

THE EFFECT OF INSTAGRAM ON THE PRODUCTIVE FAMILY'S BUSINESS IN THE KINGDOM OF BAHRAIN

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Abstract

This study aims to investigate Instagram potentialities in the family business sector in Bahrain known as "Productive families". The intention to adopt and use the tool to promote their products and support information sharing, cooperation, and actual communication, the actual benefits and use derived as a stand-alone tool, and the socio-economic payoffs for their businesses. An analytical and quantitative approach is used throughout the study. A survey was distributed to 253 participants consisting of a standard questionnaire divided in to two main parts: the first part covered the demographic elements while the second part focused on two factors (Performance Expectancy and Effort Expectancy) of the Unified Theory of Acceptance and Use of Technology model (UTAUT).

The analysis reveals that: (1) Instagram can be an important means of creating valuable opportunities for productive families to achieve their missions and goals in promoting and advertising their products; (2) the two factors analyzed (Performance expectancy and Effort expectancy) directly influence the families' intention to use form which leads directly to the actual usage; (3) the families' age, gender and level of education have indirect effects on their intention to adopt and use the platform; (4) most of the families use Instagram to promote their businesses, specifically handcrafts and services and have doing so for over two year; (5) The main financially supporter is Tamkeen, which backs 53% of the surveyed families. To our knowledge, this is the first in-depth study of the use of Instagram by Productive Bahraini families.

Keywords: *productive families, Kingdom of Bahrain, Instagram, communication*

I. Introduction

Everywhere, families are considered the building blocks of society; the stability of later strongly correlated that of the former. In response to disparities and harsh conditions that some families struggle upon, countries prioritized strategies to help families overcome such barriers.

Like other Gulf countries, the Kingdom of Bahrain, and under the supervision of the Ministry of Social Development, was able to achieve its goal of maintaining the stability and happiness of its families through economic empowerment.

The native Bahraini who lived on this very land thousands of years ago were dependent on crafting and agricultural activities, such as farming, fishing, pearl hunting, sewing and so on to make a living. Based on this tradition, the Ministry of Social Development initiated the "Productive Families" project, which allows families use these inherited skills in harmony with the modern lifestyle in the ever-changing world, in order to earn a living from the time-honored activities carried out by their time-honored ancestors.

The project provides the participating families owned businesses with vocational and technical training, financing, production units, marketing for products, registering and licensing of productive families and seeking to introduce a design and innovation Centre.

The Ministry of Social Development strives through this project to achieve several objectives, which on a larger scale would contribute to the establishment of a production-friendly environment that encourages entrepreneurs and self-employed citizens to become active members of the community under the protection of a legal cover, with traditional production being given ample support.

Over the past few years, the Ministry has organized a number of “Productive Families’ fairs in various parts of the country, offer to sell their products to as many purchasers as possible.

There are also subprojects under the main heading of “Productive Families”, including “Made in my Home”, “Family Bank”, “Khatwa Home-Based Businesses” and “Inma’a Initiative”. All these initiatives complement each other in reaching towards a unified target of empowering productive families and improving their living standards. HRH Princess Sabeeka bint Ibrahim Al Khalifa, President of the Supreme Council for Women, personally supports and admires the concept of families being productive and innovative in the community.

Although productive families in the Kingdom of Bahrain are supported by the government, they must still expend efforts to assure their sustainability and success. Certainly, Instagram is one of the key tools that can positively enhance the families’ businesses and provide them with different opportunities to develop their relationships with their new clients, to approach more customers and to provide all with better services. In this study, a short literature review is presented in section II while the objectives of the study are expounded, in section III. A description of the survey was informed this analytical investigation and the model is given in section IV, taking in to account the responses of the productive families (the study population) who are actively involved in promoting their businesses on Instagram. The analyses, hypotheses and results are covered in sections V and VI, while conclusions and recommendations are provided in section VII.

