# CONSUMERS' ACCEPTANCE TOWARDS LOCATION-BASED SOCIAL NETWORKING SERVICES

BY

KHENG MUN YEE
LEONG SHIN-YING
TAN HUI QI
YEONG KHENG KHENG

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# DECLARATION

We hereby declare that:

(1) This undergraduate research project is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Equal contribution has been made by each group member in completing the research project.

(4) The word count of this research report is 9,571 words.

| | Name of Student: | Student ID: | Signature: |
|---|---|---|---|
| 1. | Kheng Mun Yee | 13ABB04062 | |
| 2. | Leong Shin-Ying | 13ABB03194 | |
| 3. | Tan Hui Qi | 13ABB04766 | |
| 4. | Yeong Kheng Kheng | 13ABB02745 | |

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# DEDICATION

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# LIST OF ABBREVIATIONS

| | |
|---|---|
| ANOVA | Analysis Of Variances |
| BI | Behavior Intention |
| CD | Conditional Value |
| CV | Convenience Value |
| DV | Dependent Variable |
| IV | Independent Variables |
| LBSNS | Location-Based Social Networking Service |
| MEU | Mobile Ease of Use |
| MTAM | Mobile Technology Acceptance Model |
| MU | Mobile Usefulness |
| MV | Monetary Value |
| TAM | Technology Acceptance Model |
| UTAR | Universiti Tunku Abdul Rahman |

# LIST OF APPENDICES

# PREFACE

More and more people have get across with technology in their daily routine as advances in location-acquisition and wireless communication technologies enable people to add a location dimension to traditional social networks, fostering a bunch of location-based social networking services; for instance, Foursquare, Loopt, Facebook and Waze, where users can easily share life experiences in the physical world via mobile devices. As Location-based social networking service **(LBSNS)** applications offer users the ability to lookup the location of another "friend" remotely using a smartphone, desktop or other device, anytime and anywhere.

A research in Malaysia is required to understand the factors that affect the behavioral intention towards consumer acceptance in **LBSNS** due to value dimensions are vary among different markets. Nevertheless, less people are studying on the consumers' acceptance on **LBSNS**. In short, the main objective of this research paper is extended to develop insights about how convenient value, conditional value, monetary value, mobile ease of use and mobile usefulness affect behavioral intention towards consumer acceptance in **LBSNS**.

## ABSTRACT

The number of user in using location-acquisition technology such as GPS and Wi-Fi is growing in this new era. Location-based social networking service **(LBSNS)** allows communication between users by exchanging the information. In Malaysia, there is insufficient of research to study the relationship between consumers' acceptance and **LBSNS.** Therefore, the purpose of this research is to identify the factors that influence behavior intention towards consumers' acceptance in **LBSNS** in Malaysia. There are plenty of past researches study on the relationship between Technology Acceptance Model **(TAM)** and customer behavioral intention, but most of the research are unrelated to mobile environment. Therefore, we adopted Mobile Technology Acceptance Model **(MTAM)** instead of **TAM** because of the growing of user and usage on mobile devices. In this research, we combined two different models - Consumption Value Model with **MTAM** and propose a new framework. The proposed framework is developed to examine the five factors - conditional value, convenience value, monetary value, mobile ease of use and mobile usefulness influencing behavior intention towards consumers' acceptance in **LBSNS** in Malaysia. In this research, questionnaire is distributed in 3 cities of Peninsular Malaysia which are Ipoh, Kuala Lumpur and Johor Bahru. Furthermore, future researchers, mobile device developers, business units and **LBSNS** providers are benefited from this research which contribute a better insight on the factors that affect **BI** towards consumers' acceptance in **LBSNS** in Malaysia.

# CHAPTER 1: RESEARCH OVERVIEW

## 1.0 Introduction

This chapter discusses the summary of the research project. It consists 6 parts which are research background, problem statement, research objective, research question, the hypothesis of study and significant of study.

## 1.1 Research Background

The purpose of this study is to examine the factors that influence behavior intention (**BI**) towards consumers' acceptance in Location-Based Social Networking Services **(LBSNS)** in Malaysia. **LBSNS** show the integrated of social networking and location-based information. **LBSNS** has become one of the "killer" applications for smartphones (Yu, Zo, Choi, & Ciganek, 2013). **LBSNS** is rapidly growing in number and popularity (Zhao, 2012; Fusco, 2010). The availability of location-acquisition technology (for example GPS and Wi-Fi) are increasing. It empowers people to add their current location to existing online social networks in multiple ways (Zheng, 2011).

Based on the research from Malaysia Digital Overview, 20,650,133 users are using social network sites in Malaysia. Malaysian digital association (2016) resulted that Malaysians spent an average of 2.8 hours per day in the social network. Millions of users have been attracted by social network sites, for instance, Facebook, Instagram and Waze and integrated these sites into their daily behavior (Ellison, 2007).

**LBSNS** is a combination of location-awareness, recommendation engine, location-based mobile advertising platform and a game-like rewards system (Yu et al., 2013).

It also provides game elements and a motivation action to stimulate the use of service. There are three types of **LBSNS** providers which including traditional social networking service (examples: Twitter and Facebook), specialized location-based social providers (examples: Waze and Foursquare) and web service providers (examples: Yahoo and Google) (Yu et al., 2013).

One of the most well-known features of **LBSNS** is location check-in. Check-in applications allow consumers to use the mobile device to mark their locations and share it with one's social networking sites to public, or selected person (Yavuz & Toker, 2014). **LBSNS** support the relationship between consumers. They able to share their consumption experiences (Burton & Khammash, 2010) at the locations such as concerts, restaurants, tourist attractions and event venue. In this era of technology, more consumers are participating in this new and unique online social atmospheres. They willing to share their current location information, it can range from appearances at the workplace to participate in special events and visits to special and famous venues (Yavuz & Toker, 2014).

**LBSNS** turned into the greatest stage for consumers to assess and evaluate the locations specific condition services. Consumers also able to communicate and exchange information with other consumers (Yavuz et al., 2014). Some consumer might want to flaunt the information of a specific location with their friends when they visit that famous venue, for example, visitor destinations, popular spots, and restaurants.

Consumers who use **LBSNS** can also receive benefits, leave feedback, and obtain information from local businesses (Yu et al., 2013). One of the benefits in using **LBSNS** is they can automatically receive the incentive from **LBSNS** business user based on the previous check-in location. Those restaurant or shops target consumers which nearby of their businesses by pushing limited time messages (Yu et al., 2013).

## 1.2 Problem Statement

Pura (2005) encouraged to conduct further research on the relative importance of the value dimensions' affect on **BI** in global markets. Influence of value dimensions in the different market has to analyze regard to the **LBSNS** offered to the consumer market. The effect of consumers' value perceptions on **BI** differs in different cultures. The results of Pura (2005) research indicate that weight of the impact of various value dimensions should be interpreted suspiciously at least with respect to the Asian markets because the social influence of the group in Asian market have a tendency to be greater than in Europe, where the culture is thought to be more individualistic. Therefore, a research in Malaysia should be conducted to in order to narrow down the worldwide research market in order to analyze the value dimensions influence the consumer's' **BI** regard to **LBSNS**. Yu, Zo, Choi and Andrew (2013) also suggest that future research should better explain the value dimension by including the variables that are specifically direct to **LBSNS** because there are no up to date established a measure for customer perceived value in electronic context. Most of the current empirical research on customer perceived value is based on consumption experiences of goods or traditional services (McDougall & Levesque, 2000). Therefore, modifications may be needed to describe and emphasize the spontaneous use of mobile self-services in specific condition or situation, monetary and the convenience compared to other alternatives. In short, the theory of consumption values is used as a foundation for this study because it measures a border framework which more related to mobile service context compared to perceived values. This study has a purpose of investigating the direct influence of consumption value dimension (monetary value, convenience value and conditional value) on the BI towards consumers' acceptance on **LBSNS.** The results give practical implications on how to improve **LBSNS** in a way that provides a realistic picture of value dimensions regards **LBSNS**.

On the other hand, Pura (2005) stated that further empirical studies and conceptualization of value dimension and loyalty are needed especially in the mobile context. Therefore, a modified technology adoption model (**TAM**) (Davis, 1989) is

adopted which is mobile technology acceptance model (**MTAM**) (Ooi & Garry, 2016) to assess consumer **BI** in mobile technologies. In short, the purpose of the study is to investigate the direct effect of consumption value dimensions (**MV**, **CV,** and **CD**) and **MTAM** (**MU** and **MEU**) on **BI** towards consumers' acceptance in **LBSNS**.

## 1.3 Research Objectives

### 1.3.1 General Objective

To identify factors that influencing consumers' behavioral intention towards consumers' acceptance in location-based social network service.

### 1.3.2 Specific Objectives

1. To investigate the relationship between the conditional value (**CD**) and **BI** towards consumers' acceptance in **LBSNS**.
2. To investigate the relationship between the convenience value (**CV**) and **BI** towards consumers' acceptance in **LBSNS**.
3. To investigate the relationship between the monetary value (**MV**) and **BI** towards consumers' acceptance in **LBSNS**.
4. To investigate the relationship between the mobile ease of use (**MEU**) and **BI** towards consumers' acceptance in **LBSNS**.
5. To investigate the relationship between the mobile usefulness (**MU**) and **BI** towards consumers' acceptance in **LBSNS**.

