier. Extended UTAUT model was used for the same purpose. The results of the analysis revealed that there was a significant positive relationship between price value and the behavioral intentions of the ticket buyers for buying the tickets from the low-cost carriers.

Slade, Williams, & Dwivedi (2013) investigated and found that there was a direct positive relationship between the price value and the intentions of the users to use mobile phones in the context of the healthcare sector. Meaning that using the mobile internet in the field of healthcare would be dependent on the benefits and the cost associated with the system. Consumers would most likely use the system if they perceive that the benefits of using the system is greater than the cost associated with the use of the system.

Pitchayadejanant (2011) aimed to find the factors that influence people to use smartphones. The analysis of the data reflected that there was a direct significant relationship between price value and the behavioral intentions of the users of smartphones in Thailand.

Yee & Chong (2013) aimed to find the factors that contribute to travelers adopting and using location based social media services while they are travelling. Here, UTAUT 2 model was integrated with user's mobile internet experience and the information adoption model. The results of the analysis revealed that there was a significant direct positive relationship between price value and the behavioral intentions of the travelers adopting and using location based social media services.

Buettner (2016) concluded that there was no positive significant relationship between price value and the intentions of a job seekers to use social networking sites for

the sake of searching for a job. Meaning that job seekers are less interested in benefits versus cost analysis when it comes to making the intentions for using career oriented social networking sites.

The present research aims to find the intentions of the consumers for using the social media channels in Pakistan. Based on the previous studies on UTAUT 2 as discussed above, the next hypothesis for the present research can be developed as:

H6: Price Value (PV) will have a positive influence on Behavioral Intention (BI) of the consumers for using social media.

2.9 Habit (HT)

In simple words, habit has been defined as a concept in which people perform different functions automatically because of prior learning (Limayem et al., 2007). Likewise, Kim at al. (2005) defined habit similar to automaticity. There is quite a lot of empirical evidence available in literature that would suggest that habit would predict the behavioral intentions of using technology.

Nikou & Bouwman (2014) studied to find the Chinese users' behavioral intentions for using social media networks on their smartphones. The result of the analysis showed that there was a significant positive relationship between price value and behavioral intentions using the social media networking channels through smartphones.

Venkatesh, Morris, Davis, & Davis (2003) suggested that the future researcher should add habit to UTAUT in order to see whether the explanatory value of UTAUT would increase or not. Pahnila, Siponen, & Zheng (2011) aimed to find the factors that influence the use of information system in China. Modified UTAUT was used by adding habit to the base model. The analysis of the data revealed that habit had a direct significant relationship with the behavioral intentions of the users for adopting and using the information system. Furthermore, the explanatory value of the model increased by adding habit in the base model UTAUT.

Huang & Kao (2015) aimed to explore the behavioral intentions of the adoption and usage of phablets by users in their daily life. UTAUT 2 model was used in the study. The results of the analysis revealed that there was a significant direct relationship between

habit and the behavioral intentions for adopting and using phablets as a substitute to PC, tablet, and smartphones.

There was a positive significant relationship between the habit and behavioral intentions of elders using internet banking. From the result, we can infer that prior learning of the technology would help elders use the internet banking technology (Gaitan, Peral, & Jeronimo, 2015).

There was no positive significant relationship between habit and the behavioral intentions of students in using this electronic software. That would mean that previous learning of this e-software for student's educational purposes does not significantly help them use the system (Raman & Don, 2013).

Buettner (2016) studied and found that there was a positive relationship between habit and behavioral intentions of job seekers to use social networking sites to search for a job. As a result, previous learning of job seekers helps them make behavioral intentions of using career oriented social networking sites.

There was a positive relationship between habit and the intentions of the instructors for using emerging and developed techniques in their classroom lectures. In other words, previous learning of the system would help instructor's intentions to use this new system in the classroom environment (Lewis, Fretwell, Ryan, & Parham, 2013).

The researcher in this research aims to find the intentions of the consumers for using the social media channels in Pakistan. Based on the previous studies on UTAUT 2, the next hypothesis for the present research can be developed as:

H7: Habit (HT) will have a positive influence on Behavioral Intention (BI) of the consumers for using social media.

2.10 Technology Anxiety (TA)

Technology anxiety or simply speaking anxiety is a natural reaction that comes from performing a behavior. This can also be termed as emotional reactions or evoking anxiousness of an individual (Compeau & Higgins, 1995). Technology anxiety can also be described as a concept in which an individual experiences anxiety whenever he takes a decision of using some innovative technology, for example, computer technology (Igbaria & Parasuraman, 1989).

In light of Doronina (1995), technology anxiety can easily lead to negative comments against technology, can reduce time spent with new innovative technology, and even sidestepping the place of that technology in order to avoid using it where they are located.

Meuter, Ostrom, Bitner, & Roundtree (2003) aimed to find the usage pattern, benefits, and intentions to use self-services technologies in the consumers' context. The results of the study proved that there was a significant relationship between technology anxiety and the intentions to use self-services technologies (SSTs) from the perspective of consumers.

Yang & Forney (2013) applied technology anxiety as a moderator between the causal relationship of the determinants of adoption of mobile online shopping in the unified theory of acceptance and use of technology. The results of the analysis showed that there was a stronger relationship between the determinants of UTAUT 2 model if there was less technology anxiety, and relationship between the determinants UTAUT 2 model would be strong if there was more technology anxiety.

There would be anxiety if the consumers were doing some kind of transactions, for example monetary transaction or even gathering information about monetary transactions by using new technology (Hourahine & Howard, 2004).

Kleijnen, Ruyter, & Wetzels (2004) found that new technology, such as mobile phone transaction, depends on whether consumers perceive it as a high risk or not. Also, anxiety would be high if consumers are sharing personalized information and data on a new technology, for matter of privacy and securities issues. Thus, the consumers anxiety could create negative affect on adopting the mobile shopping method. Therefore, anxiety could be the important factor for determining the adoption of new technology. In addition, anxiety in the consumers for using new technology would be the result of lack of facilitating conditions.

Maican, Cazan, Lixandroiu, & Dovleav (2019) aimed to find the perceptions and attitudes of instructors, teachers, researchers on adopting and using collaborative and communication based online application for improving the methodology in the context of higher education in Romania. The results of the analysis revealed that the adoption and

usage of online collaborative and communication-based applications was mainly dependent on technology anxiety and self-efficacy.

Saade & Kira (2009) aimed to find the impact of computer anxiety and self-efficacy when using a computer and completing computer tasks. The results of the study were gathered using the learning management system, and the analysis revealed that "computer self-efficacy played a significant role in mediating the impact of anxiety on perceived ease of use".

Vannucci, Flannery, & Ohannessian (2017) investigated the relationship between the time spent on social media and anxiety related to using social media among young adults. The analysis of the data revealed that more time spent on social media would account for a greater amount of anxiety among youth.

Deng, Mo, & Liu (2014) investigated the factors that influence the elderly Chinese population for using mobile health services. The results of the analysis found that behavior intentions and use of new technology, that is mobile health service among older Chinese population, is greatly influenced by technology anxiety

Tung & Chang (2007) investigated teenage boys' and girls' behavioral intentions and use of online learning courses. The results of the analysis indicated that the behavioral intentions and use by young boys and girls of online learning courses is greatly and negatively affected by technology anxiety.

Alenezi, Karim, & Veloo (2010) aimed to find the factors that influence the behavioral intentions and use of university students of higher education in getting the education through E-learning. The modified TAM model was used for finding the same. The results of the analysis revealed that the behavioral intentions of university students for using E-learning in higher education had been directly influenced by technological anxiety, self-efficacy, and enjoyment.

Hassan & Ahmed (2010) aimed to find the factors that influenced the adoption and usage of various computer related applications including computer related information systems. The results of the analysis revealed that there was a direct relationship of technological anxiety on the behavioral intentions and usage of various computer related applications, including information system.

Anxiety occurs from not being able to manage the new technology and also by lacking self-confidence for managing and using the technology. That is why it can be presumed that technology anxiety should influence the behavioral intentions of the users for adopting and using the technology. From all the previous research, it is clear that there was a direct relationship between technology anxiety and the behavioral intentions of users for adopting and using the new technology.

It intends in the present research to find the intentions of the consumers for using the social media channels in Pakistan. The researcher apart from the actual variables proposed by the researcher in UTAUT 2 model; proposes some additional variables to see if they also contribute significantly to the behavioral intentions of the users of the technology. In this respect, the next hypothesis for the present research can be developed as:

H8: Technology Anxiety (TA) will have a positive influence on Behavioral Intention (BI) of the consumers for using social media.

2.11 Utilitarian Motivation (UM)

The term utilitarian motivation that we have used here is different from most of the early researchers of the time who used this term. There meaning of the term utilitarian motivation was quite similar to the meaning of hedonism. For example, according to Jerremy Bentham, utilitarianism is quite similar to hedonism. Bentham's notion of utilitarianism is defined as the kind of behavior as to achieve instant pleasure and avoid immediate pain (Vaughan, 1982). Similarly, Engel et al. (1993) explained consumer behavior as the behavior related to the tasks and rationale. Utilitarian motivation could have a significant relationship with the behavioral intentions for using the technology.