II. Literature review

Today’s electronic world facilitates communication, the processing of information, the marketing of businesses and so on. Shirky in his book (2008) declares how social tools, such as blogging software like Word Press and Twitter, file sharing platforms like Flickr, and online collaboration platforms like Wikipedia, support group conversation and group action in a way that previously could only be achieved through institutions and with the advent of online social tools, groups can form without previous restrictions of time and cost. Edosomwan et al (2011) stated that styles, means and trends of communication have changed on a global scale, due to the introduction of social media. Social media is type of electronic communication that enables its users to share views and information online via video, audio, pictures or texts. In the eighteenth century, this idea was born with the invention of telegraph which was chiefly used for the purpose of receiving and transmitting messages from distant places. Kietzmann (2011) stated that social media has attracted a vast number of users faster than any other online medium used for the purpose of personalization and interaction. Chen et al. (2011) also stated that social network marketing is the best strategy for promoting one’s business, and that the traditional newspaper and television avenues no longer have a great influence on consumers. Hassan (2014) clarified that social media has emerged as a highly feasible and favored medium for marketing. In addition, Endres & Harper (2013) stated that when conducting marketing in a social forum, three things should be taken in to account. First, it should reach the intended users or customers. Second, the most suitable should be used to interact with those customers. Finally, the marketer should to focus on the needs and wants of the customers rather than the random knowledge. Smith and Mogos (2010) stated that social media has a great impact on the performance of a business. Kietzmann (2011) demonstrated that people are required to engage with Instagram through its usage and the formation of societies as well as with determining the levels of other users. Naaman (2010) explained the Instagram features enables its users to be active and in sharing their opinions, ideas and other contents content. Dennis (2014) showed how comments in Instagram enable customers understand the nature of things they need and how this will help to improve the relationship and the level of communication between them and the business owner.. Furthermore, Modimogale and Kroeze (2011) stated further that globalization and digitalization have changed the way business is done and competes in the marketplace, and that the Information and Communication technology (ICT) is the lifeblood of this change. Massimo et al (2013) analyzed the impact of the adoption of broadband Internet technology on the productivity performance of small and medium enterprises (SMEs), and distinguished access to the broadband infrastructure from the adoption of complementary services. Alam and Noor (2009) examined the relationship between ICT adoption and its five factors, which are perceived benefits, perceived cost, ICT knowledge, external pressure and government support. The results of this study show that three of these factors are significant to the adoption of ICT; perceived cost and external pressure were the factors found to be insignificant. Schubert et al. (2007) accepted that small business owners are less likely to embrace innovation and have a well-defined business strategy. Given the importance of this sector, there is a need for governments and policy- makers to understand innovation

in small business particularly in terms of ICT implementation and use, in order to formulate appropriate programs and policies. Babb and Nelson (2013) stated that, with the advent of analytics and other sophisticated measurement tools, entrepreneurs are finding that they can now not only take advantage of social media as a marketing tool but can also use data to optimize their social media marketing campaigns. Their study was conducted to examine trends in social media marketing and the resources available to entrepreneurs to jumpstart their marketing strategy by embrace social media. Instagram is an important marketing tool for every small business. Herman, (2014) stated that its use in any business helps to improve its performance, achieve its goals, and reach more customers. Herman (2010) stated that by using Instagram, it is easy to upload photos or videos that reflect the nature of the business. Ting (2015) mentioned that Instagram is widely used as a mobile application for personal reasons. Salomon (2013) lauded Instagram as the venue where people are currently having the most rewarding interactions; it has breathed new life into our social media activities. Abbott (2013) highlighted on the popularity of Instagram and how it can provide an appropriate channel to listen to one's audience and engage with one's followers.

III. Study objectives

The primary objectives of this study are to:

1. Determine the factors that directly impact productive families' use of Instagram in Bahrain.
2. Determine the extent to which performance expectancy and effort expectancy enhance these families businesses, as determined by gender, age and education.
3. Determine the impact of support provided by the Ministry of Social Development on these families use of Instagram.
4. Determine the extent of Instagram support the sharing, cooperation and promotion of these families businesses.