## 1.4 Research Question

1. Does **CD** influence **BI** towards consumers' acceptance in **LBSNS**?
2. Does **CV** influence **BI** towards consumers' acceptance in **LBSNS**?
3. Does **MV** influence **BI** towards consumers' acceptance in **LBSNS**?
4. Does **MEU** influence **BI** towards consumers' acceptance in **LBSNS**?
5. Does **MU** influence **BI** towards consumers' acceptance in **LBSNS**?
6. What is the most influential determinant of behavioral intention towards consumers' acceptance in **LBSNS**?

## 1.5 Hypotheses of Study

**H1: CD** has a positive relationship with **BI** towards consumers' acceptance in **LBSNS**.

**H2: CV** has a positive relationship with **BI** towards consumers' acceptance in **LBSNS**.

**H3: MV** has a positive relationship with **BI** towards consumers' acceptance in **LBSNS**.

**H4: MEU** has a positive relationship with **BI** towards consumers' acceptance in **LBSNS**.

**H5: MU** has a positive relationship with **BI** towards consumers' acceptance in **LBSNS**.

## 1.6 Significance of the Study

From an academic perspective, readers will gain a better understanding towards the factors that affect **BI** towards consumers' acceptance in **LBSNS**. The proposed research framework may contribute knowledge to a future researcher in formulating in-depth and detailed research in the related field. This study serves as additional resources information and references for the researcher to study on the factor that influencing customer acceptance towards **LBSNS**.

Through this study, businesses will be able to gain the knowledge about the benefit of using **LBSNS** as promotional tools to improve their marketing strategic and customer satisfaction. It also enables business success and sustains in the related field.

**LBSNS** provider able to improve on their services to retain their user with the applicable information obtain from this study. **LBSNS** provider can enrich their database in order to provide more useful information for the consumer.

## 1.7 Chapter Layout

| |
|---|
| **Chapter 1** |
| The introduction of research project's overview. |
| **Chapter 2** |
| Review of theoretical models, frameworks, and hypotheses. |
| **Chapter 3** |
| Discuss research design, data collection method, sampling design, research instrument, constructs measurement, data measuring, and analysis. |
| **Chapter 4** |
| Discuss the study result with details analysis through Statistical Analysis System (SAS). The analysis included Descriptive Analysis, Inferential Reliability Test, and Inferential Analysis. |
| **Chapter 5** |
| Summary of all discussion and analysis. Discuss the implication, limitation, and recommendation of study. |

## 1.8 Conclusion

In conclusion, Chapter 1 provides a basic understanding of the study of **BI** towards consumers' acceptance in **LBSNS**. This chapter also serves as fundamental guidelines for the future development of this study. Further discussion on **BI** towards consumers' acceptance in **LBSNS** will be carried out in Chapter 2.

# CHAPTER 2: LITERATURES REVIEW

## 2.0 Introduction

Chapter 2 will review the relevant past studies and theoretical framework. The conceptual framework with five determinants is proposed and the hypotheses are formed for each independent variables **(IV)** and behavior intention **(BI)**.

## 2.1 Review of the Literature

### 2.1.1 Dependent Variable (DV): BI

**BI** is acted as an intermediary of consumer acceptance (Sim, Tan, Wong, Ooi, & Hew, 2014). Fishbein and Ajzen (1975) defined **BI** as a strength measurement of people's intention in performing a particular behavior. Ajzen and Fishbein (1980) claimed that intention affected by the attitude towards an object and eventually affect the behavior with the respect and use of an object. **BI** is known as personal subjective probability when performing a particular behavior and it also can drive a person's determinant in actual usage behavior (Yi, Jackson, Park, & Probst, 2006). BI can be a predictor to forecast consumers' most recent usage in a certain object (Sheppard, Hartwick, & Warshaw, 1988). Consumers' usage is significantly correlated with their **BI**. The concept of actual use is influenced by a person's **BI** to use (Schepers & Wetzels, 2007).

### 2.1.2 IV: CD

**CD** refers to circumstances that impact choices. **CD** will exist when a particular condition happens in a specific situation. This situation is the information which classified as conditions that related to any interaction with humans, applications and external environment (Sheth, Newman, & Gross, 1991a; Holbrook, 1994). Context can be time, location, environment, equipment available, and user specified criteria (Kontti, 2004). Pura (2005) stated that the concept of CD is independent of place and time but dependent on emotional and social context, availability of technology and networks so **CD** needs to be updated to describe the actual state of situational nature of services on the flow. According to Mallat (2005), the influence of contextual elements, for example, behavior of choice is affected by time pressure, shows that perceived value is affected context-specific factors. Heinonen (2004) also claimed that time, location and access have some extent been acknowledged in recent mobile and electronic self-service research.

### 2.1.3 IV: CV

**CV** explained as the speed and ease of accomplishing a task conveniently and effectively (Mathwick, Malthotra, & Ridgon, 2001). Convenience acts as a primary attractor to use mobile technology in accomplishing the task (Anckar & D'Incau, 2002; Carroll et al., 2002). **CV** is known as one of the functional value, it is the utility which can derive the expected performance and perceived quality in using **LBSNS** (Sweeney & Soutar, 2001). When the expected services quality and performance is received by consumers, consumers will be motivated by the functional value of services to utilize and use the services. (Yang & Jolly, 2009). Convenience value is frequently mentioned throughout the interviews with mobile service users because it is a handy option (Pura & Gummerus, 2007). According Yale and Venkatesh

(1986) measured handiness defined as a class of convenience which refers to effort-saving capability.

### 2.1.4 IV: MV

**MV** is known as one of the functional value which defined as the value derived from task fulfillment (Sheth et al., 1991a). According to Holbrook (1994), a productive task fulfillment indicated as consumers behavior's input or output ratio, convenience, availability, and ease of use. In an electronic service environment, self-service is expected to be better than other interpersonal service options, because of it enable money and time saving (Meuter et al., 2000). **MV** is defined as an affordable price level and a good value for money (Pura, 2005). **MV** also was known as service satisfaction in terms of cost, effort and time used in the services (Monroe, 1990; Cravens, Holland, Lamb, & Moncrieff, 1988). **MV** cannot be overlooked as consumers may require paying high usage fees on the services, thus consumers will considerate in spending and advantages of using that services (Yang & Jolly, 2009). **MV** can be explained by cognitive perspective, for instance, monetary benefits or excellence which are comparable with other alternatives (Gummerus & Pihlström, 2011).

### 2.1.5 IV: MEU

**MEU** is explained by the ease of use and complication of using a specific information technology and information system (Venkateh et al., 2003). **MEU** is related to perceived ease of use which defined as the extent of a person who believes that he or she requires spending a little effort in adopting a specific system (Saadé & Bahli, 2004). Consumers are preferable to use a new technology when they anticipated that this new technology is easy to manage. Oksman and Rautianinen (2001) examined that younger and smart mobile

device users are having more enjoyment in using the mobile services, therefore this group of users is more focused on investigating the functionality of the services. MEU is associated with the constructs discussed above and it is defined as the acceptances of complication to use and learn the new services for future users when they willing to adopt the services (Ooi & Tan, 2016).

### 2.1.6 IV: MU

Generally, **MU** is an extrinsic motivation with relative advantages. **MU** is referred to how a person able to improve his or her work performance (Venkateh et al., 2003). MU is a complementary of perceived usefulness that shows the degree of an individual believes that adopting a specific system can increase work performances (Saadé & Bahli, 2004). It was formerly seen to be an adequately simple concept which consists of the elements of efficiency and effectiveness that are majorly relevant to extrinsic motivation in working contexts (Pedersen & Nysveen, 2003). Ooi and Tan (2016) indicated that **MU** is referred to the perception of usefulness improvement contributed for future users when they using the mobile services.

## 2.2 Review of Relevant Theoretical Framework

### 2.2.1 Consumption Value Model

Sheth, Newman, & Gross (1991b) framework identify that five value dimensions are used as a foundation for the study of consumption value which includes emotional value, epistemic value, social value, functional value and conditional value. A consumer's' intention may be affected by any or all of the five consumption values.

The level of fulfillment of consumers' need is referred consumption value. The degree of fulfillment generate from consumption behavior is operationalized as consumer evaluate the net utility of a product thoroughly after leveling the ''gives" and the ''gains" (Chen, Shang, & Lin, 2009). All consumption value are independent. Each of the value is contributing positively to consumers' choice. However, it is not practical to fulfill all of the five consumption values, the consumer is usually willing to sacrifice one of the value in return for more of the other.

In this research, social value, emotional value, and epistemic value are not included in proposed framework. Based on the earlier research supports by Pura (2005), emotional value and social value have an indirect effect to **BI**. Besides that, epistemic value only urges the consumer to adopt the services for the first time and not be prospected to affect whole value perceptions radically (Pura, 2015).

### 2.2.2 Mobile Technology Acceptance Model

According to Ooi and Tan (2016), **MTAM** is an extension of **TAM** which developed in the year 2016. Furthermore, **MTAM** includes **MU** and **MEU**. Davis (1989) proposed that **TAM** focuses on the process of using a technology which includes Perceived Ease of Use and Perceived Usefulness. However, **TAM** only refers to the effect of a person's intention to adopt a technology.