To, Liao, & Lin (2007) aimed to find the factors that influence consumers to make purchase intentions using internet medium. The study examined both hedonic and utilitarian perspectives. The results of the analysis showed that consumers made their search and purchase intentions using utilitarian motivation

Mikalef, Giannakos, & Pateli (2012) explored the hedonic and utilitarian aspects of the consumers in context of social media. The results of the analysis suggested that utilitarian and hedonic motivations had an impact in creating an intention to purchase a

product, and ultimately buy the product, which in turn increases the revenue of the company.

Social media has been used by the companies for creating and retaining long term relationship with their employees. Also, social media is being used for work-purposes among the employees of the companies. Leftheriotis & Giannakos (2014) aimed to explore the impact of social media on work-purposes among colleagues of insurance industry. The results of the analysis confirmed that social media, with regard for work-purposes, both hedonic and utilitarian values influence employees to use social media in their work.

Again, the present research aims to find the intentions of the consumers for using the social media channels in Pakistan. The researcher apart from the actual variables proposed by the researcher in UTAUT 2 model proposes some additional variables and sees if they also contribute significantly to the behavioral intentions for using the technology. In this regard, the next hypothesis for the present research can be developed as:

H9: Utilitarian Motivation (UM) will have a positive influence on Behavioral Intention (BI) of the consumers for using social media.

2.12 Behavioral Intention (BI)

The previous studies have found that there was a strong direct relationship between behavioral intention and the actual usage; thereby behavioral intentions predict actual behavior (Pickett et al., 2012). The actual behavior of an individual regarding engaging itself in a particular aspect can be assessed with the help of behavioral intentions.

There was a positive direct relationship between behavioral intentions in the use of airlines website e-commerce and online purchases. That is to say that those users who intend to purchase, eventually purchase the tickets (Rodriguez & Trujillo, 2013)

Gaitan, Peral, & Jeronimo (2015) investigated the behavioral intentions of the elderly to use internet banking using UTAUT 2. The results of the analysis showed that there was a positive relationship between behavioral intentions and actually adopting internet banking. From the result, we can infer that those elders who intend to use internet banking would ultimately use internet banking.

There was a positive relationship between the behavioral intentions and the use of mobile phones in the context of the healthcare sector. Meaning that those who intend to use mobile internet in the healthcare sector would ultimately use mobile internet (Slade, Williams, & Dwivedi, 2013).

There was a positive relationship between behavioral intentions and actual usage of the customers for using the internet banking in Jordan (Alalwan, Dwivedi, Rana, & Algharabat, 2018).

There was a direct positive relationship between behavioral intentions and usage of the students in using electronic software. That would mean that those students who make their intentions to use this e-software eventually use the software (Raman & Don, 2013).

There was a direct positive relationship between behavioral intentions and the usage intensity of a job seekers to use social networking sites for the sake of searching for a job. This would imply that job seekers who intend to use social networking sites for job searches actually use these social networking sites for the same purpose (Buettner, 2016).

There was a positive relationship between the behavioral intentions and actual usage of the instructors for using emerging and developed techniques in their classroom lectures. In simple words instructors who make their intentions to use these techniques ultimately use them in the classrooms (Lewis, Fretwell, Ryan, & Parham, 2013).

The present research aims to find the intentions of the consumers for using the social media channels in Pakistan. Based on the previous studies on UTAUT 2, the next hypothesis for the present research can be developed as:

H10: Behavioral Intentions (BI) will have a positive influence on Actual Usage (AU) of the consumers for using social media.

2.13 Actual Usage (AU)

A literature review on the actual usage reveals that the past actual behavior effects future behavior of an individual for doing something. In-fact most of the studies explain that the relationship between behavioral intentions and the actual usage can be over shadowed on the assumption that past behavior effects the actual future behavior of an individual of doing something. The researchers found that, regardless of other variables

that may affect the actual usage of an individual for doing an act, the relationship of past behavior-future behavior was found to be significant in various contexts (Venkatesh & Davis, 2000).

Raman & Don (2013) found that there was a positive relationship between facilitating conditions and actual usage of the students in using electronic software for their educational purposes. However, there was no significant relationship between habit and actual usage of the students in using electronic software for their educational purposes.

Ain, Kaur, & Waheed (2015) found that there was a significant relationship between facilitating conditions and actual usage of the user for using learning management system in university as part of their higher education. However, there was no significant relationship between habit and actual usage of the users for using learning management system in university.

Lewis, Fretwell, Ryan, & Parham (2013) concluded that there was a positive relationship between facilitating conditions and actual usage of the instructors for using emerging and developed techniques in their classroom lectures. However, there was no significant relationship between habit and actual usage of the instructors for using emerging and developed techniques in their classroom lectures.

Alalwan, Dwivedi, Rana, & Algharabat (2018) analyzed that there was a direct positive relationship between facilitating conditions and actual usage of the customers for using internet banking in the context of Jordan. Further, the results suggested that there was a significant positive relationship between habit and actual usage of the consumers for using internet banking in the context of Jordan.

Rahman, Alam, & Taghizadeh (2019) studied that there was a direct positive relationship between facilitating conditions and actual usage for using mobile financial services in Bangladesh. In addition, there was a direct positive relationship between habit and actual usage for using mobile financial services in Bangladesh.

Mahfuz, Khanam, & Mutharasu (2016) found that there was a direct positive relationship between facilitating conditions and actual usage for using the mobile internet banking for using the banking operations on mobile phone in the context of Bangladesh.

Alasmari & Zhang (2019) concluded that there was no significant relationship between facilitating conditions and actual usage of the users of mobile learning technology in Saudi Arabia.

Raman & Don (2013) revealed that there was no significant positive relationship between habit and actual usage of the students in using Learning Management System, the electronic software. However, Gaitan & Peral (2015) studied that there was significant positive relationship between habit and actual usage of the elderly people for using internet banking in Spain.

The present research aims to find the intentions of the consumers for using the social media channels in Pakistan. Based on the previous studies on UTAUT 2, the next hypothesis for the present research can be developed as:

H11: Facilitating conditions (FC) will have a positive influence on Actual Usage (AU) of the consumers for using social media.

H12: Habit (HT) will have a positive influence on Actual Usage (AU) of the consumers for using social media

CHAPTER 3

CONSUMERS' INTENTION TOWARD SOCIAL MEDIA

3.1 Aim of Research

The aim of the present research was to test the extended Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) for the acceptance of social media technology in Pakistan. The present research was carried out to see consumers' attitudes in accepting the social media technology in Pakistan. The researcher in the present research added two new variables, utilitarian motivation, and technology anxiety, in the original UTAUT 2 model.

3.2 Importance of Research

The present quantitative research was important in many different ways. Firstly, it would test UTAUT 2 model in Pakistan to see the acceptance of social media technology from the perspective of university students in Pakistan. Secondly, it would give understanding to the companies on the attitudes of Pakistani university students with regard to social media marketing.

3.3 Sampling Size and Method

The population was sampled using convenience sampling technique. The data was collected from five different public sector universities of Pakistan which are situated in five different cities of Pakistan. These five cities are the capital cities of all the provinces of Pakistan.

Table 1 showed total universities in Pakistan, which was divided into two categories, public, and private. According to the table, out of total 209 universities; public sector universities consists of 126, and private sector universities consists of 83.

Table 1. Total universities in Pakistan

Public	126
Private	83
Total	**209**

The present study investigated the behavioral intentions of university graduates only in the public sector universities of Pakistan. In Table 2 the first column explained the administrative units of Pakistan, second column showed the province-wise public sector universities of Pakistan, and third column showed the private sector universities in Pakistan.

Table 2. Total universities in Administrative units of Pakistan

Administrative units	Public sector universities	Private sector universities
Khyber Pakhtunkhwa	29	11
Punjab	42	28
Sindh	25	34
Balochistan	8	1
Islamabad+AJK+GB	22	9
Total	**126**	**83**

Table 3 explained the sampling distribution of the study. The first column represented the name of the university. Second column showed the name of the city where each university is situated. Third column represented the province of each city. Fourth column explained the total number of each university. Last column represented the number of respondents of each of the university. According to this table, the researcher collected a total of 800 questionnaires from the university graduates, out of which 60 were collected from University of Peshawar, 337 from University of the Punjab, 343 from University of Karachi, 30 from University of Balochistan, and 30 from Quaid-e-Azam University in Islamabad.