IV. Research method and data model

The target populations of this quantitative and analytical study were productive families who are listed under the Ministry of Social Development project in the Kingdom of Bahrain. The study tool was an online questionnaire posted on the web as a Google application tool. The questionnaire consisted of two parts: first, the families' demographic information; second, their perceptions of Instagram and its effect on the enhancement of their productivity and the support of the higher authorities, with a total of 20 statements. A five likert scale was applied from 1 (strongly disagree) to 5 (strongly agree); in the result, high scores meant that positive perceptions were structured and distributed for the purpose of investigating the above questions and the formulation of the following three hypotheses.

H1: There is a significant relationship between performance expectancy and effort expectancy in the respondents' intention to use Instagram.

H2: There is a significant relationship between the intention to use Instagram and the respondents' usage behavior.

H3: The controlled variables: age, gender, and education significantly affected the intention to use and the actual usage of productive families.

The study was conducted between February and September 2015 and the measurement is based on UTAUT model' which was proposed by Venkatesh, Morris, Davis and Davis (2003) as an extension of the Technology Acceptance Model (TAM) to study information technology adoption, intention, and use. UTAUT is a model of individual acceptance compiled from eight models and theories TRA, TAM, MM, TPB, C-TAM-TPB, MPCU, IDT and SCT. Juinn (2013) justified the use of UTAUT as reasonable for studying the acceptance and use of English learning websites. We therefore introduced a subjective task value to UTAUT when addressing our research questions. Figure1 below demonstrate the linkage between different variables; performance expectancy, effort expectancy, age, gender, and education. This was used to study and investigate the relationship between the independent and dependent variables and, consequently, resolve the study problem. 253 questionnaires (the sample size,

selected from 651 using sample size calculator survey software) were distributed to various productive families in an attempt to discover their views regarding the effect of Instagram on their productivity and businesses. They were also asked whether they had indeed adopted Instagram and the reasons behind. The model contains two main sections. The first section is the independent variables: performance expectancy (perceived usefulness) and effort expectancy (perceived ease of use); the second is the controlled variables (dependent variables): age, gender and level of education.

Figure 1: Factors influencing the use of Instagram by productive families.