Furthermore, Ooi and Tan (2016) propose **MTAM** as a basic framework that allows mobile users to be integrated effortlessly that enable a better understanding of the mobile technologies adoption from the different mobile user's point of view. In addition, **MTAM** provides a superior overall picture from the mobile adoption point of view. The basic framework of **MTAM**

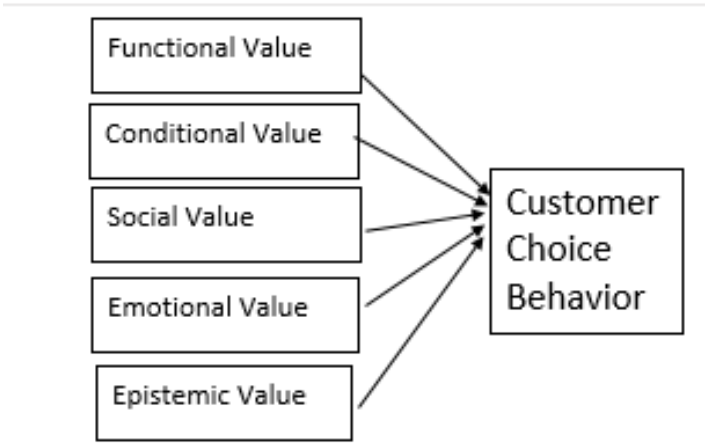
enables the researcher to easily gain a better understanding of the perspective of mobile users towards the mobile technologies adoption (Ooi & Tan, 2016).

This study is expected that MTAM will influence **BI** towards consumers' acceptance in **LBSNS**.

# 2.3 Proposed Theoretical Framework

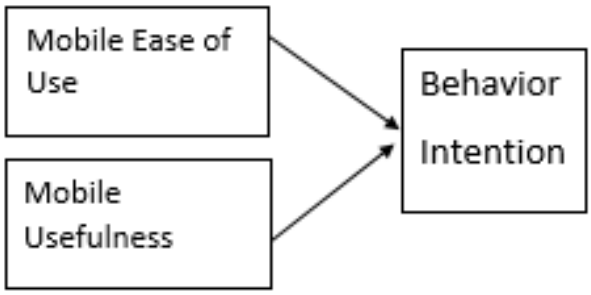
## 2.3.1 Theoretical Framework Reference

Figure 2.1: Why we buy what we buy: A theory of consumption values.




Adapted from: Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of business research*, *22*(2), 159-170.

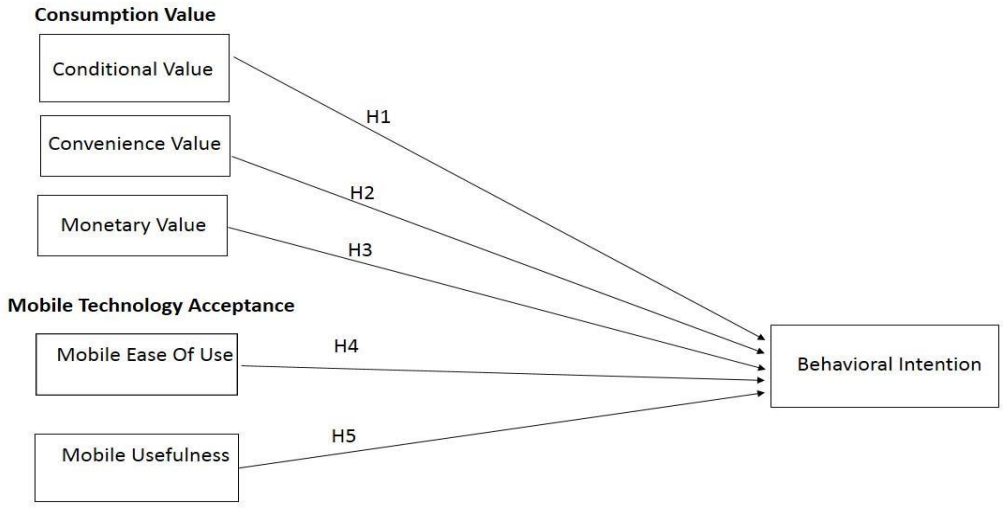
Figure 2.2: Mobile technology acceptance model: An investigation using mobile users to explore smartphone credit card.




Adapted from: Ooi, K. B., & Tan, G. W. H. (2016). Mobile technology acceptance model: An investigation using mobile users to explore smartphone credit card. *Expert Systems with Applications*, 59, 33-46.

### 2.3.2 Proposed Theoretical Framework

Figure 2.3: Research Framework of Customer Acceptance towards **LBSNS**.




Source: Sheth, Newman, & Gross, (1991); Ooi & Tan (2016).

## 2.4 Hypothesis Development

Initially, **CD** refers to the circumstances which affect the decision. Such circumstances may be a unique occasion, crisis or seasonal conditions (Sheth et al., 1991a). Holbrook (1994) presumes that **CD** exists only within a specific situation and depend on the case in which the value judgment take place. **CD** is expected to be vital in location-based service because they are used essentially in a particular situation. According to Kontti (2004), context depends on the social environment, time and location circumstance, the technological environment, the availability of equipment and user-determined criteria, such as mood, work or leisure time. Alternately, context is likely to aggravate a requirement to adopt a specific service in a certain condition and thus the intention to use the service is influenced positively. For instance, a person can adopt a mobile location-based service to determine their location and the

way to get where they want to go if a person lost in an unknown city. According to the Ha's (1998) work, there is a direct positive effect of the context that is **CD** on consumption behavior. Other than that, he recommends an indirect impact of attitude and social influence on behavior through situational factors. Consequently, **CD** is expected to affect **BI** positively.

**H1: CD** has a positive relationship with **BI** towards consumers' acceptance in LBSNS.

**MV** and **CV** enable prompt convenient access to services that are worth for money compared to other option so they expect to strongly affect the value perceptions of information based services and task fulfillment-oriented for example, location-based search services. Furthermore, **CV** derived from the effectively and timely transmission service, so task fulfillment and convenience are the main enticement to adopt mobile services (Pura, 2005). According to the previous study, Wang et al. (2004) defined functional value as "utility originated from the perceived quality and expected work performance of the product or service". It directly influences the behavior intention to use. So, it is expected that **MV** and **CV** affect **BI** positively.

**H2: CV** has a positive relationship with **BI** towards consumers' acceptance in LBSNS.
**H3: MV** has a positive relationship with **BI** towards consumers' acceptance in LBSNS.

There are few empirical types of research verified the impact of ease of use on attitude toward use (Al-Gahtani & King, 1999; Lu & Gustafsen, 1994; Moore & Benbasat, 1991). **MEU** has the similar implication as complexity and ease of use of in adopting a particular information technology or information system (Venkatesh et al., 2003). Therefore, **MEU** refers to the perception of complication to study and use for potential users when using mobile devices. If Mobile devices are required minimum effort to study and adapt, it will lead to favorable impressions for potential adopters.

The consumer will tend to adopt new technology innovation when consumers feel that mobile device is uncomplicated to learn and adopt. Dutot (2015) defined that consumers have a tendency to emphasize on the probability of learning success when consumers begin to use a mobile device for the first time and their **BI** to adopt a particular technology is influenced in this case directly. **MEU** is discovered to be significant with **BI** (Dutot, 2015). Therefore, it is expected that **MEU** affects **BI** positively.

**H4: MEU** has a positive relationship with **BI** towards consumers' acceptance in LBSNS.

**MU** has a similar meaning with sub-constructs of usefulness like relative extrinsic motivation and benefits. It also illustrates the way to assist people in improving their work performance (Venkatesh et al., 2003). The perception of enhancing the usefulness presented for potential users when using mobile devices is referred to **MU** in this research. It is an individual's level of belief towards the system in enhancing a particular individual work performance (Davis et al., 1989). In short, **MU** affect the **BI** positively.

**H5: MU** has a positive relationship with **BI** towards consumers' acceptance in LBSNS.

## 2.5 Conclusion

In summary, Chapter 2 overviews the relevant theoretical models and develops a research framework with **CD**, **CV**, **MV, MEU,** and **MU** as five determinants which influence the **BI** towards consumers' acceptance in LBSNS. It also serves as a clear path to continue the study.

# CHAPTER 3: METHODOLOGY

## 3.0 Introduction

In Chapter 3, the main focus would be obtaining relevant information that helps us in this research. The research design, data collection methods, constructs measurement and data processing and analysis will be discussed in this chapter.

## 3.1 Research Design

The research design is used to ensure that the data gathered in the research enables to address the research issue logically and focus on the cause and effect. Marketing research is divided into 3 different categories: exploratory, descriptive and causal. Quantitative Research Method is used in this research as it is more reliable and objective. Quantitative or numeric description of attitudes, trends, or viewpoint of a population is offered by survey design to study the sample of that population (Creswell, 2014). By conducting it, we able to examine the relationships between **IV**s and **DV** and compared it with hypotheses.

Other than that, Descriptive Research Design is used in this research. Descriptive research might be defined as simply the attempt to determine, describe or distinguish what is (Ethridge, 2004). Descriptive research is used to identify and define that the factors that affecting **BI** towards customer's acceptance in **LBSNS**.

## 3.2 Data Collection Method

The process of gathering the data is known as data collection. The data collection method is including of primary data and secondary data (Hox & Boejie, 2005). After collecting the data, the information will be interpreted as a useful message in order to generate an understandable outcome.

### 3.2.1 Primary Data

The first information that has been gathered for a special purpose is referred as primary data. The researcher collected the data which is first-hand information from the original source to response specific purpose of studies (Hox & Boejie, 2005). For this study, the questionnaire will be assigned to targeted respondents who using LBSNS in Johor Bahru, Kuala Lumpur, and Ipoh.