Table 3. Sampling Distribution

University	City	Province	Total number of students	Sample
University of Peshawar	Peshawar	Khyber Pakhtunkhwa	14.000	60
University of the Punjab	Lahore	Punjab	45.000	337
University of Karachi	Karachi	Sindh	41.000	343
University of Balochistan	Quetta	Baloachistan	14.000	30
Quaid-e-Azam University	Islamabad	Islamabad	9.700	30
Total			**123.700**	**800**

3.4 Data collection method

The data was collected through a questionnaire. The researcher himself travelled in four different provinces of Pakistan. The data was collected from 800 university students. The university students were selected because according to the researches of Cheung, Chiu, & Lee (2011) and Pempek, Yermolayeva, & Calvert (2009), the university students were the appropriate respondents in analyzing the adoption of new technology.

The researcher started collecting the data from Lahore and then travelled to Karachi. After that the data was collected from Islamabad followed by Peshawar and Quetta. The data was collected from June 2017 through August 2017.

The data was collected through a questionnaire which was developed with the help of previous literature. The questionnaire consisted of three parts. The first part was from question 1 through question 7 and consisted of general questions about the respondents. Question 1 was "if the respondent uses the social media in her/his daily life or not". Question 2 was about the social media channels the respondent was using in his/her daily life. In this question 2, the respondents had a choice to select more than one options from the given choices. Question 3 was "how the respondent rate social media technology in

Pakistan?" with the options from very bad to very good. Question 4 was "how the social media advertisement affects you?" In this question, the respondent had the choice of choosing more than one options from the given list. Question 5 was about the place where respondent connects to the internet. Question 6 was about the number of hours respondent uses social media in a day, in this question the options ranging from less than 1 hour to 7 hours or more. Question 7 was about the belief of a respondent to see whether the respondent agrees or not with social media contents.

The second part of the questionnaire was question 8, which consisted of 5 Point Likert scale items with the options ranging from strongly disagree to strongly agree, with 1 as Strongly disagree, 2 as Disagree, 3 as Neither agree nor disagree, 4 as Agree, and 5 as Strongly agree.

There were 4 items in performance expectancy, 4 items in effort expectancy, 3 items in social influence, 4 items in facilitating conditions, 3 items in hedonic motivation, 3 items in price value, 4 items in habit, 7 items in utilitarian motivation, 4 items in technology anxiety, 3 items in behavioral intentions, and 3 items in actual usage.

The items of performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, habit, technology anxiety, and behavioral intentions were taken from the studies of Venkatesh, Morris, Davis, and Davis (2003) and Venkatesh, Thong, and Xu (2012). The items of utilitarian motivation were taken from the study of Babin, Darden, & Griffin (1994).

The third part of the questionnaire consisted of demographic questions. These questions included gender of the respondent, year of birth, marital status, graduation level education, living place, income level, and working conditions of the respondents.

In the gender question, 2 options female and male were provided. The question relating to marital status included 2 options married and unmarried. The question relating to graduation level education of the respondent included illiterate, primary school, middle school, high school, university, and master/PhD options. The income of the respondent included options in Pakistani currency; 15000 or below, 16000-30000, 31000-45000, 46000-60000, 61000-75000, 76000-90000, 91000-105000, 106000-120000, and 121000

and above. The working condition question included options as private sector, public sector, self-employment, student, housewife, unemployed, retired, not working, and other.

3.5 Research Model and Hypotheses

The extended UTAUT 2 research model for the present research study is mentioned below.

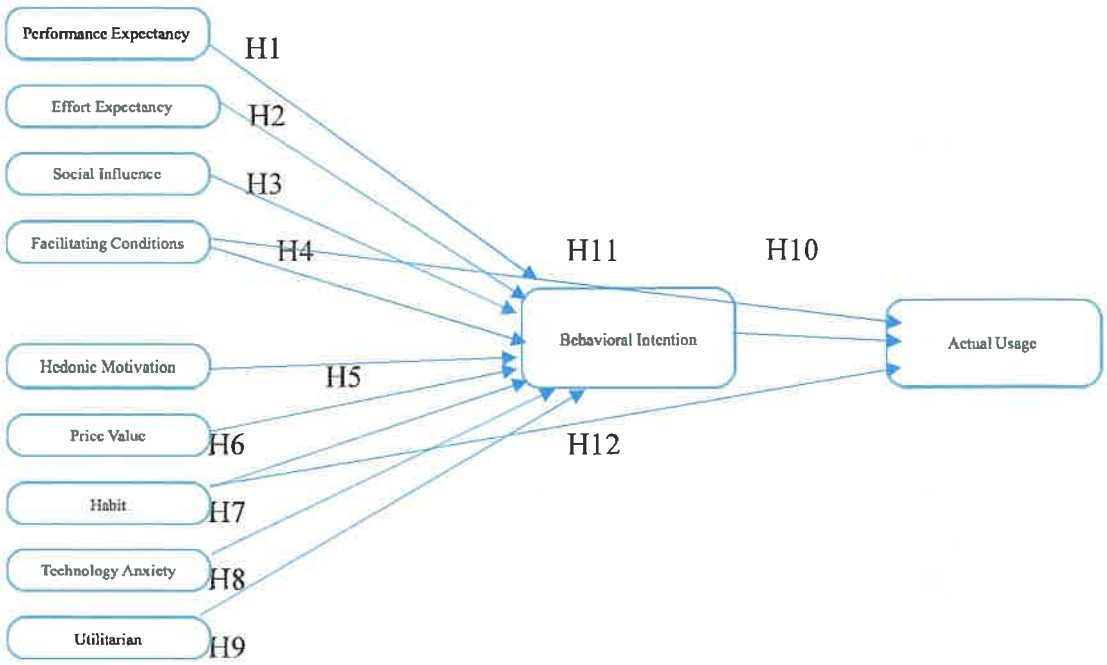


Figure 1. Research Model

The extended research model comprised of variables of Venkatesh et al. (2012) with an addition of technology anxiety and utilitarian motivation variables. Theses variables were added into this new model on the basis of literature review which was explained in chapter 2.

Additionally, in the light of literature review of the present research study, which was discussed in detail in chapter 2, the following hypothesis are developed.

- **H1**: Performance Expectancy (PE) shall have a significant influence on Behavioral Intention (BI) of the consumers for using social media.
- **H2**: Effort Expectancy (EE) shall have a significant influence on Behavioral Intention (BI) of the consumers for using the social media.

- **H3**: Social Influence (SI) shall have a significant influence on Behavioral Intention (BI) of the consumers for using the social media.
- **H4**: Facilitating Conditions (FC) shall have a significant influence on the Behavioral Intention (BI) of the consumers for using the social media.
- **H5**: Hedonic Motivation (HM) shall have a significant influence on Behavioral Intention (BI) of the consumers for using the social media.
- **H6**: Price Value (PV) shall have a significant influence on Behavioral Intention (BI) of the consumers for using the social media.
- **H7**: Habit (HT) shall have a significant influence on Behavioral Intention (BI) of the consumers for using the social media.
- **H8**: Technology Anxiety (TA) shall have a significant influence on the Behavioral Intention (BI) of the consumers for using the social media.
- **H9**: Utilitarian Motivation (UM) shall have a significant influence on the Behavioral Intention (BI) of the consumers for using the social media.
- **H10**: Behavioral Intention (BI) shall have a significant influence on the Actual Usage (AU) of the social media.
- **H11**: Facilitating Conditions (FC) shall have a significant influence on the Actual Usage (AU) of the social media.
- **H12**: Habit (HT) shall have a significant influence on the Actual Usage (AU) of the social media.

3.6 Findings

Since the questionnaire comprised of three different parts. First of all, it was analyzed the third part of questionnaire which is the demographic information of the respondents.

Table 4. Demographic Information of the respondents

	Frequency	Percentage
Gender		
Female	372	46.5
Male	428	53.5
Total	**800**	**100.0**
Birth Year		
1990	55	6.9
1991	9	1.1
1992	22	2.8
1993	33	4.1
1994	88	11.0
1995	103	12.9
1996	150	18.8
1997	125	15.6
1998	119	14.9
1999	96	12.0
Total	**800**	**100.0**
Marital Status		
Married	72	9.0
Single	728	91.0
Total	**800**	**100.0**
Living Place		
Lahore	337	41.9
Karachi	343	42.9
Islamabad	30	7.5
Peshawar	60	3.9
Quetta	30	3.8
Total	**800**	**100.0**
Allowance		
15,000 or below	522	65.3
16,000-30,000	160	20.0

31,000-45,000	58	7.2
46,000-60,000	31	3.9
61,000-75,000	7	0.9
76,000-90,000	3	0.4
91,000-105,000	9	1.1
106,000-120,000	1	0.1
121,000 and above	9	1.1
Total	**800**	**100.0**

As per the information in Table 4, Out of total 800 respondents, 428 respondents were males and 372 respondents were females. Therefore, 53.5% respondents were males and 46.5% respondents were females. With regard to age of respondents, the birth year of all the respondents in our research study was from 1990 to 1999. Out of the total 800 respondents, 72 respondents were married, and 728 were single. So, the married respondents accounts for 9% of the total respondents and 91% were single. Also, as per our sample size, the data was collected from five different cities of Pakistan. These cities include Lahore, Karachi, Islamabad, Peshawar, and Quetta.