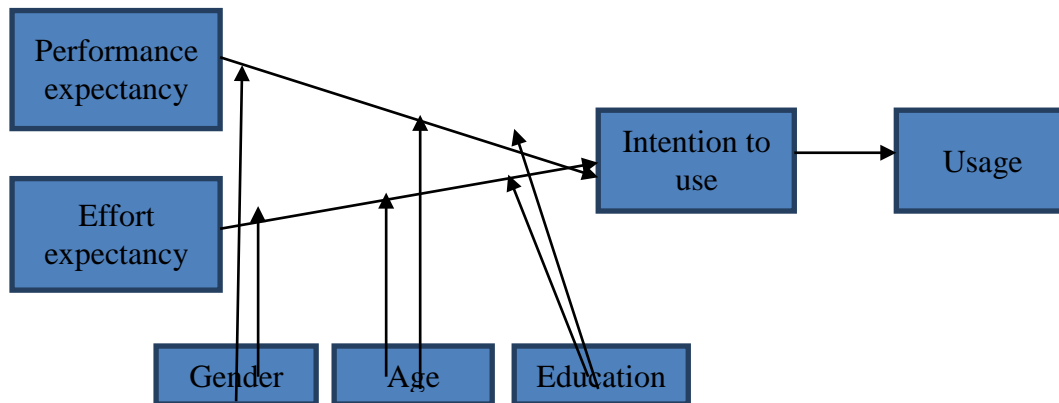


Table 1: Demographic characteristics of the participants

Measure	Categories			Frequencies	Percentages	
Gender	Female			179	71%	
	Male			74	29%	
Age	18-29			147	58%	
	30-39			47	19%	
	40-49			31	12%	
	50 and over			28	11%	
Level of education	Non- educated			23	9%	
	Secondary education			110	44%	
	Bachelor or higher			120	47%	
Business type	Services			85	34%	
	Handicraft			83	33%	
	Cooking			69	27%	
	Agriculture			16	6%	
Institution (supporters)	Yes	47	19%	Tamkeen	25	53%
				Ministry of Labor	3	7%
				Bahrain Development Bank	10	21%
				Ministry of Agriculture	9	19%
	No	206	81%	-	-	
(Instagram) use	Yes	184	73%	Less than 1 year	50	27%
				1-2 years	57	30%
				More than 2 years	80	43%
	No	69	27%	-	-	

V. Data analysis and results

As shown in Table 1 above, 71% of the respondents were females while males contributed 29%. In addition, 58% were between 18 to 29 years old and 47% held a bachelor or higher degree. As for business type, services and handicrafts are the most common types run by the productive families, with services representing 34% and handicrafts 33%. Concerning the (supporters) that financially support the productive families' businesses, 53% are supported by Tamkeen, (21%) by Bahrain Development Bank, 19% by the Ministry of Agriculture, and the remainder 7% by the Ministry of Labour. The results also reveal that the majority 73% of the productive families used Instagram to promote their business, 43% of whom had been using Instagram for over two years, 30% for over one year and the rest less than a year. Regarding the analyses of each item of the model's variables, the results of the first group of questions focus on the variable effort expectancy (ease of use); 65% of the respondents strongly agreed that Instagram is user-friendly as their answer for one item among seven. The results of the second group of questions focused on the variable Performance Expectancy (usefulness) of Instagram; respondents' answers were all positive in terms of Instagram being a useful tool in enhancing their businesses, accomplishing tasks, increasing efficiency and raising their income. This is justifiable because the respondents are seeking better stable businesses, 62% of the respondents strongly agree with one of the ten items, namely that Instagram was useful for their businesses. Regarding the concerns of behavioral intention, 60% of respondents strongly agreed on two of the four items: the intention to keep dealing with clients and business colleagues through Instagram and that it is a good communication tool in general. As for usage behavior, 60% of respondents strongly agree with one item out of four, namely that prior experience with Instagram was very helpful for their business career and helped them to provide better services for their clients.

VI. Testing the Hypotheses

It is important to determine the significance of the relationships between the independent and dependent items of the model variables, Table 2 below, along with Figure 2 shows that the correlation is significant at the 0.01 level. The three hypotheses were tested concerning the respondents' intention to adopt and use Instagram. Hypothesis 1 was tested using chi-square to check the level of significance of the relationship between the independent variables. The chi-squared test was used to determine whether there was a significant difference between the expected and observed frequencies in one or more categories. Did the number of individuals or objects that fall in each category differ significantly from the number we would expect? Is this difference due to sampling variation, or is it a real difference? Table 3 below, shows that there is a strong relation between effort expectancy and performance expectancy which means H₀ is accepted and there are no significant differences between ease of use and usefulness. To check the dependent variables' Table 4 below shows that there is a strong relationship between intention to use Instagram and usage behavior. H₀ is accepted; there is no significant difference between them.