### 3.2.2 Secondary Data

When a person is not committed in collecting and analyzing the data, it refers to Secondary data. Secondary data may be based or depended on the published data and original data (Church, 2001). Secondary data is obtained by access to Universiti Tunku Abdul Rahman (**UTAR**) Library OPAC system to acquire the relevant information. Secondary data is also gathered from articles which mostly can be found on **UTAR** Library e-database such as Science Direct, Emerald, and Google Scholar.

## 3.3 Sampling Design

### 3.3.1 Target Population

The target population for this study is the people who experienced **LBSNS** because non-**LBSNS** users normally have unrealistic perceptions of services (Pura, 2005). Malaysia Digital Landscape (2016) resulted that there are 20, 650, 133 Malaysians are using social networking site. The reason for choosing this population as this research's target population is because it required deep understand on the respondent's' **BI** towards consumers' acceptance in **LBSNS**.

### 3.3.2 Sampling Frame and Sampling Location

**LBSNS** user list is unable to collect in this study because it is confidentiality information. For sampling location, the questionnaire is collected from three out of the top five highest populated states which are Johor, Kuala Lumpur, and Perak. According to Department of Statistics Malaysia (2016) it recorded that from the total population of 31.7 million people in Malaysia, Johor has 11.5% of the total population, Kuala Lumpur has 5.6% of the total population and Perak has 7.8% of the total population. It provides a higher chance to study on different responses from a different level of people. The questionnaire is distributed in the three states' capital cities which are Johor Bahru, Kuala Lumpur, and Ipoh.

### 3.3.3 Sampling Elements

Students, working adults, and anyone who have experienced **LBSNS** is considered as target respondents in this study. Different age groups of the target respondents have different perceptions on **BI** towards consumers' acceptance in **LBSNS** (Brennan, 2015). Therefore, the age group of targeted respondents in this study is from 18 to 40 years old. Past research suggested that targeted respondents with age between 21 to 38 years old are early **LBSNS** users (Brennan, 2015).

### 3.3.4 Sampling Technique

Due to limitations of time, money and workforce, a non-probability sampling technique is applied in this research. Convenience sampling method is used in survey collection. Convenience sampling is used when the researcher does not has additional requirements to collect primary data sources (Dudovskiy, 2014). Convenience sampling allows the researcher to reach target respondents more easily. Through convenience sampling, respondents will randomly select and these respondents have an equal chance of being chosen (Andale, 2015).

### 3.3.5 Sampling Size

The number of sample size is set from 200 to 250. When sample size has increased, it will show the decreases in the factor loadings of variability in samples (MacCallum, Widaman, Zhang, & Hong, 1999). Besides that, these loadings will result in smaller standard errors. Larger the sample size, smaller the sampling error will be (Rumsey, 2015). Cattell (1978) also claim that the appropriate sample size should be 250.

# 3.4 Research Instrument

## 3.4.1 Questionnaire

The questionnaire was implemented to collect data in this research. The questionnaire is an instrument to collect data effectively. It is a fast way to gather data from a large number of the respondents within a brief period. (Marshall, 2005; Zikmund & Babin, 2007). By conducting questionnaire, it makes researchers easier to collect data in respect to a person attitude, knowledge and behavior (Oppenheim, 1992).

## 3.4.2 Questionnaire Design

The design of questionnaire is essential and necessary because the questionnaire quality will highly affect the quality of the final research outcomes (Bernard & Makienko, 2012). A good questionnaire design is determined by the quality of data that are getting from the questionnaire (Bernard & Makienko, 2012). Questionnaire for this study is adapted from prior research studies and literature relevant to the research model to guarantee the high validity.

The questionnaire has divided into section A and section B. The demographic profile to filter the respondents and examine respondents' gender, adopt frequency, age and behavior are included in Section A. Nominal and ordinal scale is applied in Section A which respondents can answer the questions by ticking the options provided.

In section B, the questionnaire design is based on **IVs** (**MU**, **MEU**, **CD**, **CV**, and **MV)** and **DV** (**BI)** to evaluate the factors that affect the respondent's' behavioral intention to use **LBSNS**. Seven-point Likert scale measurement varying from strongly disagree to strongly agree on which range from 1 to 7 is used to examine the respondent's' degree to which they agreed or disagreed with each statement.

### 3.4.3 Data Collection

The questionnaire was distributed in different shopping malls which located separately at Johor Bahru, Kuala Lumpur, and Ipoh. Meanwhile, the interviewer-administered survey was used in the data collection process. The meaning of **LBSNS** was explained before the questionnaire is distributed to the respondents.

Ultimately, 300 questionnaires have been distributed to the respondents and collected from them. However, there are only 237 sets of the questionnaire are qualified to exercise in this study. There are 63 sets of the questionnaire are filtered out due to the incomplete responses and unqualified respondent. The percentage of 237 sets usable questionnaires is approximately 79% among volunteered participants.

# 3.5 Constructs Measurement

## 3.5.1 Origin of Source of Measurement

Table 3.1: Origin of Constructs

| Construct | Adapted from |
|---|---|
| **MU** | Ooi & Tan (2016) |
| **MEU** | Ooi & Tan (2016) |
| **CD** | Pura (2005) |
| **CV** | Anderson & Srinivasan (2003)<br>Mathwick, Malthotra & Ridgon, E. (2001) |
| **MV** | Chen & Dubinsky (2003)<br>Dodds & Moroe (1991)<br>Sweeney & Soutar (2001) |
| **BI** | Gremler & Gwinner (2000)<br>Taylor & Baker (1994)<br>Zeithaml, Berry, & Parasuraman (1996) |

Source: Developed for the research

## 3.6 Data Processing

The series of action that transforms raw data into meaningful information is referred to data processing. Data processing process involved 5 steps which including data checking, data editing, data coding, data transcription, and data cleaning.

| Process | Description |
|---|---|
| Data Checking | In order to identify problems and error existing, a pilot test is conducted before the distribution of 300 set questionnaire. The feedback obtained from the pilot test is used to modified and enhance the questionnaire. |
| Data Editing | Data editing is the activity planned at discovering and amends errors in data. This action ensures that the information provided is accurate, complete and consistent (Statistic Canada, 2013). Hence, increase the quality of information obtained a survey. |
| Data Coding | The process of appointing figure or other symbols to answers is referred to data coding. Responses will be categories into a limited number of categories or classes (Kothari, 2004). Data coding is helpful for computer tabulation. Encoding data collected into numeric data in SAS system is needed. |
| Data Transcription | Data transcription is the process of converting questionnaire into coded data. Then, data is transferred into the computer system for interpreting. |
| Data Cleaning | Data cleaning is the process of rectifying or abolish that is inappropriate, incomplete, inaccurate formatted, or repeated (Rouse, 2010). In order to avoid any error results, double-checking is conducted during the data key in the process. |

## 3.7 Data Analysis

In order to define, represent, summarize and classify the data, several data analysis methods will be applied in this study. It is a process which can systematically employ logical techniques and statistical. Shamoo and Resnik (2003) mentioned that this analytic process serves as a way of outlining the data's preparatory interpretation and differentiating the aspect of interest from the statistical fluctuations present in the data. In this study, the data which gathered from the questionnaire is analyzed by using SAS Enterprise Guide 7.1. SAS shows the results in statistical tables which can provide a better understanding of the information. Logical reasoning methods which consist of descriptive and inferential analysis also has been applied to carry out data interpretation.

### 3.7.1 Descriptive Analysis

Summarization of data collection in given numerical and graphic procedures into an understandable way is referred to Descriptive Analysis (Jaggi, 2003). In this research, frequency distribution will be carried out and information will be shown in the table form to summarize the respondents' demographic profile.

#### 3.7.1.1 Frequency Distribution

The frequency distribution is a visual that can represent, construct and present frequency count of data, this will enhance the effectiveness in data interpretation (Australian Bureau of Statistics, 2013). It can be conducted in table or graph form such as frequency tables, histograms or bar charts. In the study, the information will result in table form.

## 3.7.2 Scale Measurement

### 3.7.2.1 Reliability Test

According to Malhorta and Peterson (2006), reliability test is adopted to figure out the consistency and stability of research data. The internal consistency among the variety items in the test is measured by Cronbach's Alpha (Sekaran & Bougie, 2010). Moreover, the range of Cronbach's Alpha value is between negative infinity to positive 1 (Tavakol & Dennick, 2011). SAS software can be used to determine the Correlation coefficient value, it ranges from zero to one for each variable (Cronbach & Shavelson, 2004). George and Mallery (2003) provide the rules of thumb of Cronbach's Alpha Coefficient as the table below.

Table 3.2: Rule of Thumb of Cronbach's Alpha Coefficient Range

| Alpha Coefficient Range | Strength of Association |
|---|---|
| >0.9 | Excellent |
| >0.8 | Good |
| >0.7 | Acceptable |
| >0.6 | Questionable |
| >0.5 | Poor |
| <0.5 | Unacceptable |

Source: George, D., & Mallery, P. (2003). *SPSS for Windows step by step: A simple guide and reference. 11.0 update* (4th ed.). Boston: Allyn & Bacon.