As for the income level, out of total 800 respondents, 522 respondents earn Pakistani Rupees 15,000 or below, 160 respondents earn between 16,000 to 30,000 Pakistani Rupees, 58 respondents earn between 31,000 to 45,000 Pakistani Rupees, 31 respondents earn between 46,000 to 60,000 Pakistani Rupees, 7 respondents earn between 61,000 to 75,000 Pakistani rupees, 3 respondents earn between 76,000 to 90,000 Pakistani Rupees, 9 respondents earn between 91,000 to 105,000 Pakistani Rupees, 1 respondent earn between 106,000 to 120,000, and 9 respondents earn between 121,000 and above.

After giving information about respondents' demographic profiles, the answers that were given for general questions in part 1 of the questionnaire are shown below.

Table 5. Do you use social media in your daily life.

	Frequency	Percentage
Yes	800	100.0

Question 1 of first part was "Do you use social media in your daily life?" All 800 respondents answered yes to this question. It is important to mention here that before delivering questionnaire, the respondents were properly screened verbally if they use social media or not. This detail is mentioned in table 5.

Table 6. Which social media channels do you use.

	Frequency	Percentage
Facebook	654	81.8
LinkedIn	143	17.9
Twitter	181	22.6
YouTube	604	75.5
Foursquare	5	0.6
Snapchat	204	25.5
WhatsApp	259	32.4

Question 2 was "which social media channels do you use?" In this question the respondent could choose more than one choice from the given options. According to the analysis, 654 respondents used Facebook. 143 respondents used LinkedIn, 181 respondents used Twitter, 604 respondents used YouTube, 5 respondents used Foursquare, 204 respondents used Snapchat, and 259 respondents used WhatsApp. The frequency with percentage is mentioned in table 6.

Table 7. How would you rate social media technology in Pakistan.

	Frequency	Percentage
Very bad	14	1.8
Bad	19	2.4
Average	300	37.5
Good	370	46.3
Very Good	97	12.1
Total	800	100.0

Question 3 was "How would you rate social media technology in Pakistan?" 14 respondents answered Very Bad, 19 respondents answered Bad, 300 respondents answered Average, 370 respondents answered Good, and 97 respondents answered Very Good. The complete table with percentage is mentioned in table 7.

Table 8. How the social media advertisements affect you.

	Frequency	Percentage
Change my perception about the product	119	14.9
Affect my attitude towards the product	152	19.0
Create awareness about the product	550	68.8
Increase my intentions to buy the product	192	24.0

Question 4 was "How the social media advertisements affect you?" In this question, the respondents were given a choice to choose more than one options. 119 respondents selected the option "change my perception about the product", 152 respondents selected "Affect my attitude towards the product", 550 respondents selected "create awareness about the product", 192 respondents selected "increase my intentions to buy the product". The table with frequency and percentage is mentioned in table 8.

Table 9. Where do you connect to the Internet.

	Frequency	Percentage
At Home	360	45.0
At Work	27	3.4
Via Mobile phone	403	50.4
At college/university	10	1.3
Total	800	100.0

Question 5 was "where do you connect to the internet?" 360 respondents answered, "At Home" 27 respondents answered, "At Work" 403 respondents answered, "via mobile phone" 10 respondents answered, "At college/university". The complete table with frequency and percentage is mentioned in table 9.

Table 10. How many hours do you use social media on average per day.

	Frequency	Percentage
Less than 1 hour	79	9.9
1-2 hours	236	29.5
3-4 hours	236	29.5
5-6 hours	118	14.8
7 hours and over	131	16.4
Total	800	100.0

Question 6 was "How many hours do you use social media on average per day?" 79 respondents answered, "Less than 1 hour", 236 respondents answered, "1-2 hours", 236 respondents answered, "3-4 hours", 118 respondents answered, "5-6 hours", and 131 respondents answered, "7 hours and over". The complete table of frequency and percentage is mentioned in table 10.

Table 11. Social media may provide contents which are not in line with my beliefs.

	Frequency	Percentage
Yes	245	30.6
No	33	4.1
May be	393	49.1
Don't know	129	16.1
Total	800	100.0

Question 7 was "social media may provide contents which are not in line with my beliefs?" Out of total 800 respondents, 245 respondents answered "Yes", 33 respondents answered "No", 393 respondents answered, "May be", and 129 respondents answered, "Don't know". The complete table of frequency and percentage is mentioned in table 11.

After giving information about general questions, descriptive statistics regarding the variables in the model were shown below. The following table represented the Mean, Standard Derivation, and Correlations among the variables.

Table 12. Descriptive Statistics and Correlations

	Mean	SD	PE	EE	SI	FC	HM	PV	HT	UM	TA	BI	AU
PE	3.506	0.815	1										
EE	3.753	0.806	0.619	1									
SI	3.195	0.869	0.329	0.301	1								
FC	3.657	0.761	0.604	0.723	0.461	1							
HM	3.805	0.944	0.487	0.616	0.203	0.591	1						
PV	3.301	0.845	0.311	0.363	0.432	0.421	0.389	1					
HT	3.413	0.961	0.336	0.481	0.324	0.482	0.498	0.442	1				
UT	3.081	0.674	0.238	0.241	0.396	0.351	0.161	0.488	0.311	1			
TA	3.218	0.729	0.395	0.422	0.400	0.480	0.366	0.474	0.508	0.630	1		
BI	3.475	0.881	0.500	0.568	0.440	0.604	0.530	0.475	0.702	0.396	0.591	1	
AU	3.558	0.912	0.481	0.597	0.421	0.665	0.525	0.399	0.729	0.395	0.504	0.85	1

PE: Performance Expectancy; EE: Effort Expectancy; SI: Social Influence; FC: Facilitating Conditions; HM: Hedonic Motivation; PV: Price Value; HT: Habit; UM: Utilitarian Motivation; TA: Technology Anxiety; BI: Behavioral Intentions; AU: Actual Usage

$p < 0.001$

3.6.1. Measurement Model

In order to validate the extended UTAUT 2 model, structure equation modeling (SEM) was used and hypothesis from H1 to H12 were tested through Amos 23. In the present research study, the analysis of the data took place through two stage methodology. In the first stage, the measurement model was developed and analyzed. In the second stage, structural model was developed to test the hypothesis. The confirmatory factor analysis was used to evaluate the measurement model (Anderson & Gerbing, 1992). In order to see the measurement model fit, a goodness to fit measures were utilized.

Table 13. Fit values of Measurement Model

Chi-Square ($\chi 2$)	1138.09
Degrees of freedom (df)	574
Normed chi-square ($\chi 2$ / df)	1.983
Goodness of Fit Index (GFI)	0.927
Adjusted Goodness of Fit Index (AGFI)	0.910
Normed Fit Index (NFI)	0.891
Comparative Fit Index (CFI)	0.942
Root Mean Square Error of Approximation (RMSEA)	0.035
Tucker Lewis Index (TLI)	0.933

Table 13 showed that the value of Chi-Square was 1138.09 with 574 degrees of freedom, and normed chi-square was 1.983. Additionally, the Goodness of Fit Index (GFI) was 0.927. The Adjusted Goodness of Fit Index (AGFI) was 0.910. The Normed Fit Index (NFI) was 0.891. The Comparative Fit Index (CFI) was 0.942. The Root Mean Square Error of Approximation (RMSEA) was 0.035. The Tucker Lewis Index (TLI) was 0.933. Below table represents the fit statistics of measurement model.

When doing Confirmatory Factor Analysis (CFA), it was very important to check the convergent and discriminant validity and reliability. composite reliability (CR) and average variance extracted (AVE) are the measures which are useful to find the validity and reliability.

Table 14. Validity and Reliability

	CR	AVE
Performance Expectancy	0.745	0.50
Effort Expectancy	0.759	0.45
Social Influence	0.719	0.46
Facilitating Conditions	0.700	0.44
Hedonic Motivation	0.835	0.63
Price Value	0.680	0.42
Habit	0.809	0.52
Utilitarian	0.704	0.44
Technology Anxiety	0.600	0.28
Behavioral Intention	0.759	0.52
Actual Usage	0.724	0.47

Table 14 represented CR and AVE of the construct. According to the results, CR for the performance expectancy was 0.745 and AVE was 0.50. The CR of effort expectancy was 0.759 and AVE was 0.45. The CR of social influence was 0719 and AVE was 0.46. The CR of facilitating conditions was 0.70 and AVE was 0.44. The CR of hedonic motivation was 0.835 and AVE was 0.63. The CR of price value was 0.68 and AVE was 0.42. The CR of habit was 0.809 and AVE was 0.52. The CR of utilitarian motivation was 0.704 and AVE was 0.44. The CR of technology anxiety was 0.60 and AVE was 0.28. The CR of behavioral intentions was 0.759 and AVE was 0.52. The CR of actual usage was 0.724 and AVE was 0.47.