Table 2: Summary of Pearson Correlation analyses for testing the relationship between variable items

		1	2	3	4	5		
		SA	A	U	D	SD	AVG	STD
(1) Instagram requires specific resources to use.	X	82	43	77	25	26	50.6	27.391605
(2) Instagram requires specific knowledge.	Y	64	72	73	19	25	50.6	26.425367
(3) Instagram is not compatible with other social media tools.	Z	68	47	60	37	41	50.6	13.049904
(4) Experts are needed to solve Instagram difficulties.	W	71	57	64	28	33	50.6	19.086645
(5) I feel comfortable using the Instagram in selling my products/services.	H	117	76	31	12	17	50.6	44.880954
(6) I have no problems to use Instagram in my business.	F	118	76	31	14	14	50.6	45.418058
R _{x,y}	0.7903064	Positive Strong Relationship between X and Y						
R _{z,w}	0.9376548	Positive Strong Relationship between Z and W						
R _{x,w}	0.9358972	Positive Strong Relationship between X and W						
R _{y,w}	0.9294735	Positive Strong Relationship between Y and W						
R _{z,f}	0.736543	Positive Strong Relationship between Z and F						

Figure 2: Summary of Pearson Correlation analyses for testing the relationship between variable items

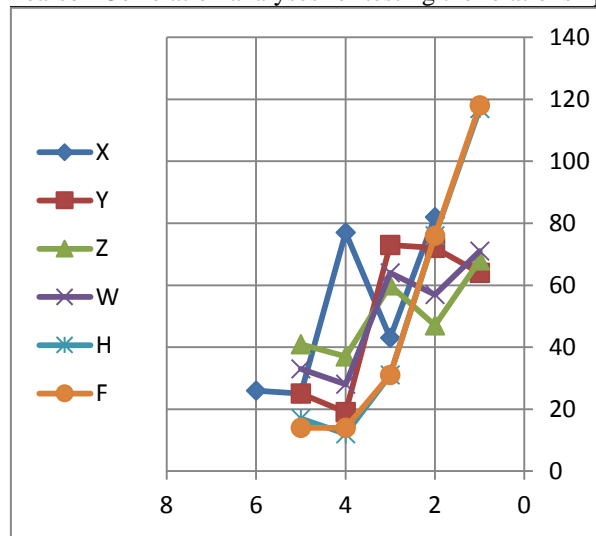


Table 3: Significance between independent variables

Hypothesis testing			
H0:	Ease of use	Eq	Usefulness
H1:	Ease of use	Neq	Usefulness
Observed values			
	Ease of use	Usefulness	Total
Agree	128	178	306
Disagree	125	75	200
Total	253	253	506
Expected values			
	Ease of use	Usefulness	Total
Agree	153	153	306
Disagree	100	100	200
Total	253	253	506
Chi-Value	5.45661E-06		
df	1		
Alpha	0.05		
P-Value	0.998136192		
Chi-crit	3.841459149		
3.841459149 > 00000545661			
Acceptance of H0 and Rejection of H1			
There is no Significant difference between ease of use and usefulness			

Table 4: Significance between dependent variables

Hypothesis testing			
H0:	Ease of use	Eq.	Intention to use
H1:	Ease of use	Neq.	Usage Behavioral
Observed values			
	Intention to use	Usage Behavioral	Total
Agree	205	209	414
Disagree	48	44	92
Total	253	253	506
Expected values			
	Intention to use	Usage Behavioral	Total
Agree	207	207	414
Disagree	46	46	92
Total	253	253	506
Chi-Test	0.644767958		
Df	1		
Alpha	0.05		
P-Value	0.421989506		
Chi-crit	3.841458821		
3.841459149 > 0.644767959			
Acceptance of H0 and rejection of H1			
There is no Significant difference between intention to use and usage behavioral			

Chi-square analysis was used to test the third hypotheses above as it was an applied analytic technique to predict the usage behavioral of respondents.

Table 5 below indicates that effort expectancy and performance expectancy have a great impact on usage behavior when they are controlled by gender and this is justifiable as individual differences such as gender, age and level of education' significantly affect the way information technology is used.

Table 5: Significant between gender and usage behavior.