## 3.7.3 Inferential Analysis

### 3.7.3.1 Validity Test (Pearson Correlation Analysis)

A statistical measurement to measure the strength of linear association relationship among the variables is defined as Pearson's correlation coefficient (Malhotra, 2006). The strength of the relationship between the variables can be indicated by the Pearson correlation coefficient ranges between -1.0 to +1.0. +1.00 of Pearson correlation coefficient indicates a perfect positive relationship while -1.0 indicates a perfect negative relationship. Zero value indicated that there is no linear relationship exists among the variables (Hair, Bush, & Ortinau, 2003). The guideline is given by Hair, Bush, and Ortinau (2003) to measure the strength of correlations as the table below:

Table 3.3: Correlation Coefficient Range

| Correlation Coefficient | Strength of Correlation |
|---|---|
| 0.81 to 1.00 | Very Strong |
| 0.60 to 0.80 | Strong |
| 0.41 to 0.60 | Moderate |
| 0.21 to 0.40 | Weak |
| 0.00 to 0.20 | None |

Source: Hair, Bush, & Ortinau (2003).

### 3.7.3.2 Multiple Regressions

A statistical method that used to study the linear relationship between dependent variable and independent variables is referred to multiple regressions. Researchers are allowed to examine the impact of more than one **IV** on one **DV** (Zikmund, 2003). The general formulae equation for multiple linear regression is stated as below:

$$Y= a + b1X1 + b2X2 + b3X3 + b4X4 + b5X5+ \ldots + bkXk$$

The equations in our study are constructed as below:

Y= A + b1 **(CD)** + b2 **(CV)** + b3 **(MV)** + b4 **(MEU)** + b5 **(MU)**

Whereby,

Y= Behavior Intention **(BI)**

A = constant

**CD** = Conditional Value

**CV** = Convenience Value

**MV** = Monetary Value

**MEU** = Mobile Ease of Use

**MU** = Mobile Usefulness

### 3.7.3.3 Adjusted R-Square

In general, adjusted R-square is to show the numbers of data points that drop within the linear regression (Andale, 2013). Adjusted R-square is more specific compare than R-square. Adjusted R-square takes only the **IV**s into account which actually affects the **DV** (Andale, 2013).

#### 3.7.3.4 Analysis of Variance (ANOVA)

**ANOVA** act as a special case in the linear regression (Armitage, Berry, & Matthew, 2008). It is a statistical procedure that indicates the significant level of the model by using F-value (DeLecce, 2015).

## 3.8 Conclusion

In short, Chapter 3 discussed the method of data collection and data analysis. Chapter 3 will serve as guidelines for the analysis of data in Chapter 4.

# CHAPTER 4: DATA ANALYSIS

## 4.0 Introduction

In Chapter 4, result and analysis of study will be present. Descriptive analysis, internal reliability analysis, and inferential analysis are conducted by using SAS Enterprise Guide 7.1.

## 4.1 Descriptive Analysis

### 4.1.1 Respondent Demographic Profile

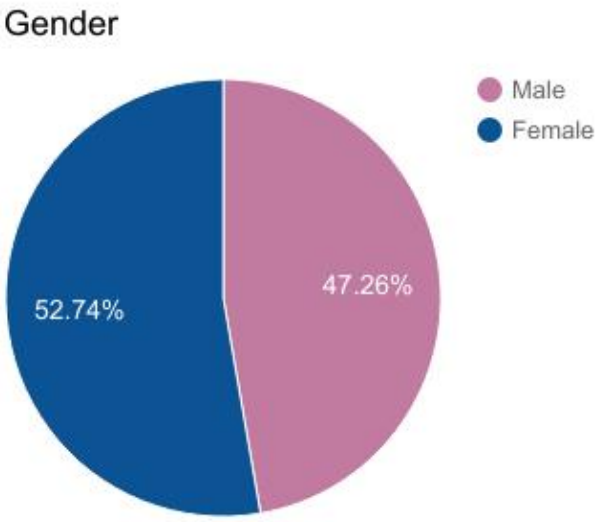
SAS Enterprise Guide 7.1 is employed in this study in order to analyze the collected data and the results will be further analyzed and interpreted in this chapter. Each of the results was analyzed in the table shown as below.

**Table 4.1: Respondents' Gender**

| Gender | Frequency | Percentage (%) |
|---|---|---|
| Male | 112 | 47.26 |
| Female | 125 | 52.74 |

Source: Developed from research

**Figure 4.1: Respondents' Gender**




Source: Developed from research

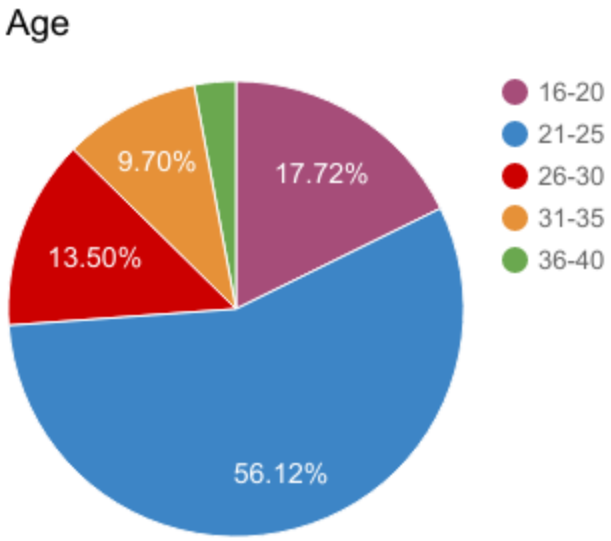
Table 4.1 shows that the number of male and female respondents is comparatively similar. There are 112 (47.26%) male respondents and 125 (52.74%) female respondents participated in the research.

**Table 4.2: Respondents' Age**

| Age | Frequency | Percentage (%) |
|---|---|---|
| 16-20 | 42 | 17.72 |
| 21-25 | 133 | 56.12 |
| 26-30 | 32 | 13.50 |
| 31-35 | 23 | 9.70 |
| 36-40 | 7 | 2.95 |

Source: Developed from research

**Figure 4.2: Respondents' Age**




Source: Developed from research

According to Table 4.2, the age groups between 21 to 25 years old represent 56.12% of total respondents, which consists of 133 respondents of the total respondents. Next, 17.72% of respondents fall under the age group of 16 to 20 years old. 32 respondents or 13.50 % of total respondents represent the age between 26 to 30 years old. 9.70% of respondents fall under the age group of 31 to 35 years old which consists 23 respondents. The result also shows that there is only 7 respondents or 2.95 % of total respondents who is aged between 36 to 40 years old.

**Table 4.3: Respondents' Possession of Mobile Devices**

| Respondent's' Possession Mobile Devices | |
|---|---|
| Frequency | Percentage (%) |
| 237 | 100.00 |

Source: Developed from research

Based on Table 4.3, there is a total of 237 respondents and all of them own a mobile devices

**Table 4.4: Respondents' Admission to the Internet**

| Respondent's' Admission to the Internet | |
|---|---|
| Frequency | Percentage (%) |
| 237 | 100.00 |

Source: Developed from research

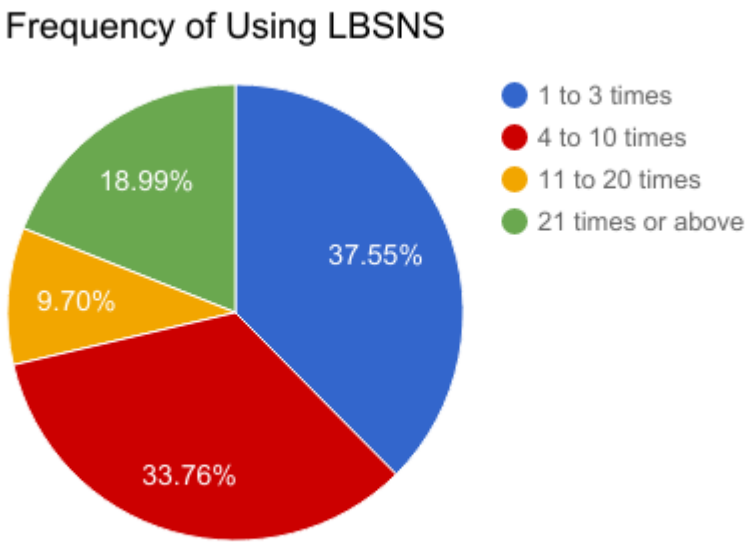
Based on Table 4.4, all of the 237 respondents have an Internet connection.

**Table 4.5: Respondents' Frequency Of Using LBSNS**

| Frequency | Frequency | Percentage (%) |
|---|---|---|
| 1-3 times | 89 | 37.55 |
| 4-10 times | 80 | 33.76 |
| 11-20 times | 23 | 9.70 |
| 21 or above | 45 | 18.99 |

Source: Developed from research

**Figure 4.3: Respondents' Frequency of Using LBSNS**




Source: Developed from research

The frequency of using **LBSNS** was disclosed in Table 4.5. The majority of the respondents are using **LBSNS** 1 to 3 times per month. It consists of 37.55% or 89 respondents in this category. On the other hand, there are only 9.70% which consists of 23 respondents using 11 to 20 times of **LBSNS** per month. Next, there are 80 respondents which are 33.76% of the total respondents fall in the range between 4 to 10 times. Lastly, 18.99% or 45 respondents using **LBSNS** 21 times or above per month.

## 4.2 Internal Reliability Test

Table 4.6: Cronbach's Alpha Analysis

| Construct | Cronbach's Alpha | Number of Items |
|---|---|---|
| Mobile Usefulness | 0.775690 | 4 |
| Mobile Ease of Use | 0.770150 | 5 |
| Conditional Value | 0.772448 | 4 |
| Convenience Value | 0.751203 | 4 |
| Monetary Value | 0.787724 | 3 |
| Behavioral Intention | 0.756891 | 4 |

According to Table 4.6, all of the variables above are reliable and consistent with an alpha coefficient greater than 0.70. The **MV** has the highest reliability value of 0.787724. The second would be **MU** with reliability value that slightly higher than the third which is 0.775690. The third would be **CD** with the reliability value of 0.772448. Following the next is independent variable **MEU** with the reliability value of 0.770150. Besides, the **BI** has the reliability value of 0.756891. **CV** showed the lowest reliability value of 0.751203.