"On the basis of CR alone, it can be concluded that the convergent validity of the construct is adequate, although more than 50% of the variance is due to error" (Malhotra and Dash, 2011). Similarly, Fornell and Larcker explained that "if AVE is less than 0.5 but composite is higher than 0.6, the convergent validity of the construct is still adequate" (Fornell & Larcher, 1981).

Following the explanation of Fornell and Larcker, all the composite reliability variables in our construct were more than 0.6, so we concluded that in our case the convergent validity of the construct was adequate.

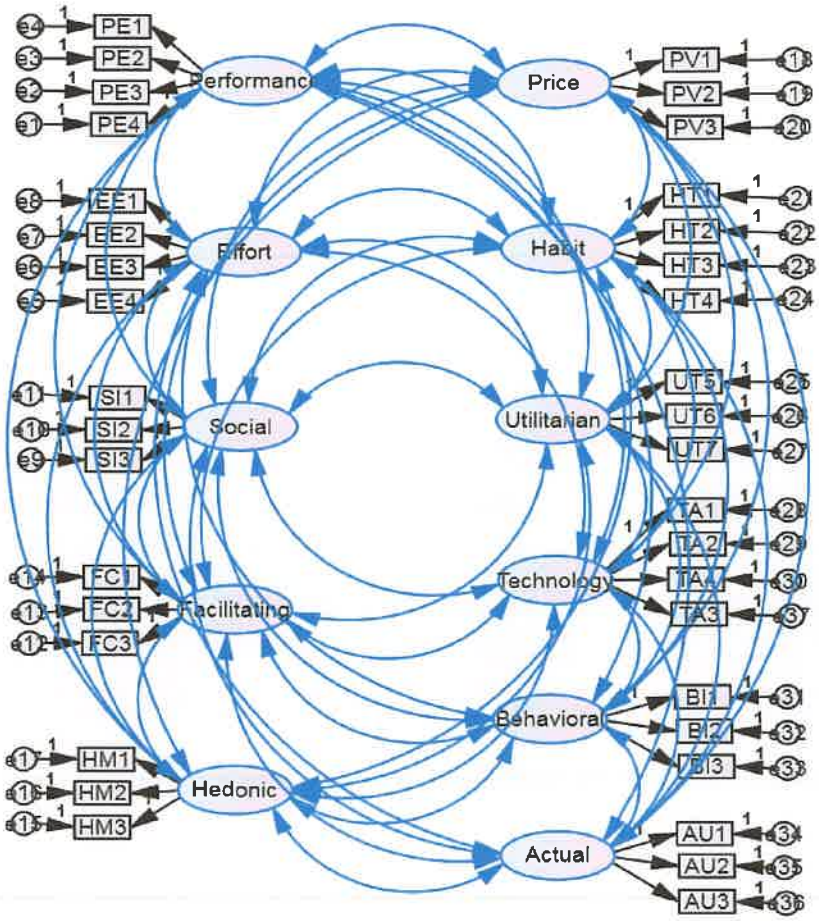


Figure 2. Measurement Model

Performance: Performance Expectancy, Effort: Effort Expectancy, Social: Social Influence, Facilitating: Facilitating Conditions, Hedonic: Hedonic Motivation, Price: Price Value, Utilitarian: Utilitarian Motivation, Technology: Technology Anxiety, Behavioral: Behavioral Intentions, Usage: Actual Usage

3.6.2. Research Model

In order to find the impact of two newly added variables, technology anxiety, and utilitarian motivation, the present research made a comparison between two research models. First of all, actual UTAUT 2 research model was analyzed, and then extended UTAUT 2 research model with the inclusion of technology anxiety and utilitarian motivation, was analyzed.

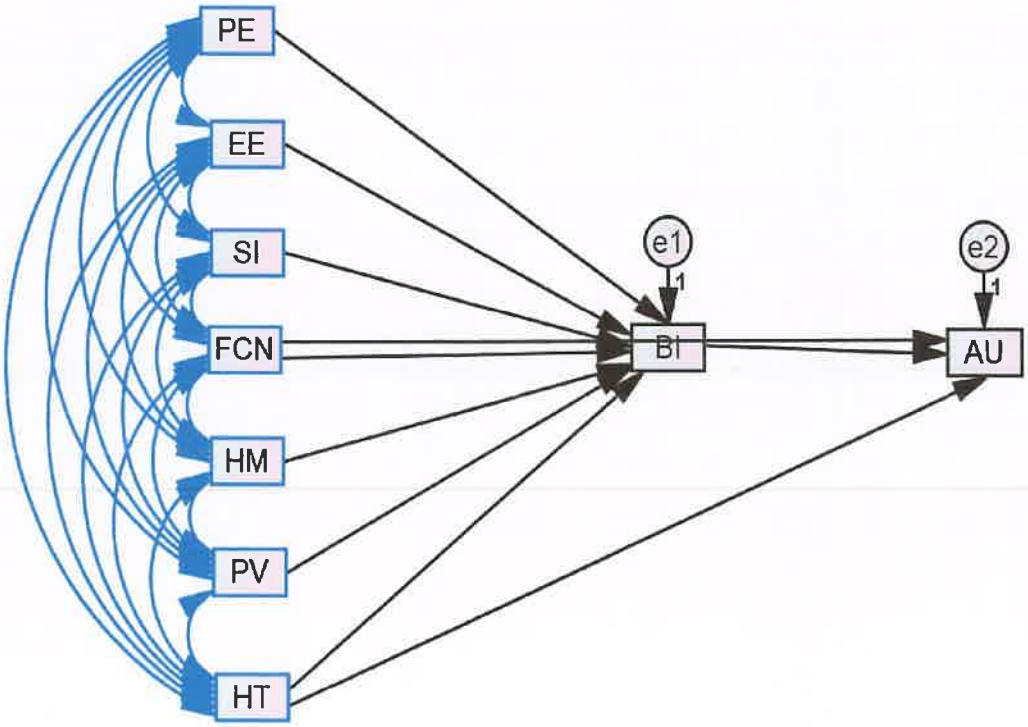


Figure 3. UTAUT 2 Research model run on AMOS 23.0 version

According to the results of this structured model, the Goodness of Fit Index (GFI) was 0.995. The Adjusted Goodness of Fit Index (AGFI) was 0.958. The Normed Fit Index (NFI) was 0.993. The Comparative Fit Index (CFI) was 0.995.

According to the results of the analysis, Performance Expectancy (PE) was significantly related to Behavioral intentions (BI) with (β= 0.114, $p < 0.01$) and therefore supports H1.

Effort Expectancy (EE) was significantly related to Behavioral intentions (BI) with (β= 0.100, $p < 0.01$) and therefore supports H2.

Social Influence (SI) was significantly related to Behavioral Intentions (BI) with (β= 0.108, $p < 0.001$) and therefore supports H3.

Facilitating Conditions (FC) was significantly related to Behavioral Intentions (BI) with (β= 0.109, $p < 0.01$) and therefore supports H4.

Hedonic Motivation (HM) was significantly related to Behavioral Intentions (BI) with (β= 0.117, $p < 0.001$) and therefore supports H5.

Price Value (PV) was not significantly related to Behavioral Intentions (BI) with (β= 0.076, $p > 0.05$) and therefore rejects H6.

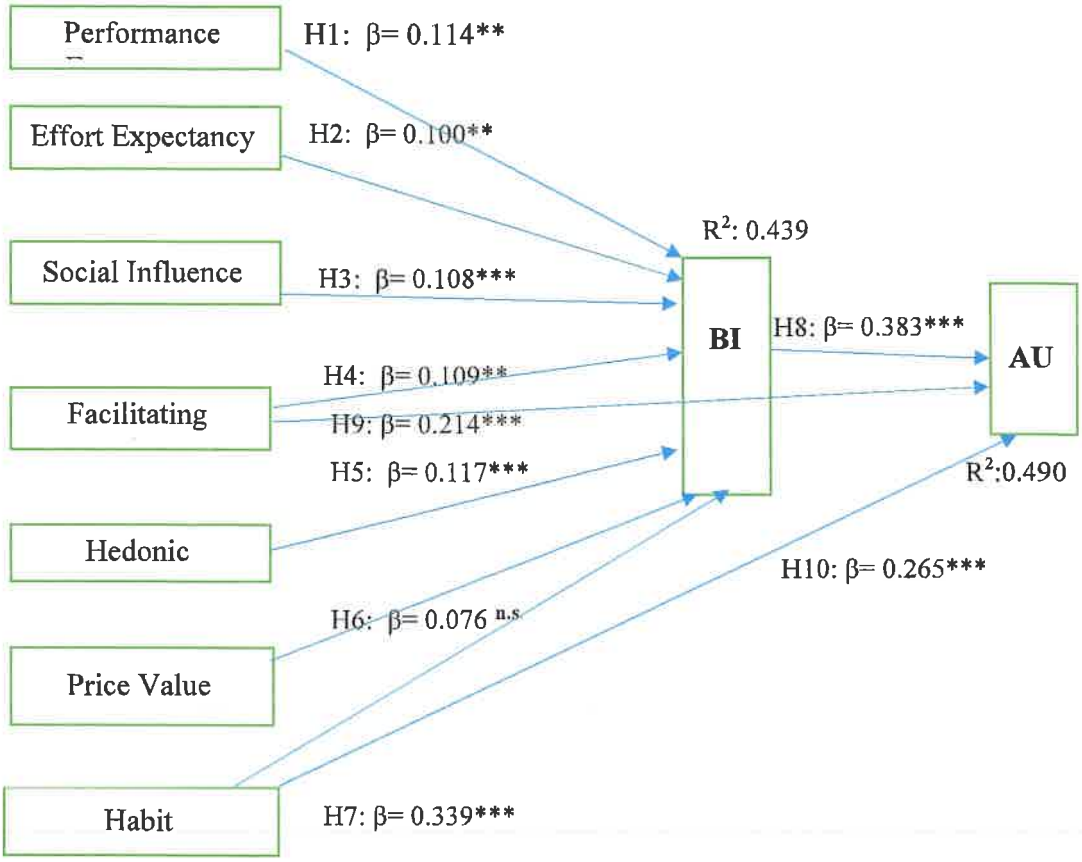
Habit (HT) was significantly related to Behavioral Intentions (BI) with (β= 0.339, $p < 0.001$) and therefore supports H7.