Hypothesis testing			
H0:	Gender	No significant differences	Usage
H1:	Gender	Significant differences	Usage
Observed values			
	Ease of use	Usage	Total
Male	95	80	175
Female	158	173	331
Total	253	253	506
Expected values			
	Ease of use	Usage	Total
Male	87.5	87.5	175
Female	165.5	165.5	331
Total	253	253	506
Chi-Value	0.160929242		
df	1		
Alpha	0.05		
P-Value	0.688302424		
Chi-crit	3.841458821		
3.841459149 > 0.1609239			
Acceptance of H0 and rejection of H1			
There is no significant difference between gender and usage			

To predict the behavioral intention of the respondents, regression analysis was employed. The coefficient of the model determines to what extent information estimation were trusted and the significance determined whether the information was accepted or rejected. Referring to the model, intention to use is the dependent variable while effort expectancy and performance expectancy are the independent variables. Table 6 below shows the beta of both independent variables that positively affect the intention to use with the significance of less than 0.01; the factors are then significant at 99%... which indicate that the first hypothesis is accepted.

Table 6: Significance between effort expectancy, performance expectancy and intention to use

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.	95.0% Confidence interval for B	
	B	Std. error	Beta			Lower bound	Upper bound
1 (Constant)	2.951	.237		12.431	.000	2.484	3.419
Effort expectancy	.295	.084	.334	3.495	.001	.129	.462
Performance expectancy	.131	.064	.180	2.041	.042	.005	.257

Table 7 below illustrates the investigation of the third hypothesis which indicates effort expectancy and performance expectancy have a great impact on intention and usage behavior when controlled by age with significance less than 0.01; the factors are then significant at 99% which indicates that the hypothesis is accepted.

Table 7: Effort expectancy and performance expectancy significantly affect usage controlled by age

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.951	.237		12.431	.000
Effort expectancy	.295	.084	.334	3.495	.001
Performance expectancy	.131	.064	.180	2.041	.042
Age	.024	.053	.029	.451	.652

Table 8 below indicates that effort expectancy and performance expectancy affect the intention and usage behavior when both controlled by gender, with a significance less than 0.05; the factors are then significant at 95%, which indicates that the hypothesis is accepted.

Table 8: Effort expectancy and performance expectancy significantly affects usage controlled by gender.

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.951	.237		12.431	.000
Effort expectancy	.295	.084	.334	3.495	.001
Performance expectancy	.131	.064	.180	2.041	.042
Gender	-.068	.114	-.035	-.592	.554

In examining the effect of the two variables effort expectancy and performance expectancy on intention and usage behavior when controlled by education, Table 9 below indicates that education, as a controlled variable, has no significant effect on intention and usage behavior, and is therefore rejected.

Table 9: Effort expectancy and performance expectancy significantly affects usage controlled by education

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.635	.466		7.802	.000
Effort expectancy	.203	.124	.180	1.633	.105
Performance expectancy	.138	.100	.149	1.381	.170
Education	-.022	.110	-.018	-.202	.840

VII. Conclusion and recommendations

This study identified various factors that contribute to the adoption and usage of Instagram by productive families in Bahrain. Two of the UTAUT theoretical model's variables were incorporated to help in analysis: "effort expectancy" and "performance expectancy". The analysis revealed that both factors influenced the families' intention to adopt and use Instagram which directly correlated to the actual usage. Meanwhile, the three controlled variables, age, gender and level of education, had an indirect affect.

The results also showed that effort expectancy and performance expectancy, as controlled by age, gender and level of education, had a great influence on productive families' intention to adopt and use Instagram. Therefore, it is concluded that these families highly intend to use Instagram, which has in turn resulted in the adoption and use of this technology.

We recommend that the productive Bahraini families should focus on adopting and using Instagram for their businesses. In addition, institutional backers such as The Ministry of Social Development should focus on increasing the usefulness level of Instagram through the creation of accounts for productive families who do not have them or have difficulty using the technology due to their age or low level of education. In addition, workshops and training sessions are needed to spread social awareness of the usefulness and ease of use of Instagram how this technology could help productive families to build strong relationships with their customers and gain more profit.

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