# 4.3 Inferential Analysis

## 4.3.1 Pearson's Correlation Analysis

Table 4.7: Pearson's Correlation Analysis

| **Pearson's Correlation Coefficient** | | | | | |
|---|---|---|---|---|---|
| | **CD** | **CV** | **MV** | **MEU** | **MU** |
| **Correlation Coefficient** | 0.38690 | 0.48650 | 0.53871 | 0.34607 | 0.40628 |
| **P-Value** | < 0.0001 | < 0.0001 | < 0.0001 | < 0.0001 | < 0.0001 |

Source: Developed from the research

Table 4.7 shown the correlation between **CD** and **BI** is r = 0.38690 ($p < 0.0001$). Besides, the table also shows the correlation between **CV** and **BI** t is r = 0.48690 ($p < 0.0001$). The correlation between **MV** and **BI** is r = 0.53871 ($p < 0.0001$). Moreover, the correlation between **MEU** and **BI** that shows in the table above is r = 0.34607 ($p < 0.0001$). Lastly, the correlation between **MU** and **BI** is r = 0.40628 ($p < 0.0001$). According to Hair, Bush and Ortinau (2003), **CV** (r = 0.48690), **MV** (r =0.53871) and **MU** (r = 0.40628) are grouped in moderate coefficient range because these variables' correlation ranges are from 0.41 to 0.60. **CD** (r = 0.38690) and **MEU** (r =0.34607) are grouped in weak coefficient range because these variables' correlation ranges are from 0.21 to 0.40. In addition, the variable which has the highest correlation coefficient with **BI** is **MV** (r = 0.53871) and the variable which has the weakest correlation coefficient with **BI** is **CD** (r = 0.38690).

## 4.3.2 Multiple Regression Analysis

### 4.3.2.1 Strength of Relationship

Table 4.8: Model Summary

| Root MSE | Dependent Mean | Coeff. Var. | R-Square | Adj. R-Square |
|---|---|---|---|---|
| 0.44104 | 3.79044 | 11.63561 | 0.4234 | 0.4109 |

Source: Developed from the research

Table 4.8 shown the value of adjusted R-Square (Adj. $R^2$) is 0.4109, meaning that the significant takes in to examine this research's regression line is only 41.09%. Moreover, **BI** is influenced by 41.09% of all **IV**s.

Table 4.9: ANOVA

| Analysis Of Variance | | | | | |
|---|---|---|---|---|---|
| **Source** | **DF** | **Sum of Square** | **Mean Square** | **F-Value** | **Pr > F** |
| **Model** | 5 | 32.99169 | 6.59834 | 33.92 | < 0.0001 |
| **Error** | 231 | 44.93330 | 0.19452 | | |
| **Corrected Total** | 236 | 77.92499 | | | |

Source: Developed from the research

Based on Table 4.9, it shows the F-Value is 33.92 and the significant level is p < 0.0001. Hence, it results that all **IVs** and **DV** have the significant relationship. These **IVs** are able to perform well in the regression model and explain the variation of **BI** towards consumers' acceptance in **LBSNS**.

Table 4.10: Coefficient

| Parameter Estimates | | | | | | |
|---|---|---|---|---|---|---|
| **Variable** | **DF** | **Parameter Estimate** | **Standard Error** | **t Value** | **Pr > \|t\|** | **Standardized Estimate** |
| **Intercept** | 1 | 0.91338 | 0.25475 | 3.59 | 0.0004 | 0 |
| **CD** | 1 | 0.09142 | 0.05938 | 1.54 | 0.1250 | 0.09420 |
| **CV** | 1 | 0.21054 | 0.05957 | 3.35 | 0.0005 | 0.22912 |
| **MV** | 1 | 0.35123 | 0.05173 | 6.79 | < 0.0001 | 0.37275 |
| **MEU** | 1 | 0.01840 | 0.05732 | 0.32 | 0.7485 | 0.02012 |
| **MU** | 1 | 0.15703 | 0.05617 | 2.80 | 0.0056 | 0.16663 |

Source: Developed from the research

Based on Table 4.10, **CV**, **MV,** and **MU** have sufficient evidence to conclude that they are positive related to **BI** since P-Value is less than 0.05. Nevertheless, **CD** and **MEU** have insufficient evidence to conclude that they are positive related to **BI** since P-Value more than 0.05.

#### 4.3.2.2 Hypotheses Testing

Table 4.11: Hypotheses Testing

| **Research Hypothesis** | **P-Value (< 0.05)** | **Result (Significant/ Insignificant)** |
|---|---|---|
| **H1: CD** has a positive relationship with **BI** towards consumers' acceptance in **LBSNS**. | 0.1250 | Insignificant |
| **H2: CV** has a positive relationship with **BI** towards consumers' acceptance in **LBSNS**. | 0.0005 | Significant |
| **H3: MV** has a positive relationship with **BI** towards consumers' acceptance in **LBSNS**. | < 0.0001 | Significant |
| **H4: MEU** has a positive relationship with **BI** towards consumers' acceptance in **LBSNS**. | 0.7485 | Insignificant |
| **H5: MU** has a positive relationship with **BI** towards consumers' acceptance in **LBSNS**. | 0.0056 | Significant |

Source: Developed from the research

Formulated Equation:

**Y**= 0.91338 + 0.09142(**CD**) + 0.21054(**CV**) + 0.35173(**MV**) + 0.01840(**MEU**) + 0.15703(**MU**)

**Y** = Behavioral Intention **(BI)**

**CD** = Conditional Value

**CV** = Convenience Value

**MV** = Monetary Value

**MEU** = Mobile Ease of Use

**MU** = Mobile Usefulness

**H1: CD** has a positive relationship with **BI** towards consumers' acceptance in **LBSNS**.

According to Table 4.11, **CD** has the insignificant level of 0.1250 which p-value more than 0.05. Therefore, there is no positive relationship between **CD** and **BI** towards consumers' acceptance in **LBSNS**. So, H1 is insignificant. Based on the formulated equation, **BI** will increases by 0.09142 units when **CD** increases by 1 unit, ceteris paribus.

**H2: CV** has a positive relationship with **BI** towards consumers' acceptance in **LBSNS**.

According to Table 4.11, **CV** has the significant level of 0.0005 which p-value lower than 0.05. Therefore, **CV** has a positive relationship with **BI** towards consumers' acceptance in LBSNS. So, H2 is significant. Based on formulated equation, **BI** will increases by 0.21054 units when **CV** increases by 1 unit, ceteris paribus.

**H3: MV** has a positive relationship with **BI** towards consumers' acceptance in **LBSNS**.

According to Table 4.11, **MV** has the significant level of 0.0005 which p-value lower than 0.05. Therefore, **MV** has a positive relationship with **BI** towards consumers' acceptance in **LBSNS**. So, H3 is significant. Based on the formulated equation, **BI** will increases by 0.35173 units when **MV** increases by 1 unit, ceteris paribus.

**H4: MEU** has a positive relationship with **BI** towards consumers' acceptance in **LBSNS**.

According to Table 4.11, **MEU** has the insignificant level of 0.0005 which p-value more than 0.05. Therefore, there is no positive relationship between

**MEU** and **BI** towards consumers' acceptance in **LBSNS**. So, H4 is insignificant. Based on the formulated equation, **BI** will increases by 0.01840 units when **MEU** increases by 1 unit, ceteris paribus.

**H5: MU** has a positive relationship with **BI** towards consumers' acceptance in **LBSNS**.

According to Table 4.11, **MU** has the significant level of 0.0005 which p-value lower than 0.05. Therefore, **MU** has a positive relationship with **BI** towards consumers' acceptance in **LBSNS**. So, H5 is significant. Based on the formulated equation, **BI** will increases by 0.15703 units when **MU** increases by 1 unit, ceteris paribus.

## 4.4 Conclusion

In conclusion, Chapter 4 shown the relationship between **IV** and the BI towards consumer's acceptance in **LBSNS**. By the completion of Chapter 4, we discover 2 **IV** have no positive relationship with consumers' **BI** towards **LBSNS** which are **CD** and **MEU**.

# CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

## 5.0 Introduction

In Chapter 5, statistical analysis is presented. Other than that, major finding and implication of the research are included as well. Besides, recommendations based on limitation in the study are proposed to assist the future researcher.

## 5.1 Summary of Statistical Analyses

### 5.1.1 Descriptive Analysis

#### 5.1.1.1 Respondent Demographic Profile

Depend on the respondent demographic profile analysis in Chapter 4, the number of respondent consists of 112 (47.26%) males and 125 (52.74%) females. 56.12% of respondents fall into the age group of 21 to 25 years old. Moreover, 100% of respondents are having Internet access on their mobile devices. Furthermore, the highest frequency of respondents using **LBSNS** is 1 to 3 times per month with 37.55%.

## 5.1.2 Scale Measurement of Research

### 5.1.2.1 Internal Reliability Test

From Cronbach's Alpha, we have tested the reliability of 24 items in construct measurement. All **IVs** (**CD, CV, MV, MEU,** and **MU**) and **DV** (**BI**) are reliable and consistent with alpha coefficient value more than 0.70. Variable that consist the highest alpha coefficient value is **MV** (0.787724), followed by **MU** (0.775690), **CD** (0.772448), **MEU** (0.770150), **BI** (0.756891), and **CV** (0.751203).