Behavioral Intentions (BI) was significantly related to Actual Usage with (β= 0.383, $p < 0.001$) and therefore supports H8.

Facilitating Conditions (FC) was significantly related to Actual Usage (AU) with (β= 0.214, $p < 0.001$) and therefore supports H9.

Habit (HT) was significantly related to Actual Usage (AU) with (β= 0.265, $p < 0.001$) and therefore supports H10.

HYPOTHESIS TESTING AND RESULTS (UTAUT 2)



*** p < 0.001 ** p < 0.01 * p < 0.05 **n.s.** = Not Significant

BI: Behavioral Intentions; **AU**: Actual Usage

Figure 4. Hypothesis Testing and Results for UTAUT 2

Next, the following research model for extended UTAUT 2 which was run on Amos 23.0 version showed below.

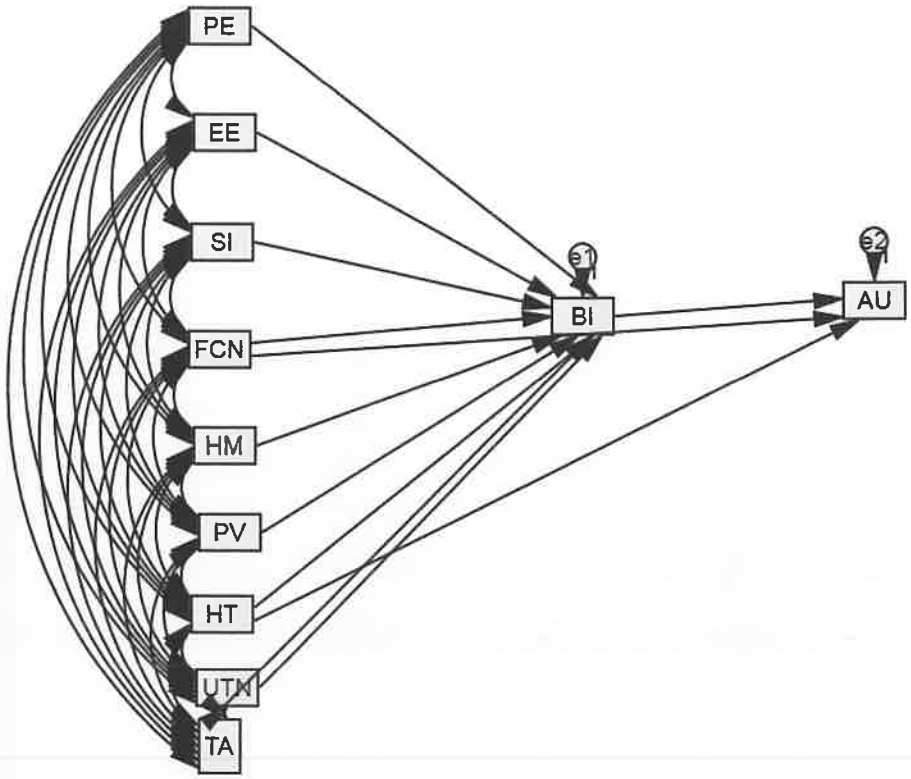


Figure 5. Extended Research model run on AMOS 23.0 version

The next step was to develop and run the Structural Model for extended UTAUT 2 in order to test hypothesis from H1 to H12 using AMOS 23. The goodness of fit index was used to see the fit of this structural model. The values of the fit index were received within the recommended values.

In this structure model, the Goodness of Fit Index (GFI) was 0.995. The Adjusted Goodness of Fit Index (AGFI) was 0.953. The Normed Fit Index (NFI) was 0.992. The Comparative Fit Index (CFI) was 0.994.

According to the results of the analysis, Performance Expectancy (PE) was significantly related to Behavioral intentions (BI) with (β= 0.102, $p < 0.01$) and therefore supports H1.

Effort Expectancy (EE) was significantly related to Behavioral intentions (BI) with (β= 0.094, $p < 0.01$) and therefore supports H2.

Social Influence (SI) was significantly related to Behavioral Intentions (BI) with (β= 0.089, $p < 0.01$) and therefore supports H3.

Facilitating Conditions (FC) was significantly related to Behavioral Intentions (BI) with (β= 0.093, $p < 0.01$) and therefore supports H4.

Hedonic Motivation (HM) was significantly related to Behavioral Intentions (BI) with (β= 0.118, $p < 0.001$) and therefore supports H5.

Price Value (PV) was not significantly related to Behavioral Intentions (BI) with (β= 0.045, $p > 0.05$) and therefore rejects H6.

Habit (HT) was significantly related to Behavioral Intentions (BI) with (β= 0.310, $p < 0.001$) and therefore supports H7.

Utilitarian Motivation (UM) was significantly related to Behavioral Intentions (BI) with (β= 0.054, $p < 0.05$) and therefore supports H8.

Technology Anxiety (TA) was significantly related to Behavioral Intentions (BI) with (β= 0.122, $p < 0.001$) and therefore supports H9.

Behavioral Intentions (BI) was significantly related to Actual Usage with (β= 0.383, $p < 0.001$) and therefore supports H10.

Facilitating Conditions (FC) was significantly related to Actual Usage (AU) with (β= 0.214, $p < 0.001$) and therefore supports H11.

Habit (HT) was significantly related to Actual Usage (AU) with (β= 0.265, $p < 0.001$) and therefore supports H12. Below is the table that summarize the results of hypothesis from H1 to H12.

Table 15. Summary of the Results of Hypothesis for extended UTAUT 2

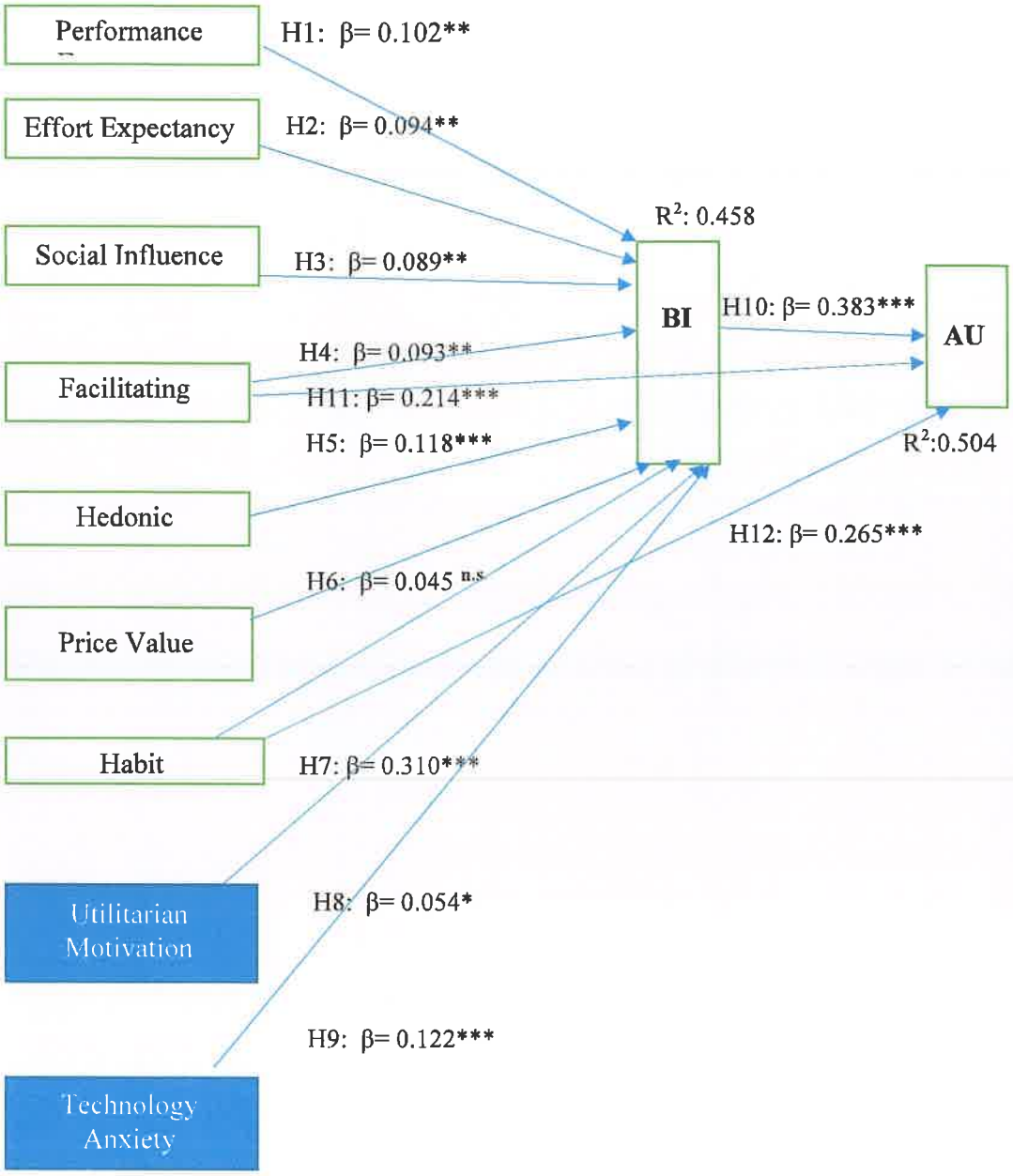
Hypothesis	Relationship	Beta (β)	Result
H1	PE →BI	0.102**	Supported
H2	EE →BI	0.094**	Supported
H3	SI → BI	0.089**	Supported
H4	FC →BI	0.093**	Supported
H5	HM→BI	0.118***	Supported
H6	PV →BI	0.045$^{n.s.}$	Not Supported
H7	HT →BI	0.310***	Supported
H8	UM →BI	0.054*	Supported
H9	TA→ BI	0.122***	Supported
H10	BI → AU	0.383***	Supported
H11	FC → AU	0.214***	Supported
H12	HT → AU	0.265***	Supported

Significance of Correlation:

*** $p < 0.001$ ** $p < 0.01$ * $p < 0.05$ **n.s.** = Not Significant

PE= Performance Expectancy, EE= Effort Expectancy, SI= Social Influence, FC= Facilitating Conditions, HM= Hedonic Motivation, PV=Price Value, HT= Habit, UM= Utilitarian Motivation, TA= Technology Anxiety, BI= Behavioral Intentions, AU= Actual Usage

HYPOTHESIS TESTING AND RESULTS (EXTENDED UTAUT 2)



*** p < 0.001 ** p < 0.01 * p < 0.05 **n.s.** = Not Significant

BI: Behavioral Intentions; **AU**: Actual Usage

Figure 6. Hypothesis Testing and Results for Extended UTAUT 2

Table 16. Comparison of R^2 value for UTAUT 2 and Extended UTAUT 2

	UTAUT 2	EXTENDED UTAUT 2
Behavioral Intentions	43.9%	45.8%
Actual Usage	49.0%	50.4%

The value of R^2 for behavioral intentions for UTAUT 2 was 43.9%, which means 43.9% variation in behavioral intentions was caused by all the independent variables of UTAUT 2. Likewise, the value of extended UTAUT 2 was 45.8%. Meaning that 45.8% variation in behavioral intentions was caused by the independent variables of extended UTAUT 2. This would imply that the behavioral intentions of social media users for using the social media increased by almost 2% with the inclusion of technology anxiety, and utilitarian motivation in UTAUT 2 model. This can also be said that extended UTAUT 2 model showed strength by 2% for behavioral intentions with the inclusion of additional variables, technology anxiety, and utilitarian motivation.

Similarly, the value of R^2 for actual usage for UTAUT 2 was 49.0%. That would mean that 49% variation in actual usage was explained by behavioral intentions. Further, the value of R^2 for extended UTAUT 2 was 50.4%. This would mean that 50.4% variation in actual usage was explained by behavioral intentions. It can be concluded that the value of R^2 for actual usage increased by 1.4% with the inclusion of technology anxiety and utilitarian motivation.

Conclusion & Discussion

The aim of the present research was to test the extended UTAUT 2 for the acceptance of social media technology in Pakistan. The present research was carried out to see the university students' attitude in accepting social media technology in Pakistan. The researcher in the present research added two new variables, utilitarian motivation and technology anxiety, to the original UTAUT 2 model.

Bulut & Doğan (2017) emphasized the importance of social media in the present world. It is imperative to understand the user's activities, attitudes, and reasons behind using social networking sites.

The findings of the extended UTAUT 2 revealed that there was a significant relationship between performance expectancy on behavioral intentions (β= 0.102). This would imply that university students in Pakistan considered social media as a useful tool in their daily life. Further, the university students considered achieving things more quickly with the help of social media. The results of this research study were consistent with the studies of Rahi, Ghani, & Ngah (2019); Farah, Hasni, & Abbas (2018); Alalwan, Dwivedi, Rana, & Algharabat (2018); Gharaibeh & Arshad (2018) and Yang (2012).

The findings further showed that there was a positive significant relationship between effort expectancy and behavioral intentions of university students for adopting social media technology in Pakistan (β= 0.094). This would imply that university students in Pakistan felt that learning social media is easy for them. Also, they considered that learning social media and becoming a skilled person is easy for them. This result was consistent with the studies of Merhi, Hone, & Tarhini (2019); Alasmari & Zhang (2019); Rahman, Alam, & Taghizadeh (2019); Kraljic & Pestek (2016) and Slad, Williams, & Dwivedi (2013).

According to the results, there was a significant positive relationship between social influence and behavioral intentions of the students for adopting social media technology in Pakistan (β= 0.089). This would imply that university students felt that the people that were close to them thought that they should use social media. In addition, the students felt that all those people whose opinions they valued preferred that they should use social media. This result was consistent with the studies of Cheung & Vogel (2013);

Brohi et al. (2017); Nandwani & Khan (2016) and Megadewandanu, Suyoto, & Pranowo (2016).

The results further explained that there was a significant positive relationship between facilitating conditions and the behavioral intentions of university students for accepting and adopting social media technology in Pakistan (β= 0.093). This would imply that university students felt that they have the necessary resources available to use social media, and they think that social media is competitive to other technologies that they use. This result was consistent with the studies of Yuan, Ma, Kanthawala, & Peng (2015); Kang, Liew, Lim, & Lee (2014); Morosan & DeFranco (2015); and Tak & Panwar (2017).

Furthermore, there was a direct significant relationship between facilitating conditions and actual usage (β: 0.214). This result was consistent with the studies of Raman & Don (2013) and Ain, Kaur, & Waheed (2015).

Similarly, the results revealed that there was a significant positive relationship between hedonic motivation and behavioral intentions of the students for adopting social media technology in Pakistan (β: 0.118). In addition, hedonic motivation (β: 0.118) was also found to exert strong influence on behavioral intentions in this study. It would mean that students in Pakistan felt that using social media is fun, and entertaining. The result was consistent with the studies of Baptista & Oliveira (2015); Bere & Aaron (2014) and Raman & Don (2013).

It was further explained that there did not exist any significant relationship between price value and behavioral intentions of the consumers for using social media technology in Pakistan. Meaning that consumers in Pakistan are less interested in benefits versus cost analysis when it comes to the intentions for using social media technology in Pakistan. This result was consistent with the studies of Buettner (2016); Oechslein, Fleischmann, & Hess (2014); Jun-Jie Hew, Voon-Hsien Lee, Keng-Boon Ooi, June Wei (2015); and Mazen El-MasriAli Tarhini (2017).

In addition, there was a significant positive relationship between habit and behavioral intentions of university students for adopting social media technology (β: 0.310). This would imply that the consumers in Pakistan would accept the technology when they become addicted or otherwise become natural for them to use the technology.

The results further explained that the effect of habit (β= 0.310) is stronger than all other factors in predicting the behavioral intentions of the individuals' for using social media technology in Pakistan. This was consistent with the findings of Jun-Jie Hew, Voon-Hsien Lee, Keng-Boon Ooi, June Wei (2015) and Hanifi Murat Mutlu, Ali Der (2017). Also, there was a direct significant relationship between habit and actual usage (β: 0.265). This result was also consistent with the finding of Rodriguez & Trujillo (2013) and Buettner (2016).