## 5.1.3 Inferential Analysis

### 5.1.3.1 Summary of Pearson's Correlation Coefficient

Pearson Correlation Coefficient test the strength of association and relationship among all variables which include five **IVs** (**CD, CV, MV, MEU,** and **MU**) and one **DV** (**BI**). In our research, All **IVs** has the significant relationship with **BI** since all **IVs** has P-values less than 0.0001. In the result, **MV** has the strongest correlation coefficient with **BI** with the R-value of 0.53871, followed by **CV** (0.48650), **MU** (0.40628), **CD** (0.38690) and **MEU** (0.34607). Lastly, we discovered that **MV** show the weakest correlation coefficient with **BI** with R-value of 0.34607.

### 5.1.3.2 Multiple Regression Analysis

According to multiple regression tables, the F-Value is 33.92 with P-Value less than 0.0001. Three **IVs** (**CV, MV,** and **MU**) have a positive relationship with **BI** towards consumers' acceptance in **LBSNS**; two **IVs** (**MEU** and **CD**) have no positive relationship with **BI** towards consumers' acceptance in **LBSNS**. In addition, the adjusted $R^2$ value of 0.4109 indicated **BI** is influenced by 41.09% of all **IV**s.

Multiple regression equations below is construct depends on the multiple regression models:

**Y**= 0.91338 + 0.09142(**CD**) + 0.21054(**CV**) + 0.35173(**MV**) + 0.01840(**MEU**) + 0.15703(**MU**)

The equation shows that **MV** has the strongest influence on **BI** towards consumers' acceptance in **LBSNS**, while **MEU** has the weakest influence on **BI** towards consumers' acceptance in **LBSNS**.

## 5.2 Discussion of Major Findings

H1: **CD** has no positive relationship with **BI** towards consumers' acceptance in **LBSNS**.

The outcome of research showed that there is an insignificant relationship between **CD** and **BI** towards consumers' acceptance in **LBSNS**. **CD** influenced **BI** indirectly (Pura, 2005). Holbrook (1994) presumes that **CD** rely upon the situation in which the value perception take place and happen exclusively within a particular context. **CD** has the significant relationships with epistemic value, emotional value, functional value and social value (Gummerus & Pihlström, 2011; Pihlstrom & Brush, 2008). **CV** will affect **BI** indirectly through all value categories.

H2: **CV** has a positive relationship with **BI** towards consumers' acceptance in **LBSNS**.

The outcome of research showed that there is a significant relationship between **CV** and **BI** towards consumers' acceptance in **LBSNS**. **CV** has positively influence consumers' **BI** towards consumers' acceptance in **LBSNS**. Generally, **CV** depicts the ease of acquiring the information compare to other alternatives as it can attract people to adopt self-service technologies (Pura, 2005). Convenience gained and time saved by consumers in using **LBSNS** can be very critical and valuable. Consumers can easily and instantly generate more accurate information from **LBSNS** because it can customize the information depending on consumers' location.

H3: **MV** has a positive relationship with **BI** towards consumers' acceptance in LBSNS.

The outcome of research showed that there is a significant relationship between **MV** and consumers' **BI** towards **LBSNS**. **MV** has positively influence on **BI** towards consumers' acceptance in **LBSNS**. **MV** refers to reasonable and acceptable price level and a good value for money. However, the price may not be one of the

influential determinants when consumers evaluate the value of a mobile service although generally mobile service users are price sensitive. This is a significant knowledge for **LBSNS** providers. **LBSNS** providers frequently encountered with people's opinions that mobile services are normally high in price. Furthermore, it is an issue of price perception correlated to other options. Consumers who require the information may also agree to pay for the service in the appropriate circumstances. In such context, they will perceive that the mobile services to be reasonable and worth for money (Pura, 2005).

H4: **MEU** has no positive relationship with **BI** towards consumers' acceptance in LBSNS.

The outcome of research showed that there is an insignificant relationship between **MEU** and **BI** towards consumers' acceptance in **LBSNS**. **MEU** indicate to the impression of complication to learn and use for future adapters when adapting to mobile devices. **MEU** is an individual judgment. **MEU** will only urge the individual to use the mobile devices itself rather than **LBSNS**. According to Ooi and Tan (2016), their study also shows that **MEU** is not a significant for the **BI**.

H5: **MU** has a positive relationship with **BI** towards consumers' acceptance in LBSNS.

The outcome of research showed that there is a significant relationship between **MU** and **BI** towards consumers' acceptance in **LBSNS**. The more benefits perceived by mobile devices users, the more favorable towards consumers' **LBSNS**. **MU** define as the extent to which a user trust that adopting a particular mobile devices application will improve their task achievement (Davis, 1989). When the **LBSNS** able to provide an advantage to users, it enhances the user intention to use it. Therefore, users willing to accept the particular services. According to Ooi and Tan (2016), **MU** was found to be significant with **BI**.

## 5.3 Implications of Study

### 5.3.1 Managerial Implication

In this research, the **BI** towards consumers' acceptance in **LBSNS** was measured by 5 variables. The objective of this research is to explore how **CD**, **CV**, **MV**, **MEU,** and **MU** affect **BI** towards consumers' acceptance in **LBSNS**. The users of **LBSNS** are expected to grow in future, so the new integrated framework is vital for **LBSNS** development.

**CD** has no positive relationship with **BI** towards consumers' acceptance in **LBSNS**. **LBSNS** providers should realize that people do not aware of adopting **LBSNS** in certain situations even their current position is unknown. Proper consideration should be given to recall the usage of **LBSNS**. **LBSNS** providers should offer some baits to induce people access to the services. The incentive provided will encourage people to recall the usage of **LBSNS** in a certain situation. On the other hand, **LBSNS** provider is recommended to collaborate with organization or brand to create user awareness. For example, organization or brand's coupons can be offered to users if they use the **LBSNS** more than 10 times per month to motivate and increase **LBSNS** usage.

**CV** has a positive relationship with **BI** towards consumers' acceptance in **LBSNS**. **LBSNS** providers should frequently update the information and data so that users can better access the service. By doing so, users can catch up the precise and real-time information to avoid error. For instance, Waze should update the latest road conditions timely such as adding a new road or notify users if an accident occurred so that users able to reach their destination in shortest and fastest route.

On the other hand, **MV** has a positive relationship with **BI** towards

consumers' acceptance in **LBSNS**. As a consumer, he or she will evaluate whether the mobile application is worth the money before adopting. Therefore, **LBSNS** providers should offer a free trial to consumers so that consumers can experience the **LBSNS**'s benefits before purchasing. The free trial allows consumers to enjoy the benefit to help them evaluate whether it is worth the price.

Besides, **MEU** has no positive relationship with **BI** towards consumers' acceptance in **LBSNS**. It indicates that mobile ease of use will not influence the consumer intention to use **LBSNS**. Mobile devices developers should stop highlighting on making the mobile devices easier to use and instead should focus on making the technology more advanced. They should concentrate on making the reception of GPS signal more accurate and precise to improve the location searching. Eventually, the technology improvement on mobile devices can lead to consumers' acceptance in **LBSNS**.

Lastly, **MU** has a positive relationship with **BI** towards consumers' acceptance in **LBSNS**. Mobile device users are more likely to use **LBSNS** with advanced mobile devices. So, mobile device developers should improve the processor and storage of the mobile devices to improve the performance of **LBSNS**. By making an improvement on mobile devices, the work performance on **LBSNS** are will enhance and lead to retain and increase user of **LBSNS**.

### 5.3.2 Theoretical Implication

The adopted theoretical frameworks of Consumption Value model and **MTAM** are to identify the **BI** towards consumers' acceptance in **LBSNS** in this study**.** Therefore, it had combined the two models and proposed a new framework in order to provide a deeper understanding into the factors that affect the **BI** towards consumers' acceptance in **LBSNS**.

The new proposed framework can be served as resource and reference for future researchers who are keen in studying **LBSNS**, they will gain a better understanding towards the factors of **BI** towards consumers' acceptance in **LBSNS**. As such, this research might be beneficial to future researchers who have the interest to study in the similar field. This new extended model is expected to reduce the research gap in determining the factors of **BI** towards consumers' acceptance in **LBSNS** and contribute knowledge to future researchers.

## 5.4 Limitation of Study

There are few draws back to our study. The points mentioned below should be able to enhance the quality of the future study. The location will be the first draws back in this study. Due to the limitation of transport and time, the survey only distributed in Ipoh, Johor Bahru, and Kuala Lumpur area. The information which has gathered may not be sufficient to represent the viewpoint of whole Malaysia regarding the **BI** towards consumers' acceptance in **LBSNS**. Other than location limit, age limitation is included as well. 56.12% of our respondents mainly aged from 21 to 25, this will limit the accuracy of data as this group of respondents may have different perception and thinking when compared to another age group.

This study only discusses the relationship between the five **IV** (**MV, MEU, CB, CV** and **MV**) with **DV** (**BI**). The insufficient of variables cannot fully represent all the factors that affecting **BI** towards consumers' acceptance in **LBSNS**. Other than that, the majority of reference used is from another foreign country which has different custom and practice. It is not suitable in Malaysia to adapt. The research result obtains in one country would be different with one another (Wong, Lee, Lim, Chai, & Tan, 2012).