Additionally, the present study revealed that the two newly added variables, utilitarian motivation (β: 0.054) and technology anxiety (β = 0.122) have a direct significant effect on the behavioral intentions of consumers for using social media technology in Pakistan. The Pakistani consumers feel anxiety using social media technology as they feel apprehensive because they fear making a mistake they cannot correct afterwards, they are scared that they would lose a lot of information by hitting the wrong key, and they feel intimidated. One of the reasons could be that social media technology is still new in Pakistan and Pakistani consumers have anxiety using social media technology. These results were consistent with the studies of Yang & Forney (2013); Saade & Kira (2009); Vannucci, Flannery, & Ohannessian (2017); To, Liao, & Lin (2007); Mikalef, Giannakos, & Pateli (2012); Leftheriotis & Giannakos (2014) and Engel et al. (1993).

Similarly, in the study of Kazancoglu & Aydin (2018), it was found that the predetermined variables, PE, EE, SI, FC, HM, and HT have a positive significant relationship with the attitude of the university students, and on the behavioral intentions of the students for using the new technology. In the same study, the researcher found that anxiety is also positive significantly related to the behavioral intentions of the students for using social media. The results of this study were consistent with the findings of the present research.

Also, there was a direct significant relationship between behavioral intentions and actual usage (β: 0.383). This result was consistent with the studies of Oechslein, Fleischmann, & Hess (2014); Baabdullah, Dwivedi, & Williams (2014); Lewis, Fratwell, Ryan, & Parham (2013) and Alalwan, Dwivedi, Rana, & Algharabat (2018).

The value of R^2 for behavioral intentions (R^2: 0.458) and actual usage (R^2: 0.504). This would imply 45.8% variation in behavioral intentions are caused by the exogeneous variables and 50.4% variation in actual usage is caused by behavioral intentions. Because behavioral intentions have direct significant relationship with actual usage, higher behavioral intentions would make higher actual usage of consumers use of social media technology in Pakistan. This percentage of R^2 is consistent with the studies of Tavares & Oliveira (2016), and Mutlu & Der (2017).

It is also important to mention here that the main construct of UTAUT 2 (without the inclusion of technology anxiety and utilitarian motivation) were able to predict about 44% of variability in behavioral intentions. However, R^2 values accounted for behavioral intentions were increased by the addition of technology anxiety and utilitarian motivation along with the UTAUT 2 construct in the same structural model (44% Versus 46%). Therefore, it can be concluded that the structural model seems to have more power in predicting the behavioral intentions when technology anxiety and utilitarian motivation were added into the main UTAUT 2 construct.

3.8. Originality of the Research and Managerial Implication

The results of this current study have contributed to the area of adoption of social media as a technology in Pakistan. The contribution has made by extending the current perspective on BI of consumers for adopting and using social media technology. Firstly, the present study reviewed and evaluated one of the most common models, UTAUT 2, in the consumers' technology acceptance field. Secondly, the current study extended the UTAUT 2 model by adding TA and UM variables. Thirdly, a comparison was made between the original UTAUT 2 model and the extended UTAUT 2 model in order to understand the strength of the extended UTAUT 2 model. Thus, a substantial contribution was reached by the current study for being a part of the first studies that cover the extension of the UTAUT 2 model by adding TA and UM variables in order to examine new technologies (social media) regarding Pakistani consumers in a developing country.

The results of this study may provide a framework about the usage of social media and its marketing purposes to boost the economy and subsequently increasing the quality of life in the developing country. Policymakers need to emphasize the importance of

adopting social media for public service needs. Information about the public welfare and concerns can be disseminated instantly using social media channels.

Additionally, for marketing purposes, managers are generally interested in having thorough information regarding the money spent on marketing activities. Notably, the money spent on marketing by social media channels is much less than money spent on traditional ways of communication. Now, social media provides an unprecedented platform for managers in its two-way communication mode between them and their customers. Unlike, traditional media that provides only one-way communication. Managers are able to track customers' feedback: good and bad, about their products efficiently, thereby allowing them to make necessary changes. Thus, it is recommended that managers must adopt social media channels as a part of their marketing strategies.

3.9. Limitations and Suggestions for Future Studies

The present quantitative research study was carried out only among the public sector university students of Pakistan. This is one of the limitations of the present research study that private sector university students were not included in the present research. The second limitation is that the present research was carried out among the university level students of Pakistan. The results can be different among other segments of the population. All the respondents in the present study were born between 1990 and 1999, so one of the limitations of the study could be that the results may not be same on older people. In order to get the generalizability of the results, the future study can be taken place among other segments of the population. Also, the same extended model could be applied in other countries to get the generalizability of the results.

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Appendix 1. Survey

Dear Participant,

I am Ph.D. candidate at Yasar University, Turkey. You are requested to fill the following questionnaire. The main purpose of this survey is to investigate consumers' intention on social media marketing in the emerging market Pakistan under the scope of Ph.D. thesis. There is no right or wrong answer in the questionnaire and your opinion will be kept confidential. Thanks in advance for your contribution and cooperation.

Zargham Khan / Yasar University Ph.D. student

1. Do you use social media in your daily life? □ Yes □ No

2. Which social media channels do you use? (*You can select more than one option*)

□ Facebook □ LinkedIn □ Twitter □ Instagram □ YouTube □ Foursquare

□ Swarm □ Myspace □ Pinterest □ Snap Chat □ Other (please mention): _____

3. How would you rate social media technology in Pakistan?

□ Very Bad □ Bad □ Average □ Good □ Very Good

4. How the social media advertisements affect you? (*You can choose more than one option*)

□ Change my perception about the product □ Affect my attitude towards the product □ Create awareness about the product

□ Increase my intentions to buy the product □ Other (please mention): _____

5. Where do you connect to the internet?

□ At Home □ At Work □ Via Mobile Phone □ At College/University

6. How many hours do you use social media on average per day?

□ Less than 1 hour □ 1-2 hours □ 3-4 hours □ 5-6 hours □ 7 hours and over

7. Social Media may provide contents which are not in line with my beliefs?

□ Yes □ No □ Maybe □ Don't know

8. Please answer the following questions between 1: Strongly disagree and 5: Strongly Agree

1: Strongly disagree 2: Disagree 3: Neither agree nor disagree 4: Agree 5: Strongly Agree

		1	2	3	4	5
PE1	I find social media useful in my daily life.					
PE2	Using social media increases my chances of achieving things that are important to me.					
PE3	Using social media helps me accomplish things more quickly.					
PE4	Using social media increases my productivity.					
EE1	Learning how to use social media is easy for me.					
EE2	My interaction with social media is clear and understandable.					
EE3	I find social media easy to use.					
EE4	It is easy for me to become skillful at using social media.					

SI1	People who are important too me think that I should use social media.					
SI2	People who influence my behavior think that I should use social media.					
SI3	People whose opinions that I value prefer that I use social media.					
FC1	I have the resources necessary to use social media.					
FC2	I have the knowledge necessary to use social media.					
FC3	Social media is compatible with other technologies I use.					
FC4	I can get help from others when I have difficulties using social media.					
HM1	Using social media is fun.					
HM2	Using social media is enjoyable.					
HM3	Using social media is entertaining.					
PV1	Using Social media is reasonably priced.					
PV2	Using Social media is a good value for the money					
PV3	At the current price, social media provides a good value.					
HT1	The use of social media has become a habit for me.					
HT2	I am addicted to using social media.					
HT3	I must use social media.					
HT4	Using social media has become natural to me.					
UT1	I accomplished just what I wanted to on using social media ads.					
UT2	I couldn't buy what I really needed.					
UT3	While shopping, I found just right social media ads I was looking for.					
UT4	I was disappointed because I had to go to another channel to complete my shopping.					
UT5	I feel my shopping trip using social media ads was successful.					
UT6	I feel really smart about this shopping.					
UT7	This was a good store visit using social media ads because it was very quickly.					
TA1	I feel apprehensive about using social media.					
TA2	It scares me to think that I could lose a lot of information using the social media by hitting the wrong key.					
TA3	I hesitate to use the social media for fear of making mistakes I cannot correct.					

TA4	The social media is somewhat intimidating to me.					
BI1	I intend to continue using social media in the future.					
BI2	I will always try to use social media in my daily life.					
BI3	I plan to continue to use social media frequently.					
AU1	I prefer to use social media instead of other communication channels.					
AU2	I frequently use social media.					
AU3	I have accounts in various social media channels.					

9. Demographic Questions:

Gender: □ Female □ Male. **Year of Birth:** _____ **Marital Status:** □ Married □ Single

Graduate Level: □ Illiterate □ Primary school □ Middle school □ High School □ University □ Master/PhD

Living Place: □ Lahore □ Karachi □ Islamabad □ Peshawar □ Quetta

Income: □ 15,000 or below □ 16,000-30,000 □ 31,000-45,000 □ 46,000-60,000

□ 61,000-75,000 □ 76,000-90,000 □ 91,000-105,000 □ 106,000-120,000 □ 121,000 and above

Working Condition: □ Private sector □ Public sector □ Self-Employment □ Student

□ Housewife □ Unemployed □ Retired □ Not working □ Other:_____