## 5.5 Recommendation

By the completion of this research, some suggestion has proposed for future researchers who want to conduct the relevant or about the same topic. First, future research is suggested to conducts their study in whole Malaysia rather than focusing on few area only. The survey is collected in 3 states only which are Johor, Kuala Lumpur, and Ipoh. Expand research to the whole country will strengthen the precision and accuracy of the research result.

Future researchers are suggested to target all age group from youngsters to elders. There should be the balance amount of respondents representing each age group. Different age groups will have a different view of that topic. Researchers able to gain a deeper insight of respondents' **BI** towards consumers' acceptance in **LBSNS**. Other than that, future researchers also suggested adding in more variables that affecting **BI** towards consumers' acceptance in LBSNS to offset the limitation of the insufficient variable.

As mentioned in limitations, the majority of reference used is based on foreign population that is different with Malaysian culture and practice. Therefore, the future researcher should spend more effort in searching relevant references with similar culture and practice based on their research area.

## 5.6 Conclusion

To conclude, the objective of this research paper to determine the factors influence the **BI** towards consumers' acceptance in **LBSNS** is achieved. The proposed framework provide an insight on how consumption value and **MTAM** affect **BI** towards consumers' acceptance in LBSNS. By the completion of this study, **CD** and **MEU** are discovered that these **IV**s have no positive relationship with **BI** towards consumers' acceptance in LBSNS. This study is beneficial to many aspects such as future researcher as additional sources of information, **LBSNS** provider to improve their services, entrepreneur to develop marketing strategies, and also those who would like to gain a better insight on **LBSNS**.

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APPENDIX

**Appendix 3.1: Questionnaire**

# Consumers' Acceptance Towards

# Location-Based Social Networking Service (LBSNS)

**Survey Questionnaire**

*The purpose of this survey pertaining to factors that influence the acceptance toward LBSNS in Malaysia. LBSNS are social networks service that use GPS features to locate you and that let you broadcast your location and other content from your mobile device. Please answer all questions to the best of your knowledge. They are no wrong responses to any of these statements. All responses are completely confidential.*

*Thank you for your participation.*

**Instruction:**

1) There are TWO sections in this questionnaire. Please answer ALL questions in ALL sections.
2) Completion of this form will take you approximately 10 to 15 minutes.
3) The content of this questionnaire will be keep STRICTLY CONFIDENTIAL.

**SECTION A: Demographic Profile**

*In this section, we are interest in your background in brief. Please thick your answer and your answer will be keep strictly confidential.*

1) Age
- o 16-20
- o 21-25
- o 26-30
- o 31-35
- o 36-40

2) Gender
- o Male
- o Female

3) Do you have mobile devices (e.g.: mobile phone, personal digital assistant (PDA), smartphone)?
- o Yes
- o No

4) Do you have Internet (e.g.: 3G, 4G, Wi-Fi) access on your mobile device (smartphone, tablet, PDA, mobile phone)?
- o Yes
- o No

5) Have you ever experience LBSNS?
- o Yes
- o No

6) How frequent you use the LBSNS per month?
- o 1-3 times
- o 4-10 times
- o 11-20 times
- o 21 or above

**SECTION B: Factors that influence you use LBSNS.**

*This section is seeking your opinion regarding the factors that influence your intention to use LBSNS. Respondents are asked to indicate the extent to which they agreed or disagreed with each statement using 7 Likert scale* ***(1=Strong disagree; 2=Disagree; 3=Slightly disagree; 4=Neutral; 5=Slightly agree; 6=Agree; 7=Strongly agree)*** *response framework.*

*Please circle one number per line to indicate the extent to which you agree or disagree with the following statement.*

**Mobile Usefulness**

| | Question | Strongly Disagree | Disagree | Slightly Disagree | Neutral | Slightly Agree | Agree | Strongly Agree |
|---|---|---|---|---|---|---|---|---|
| 1 | Using mobile devices enables me to easily accomplish my mobile positioning faster. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | Using mobile devices increase my chances of getting more competence. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | Using mobile devices would improve my working and living efficiency. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | Using mobile devices makes the handling of searching location information easier than other searching methods. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**Mobile Ease of Use**

| | Question | Strongly Disagree | Disagree | Slightly Disagree | Neutral | Slightly Agree | Agree | Strongly Agree |
|---|---|---|---|---|---|---|---|---|
| 1 | Learning to use LBSNS will be easy for me. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | Using LBSNS does not require a lot of mental effort | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | It would be easy for me to become skillful in using LBSNS. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | I think that I am able to use LBSNS without the help of an expert. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | It is easy for me to use LBSNS. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**Conditional Value**

| | Question | Strongly Disagree | Disagree | Slightly Disagree | Neutral | Slightly Agree | Agree | Strongly Agree |
|---|---|---|---|---|---|---|---|---|
| 1 | I value the information that LBSNS offers, with the help of which I get what I need in a certain situation. (e.g.: I will able to know the customers reviews and restaurant details before visiting the restaurant.) | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | I value the customized information according to my location that I get by using this LBSNS. (e.g.: When I lost in the unknown city, I can use LBSNS to find out where I am and how to get where I want to go.) | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | I value the real time information and interaction that LBSNS makes possible. (e.g.: I will able to know the location-specific traffic report where I want to go.) | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | I value the customized information with the help of which I get what I need in an uncertain conditions.<br>(e.g.: LBSNS will suggest me to take another road when there is heavy traffic ahead.) | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**Convenience Value**

| | Question | Strongly Disagree | Disagree | Slightly Disagree | Neutral | Slightly Agree | Agree | Strongly Agree |
|---|---|---|---|---|---|---|---|---|
| 1 | I value the convenience of using LBSNS. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | I am using LBSNS as it is an efficient way to manage my time. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | I enjoy the flexibility of LBSNS. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | I am interested in taking advantage of the ease of LBSNS. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**Monetary Value**

| | Question | Strongly Disagree | Disagree | Slightly Disagree | Neutral | Slightly Agree | Agree | Strongly Agree |
|---|---|---|---|---|---|---|---|---|
| 1 | LBSNS is better value for money that what I would pay for the same service via other channels. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | The price of this mobile service is acceptable | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | This mobile service is good value for money | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**Behavioral Intentions**

| | Question | Strongly Disagree | Disagree | Slightly Disagree | Neutral | Slightly Agree | Agree | Strongly Agree |
|---|---|---|---|---|---|---|---|---|
| 1 | I am likely to increase the use of LBSNS in the near future. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | Given the opportunity, I will use LBSNS. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | I will continue to use LBSNS in the future. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | I will use LBSNS for my mobile positioning. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

*Thank you for your time and corporation.*

# Appendix 3.2: Pilot Test-Reliability Test

## Correlation Analysis

The CORR Procedure

| 6 Variables: | Mobile Usefulness | Mobile Ease of Use | Conditional Value | Convenience Value | Monetary Value | Behavioral Intention |
|---|---|---|---|---|---|---|

**Simple Statistics**

| Variable | N | Mean | Std Dev | Sum | Minimum | Maximum |
|---|---|---|---|---|---|---|
| Mobile Usefulness | 30 | 3.72222 | 0.81689 | 111.66667 | 1.33333 | 5.00000 |
| Mobile Ease of Use | 30 | 4.31667 | 0.69149 | 129.50000 | 1.75000 | 5.50000 |
| Conditional Value | 30 | 4.03333 | 0.66868 | 121.00000 | 2.00000 | 5.00000 |
| Convenience Value | 30 | 3.82222 | 0.74655 | 114.66667 | 1.00000 | 4.66667 |
| Monetary Value | 30 | 2.81667 | 0.66285 | 84.50000 | 1.00000 | 4.00000 |
| Behavioral Intention | 30 | 3.71111 | 0.60479 | 111.33333 | 2.00000 | 4.66667 |

**Cronbach Coefficient Alpha**

| Variables | Alpha |
|---|---|
| Raw | 0.853877 |
| Standardized | 0.854499 |

**Cronbach Coefficient Alpha with Deleted Variable**

| Deleted Variable | Raw Variables | | Standardized Variables | |
|---|---|---|---|---|
| | Correlation with Total | Alpha | Correlation with Total | Alpha |
| Mobile Usefulness | 0.687552 | 0.821615 | 0.685370 | 0.821961 |
| Mobile Ease of Use | 0.634681 | 0.830591 | 0.617465 | 0.834682 |
| Conditional Value | 0.674655 | 0.823576 | 0.682005 | 0.822600 |
| Convenience Value | 0.729655 | 0.811740 | 0.725668 | 0.814242 |
| Monetary Value | 0.493149 | 0.855004 | 0.500106 | 0.855839 |
| Behavioral Intention | 0.640354 | 0.831095 | 0.642137 | 0.830101 |

Pearson Correlation Coefficients, N = 30
Prob > |r| under H0: Rho=0

## Appendix 4.1: Descriptive Analysis-Respondents' Demographic Profile

**Demographic Analysis**

The FREQ Procedure

| Age | Frequency | Percent |
|---|---|---|
| 1 | 42 | 17.72 |
| 2 | 133 | 56.12 |
| 3 | 32 | 13.50 |
| 4 | 23 | 9.70 |
| 5 | 7 | 2.95 |

| Gender | Frequency | Percent |
|---|---|---|
| 1 | 112 | 47.26 |
| 2 | 125 | 52.74 |

| Do you have mobile devices | | |
|---|---|---|
| Mobile Device | Frequency | Percent |
| 1 | 237 | 100.00 |

| Do you have mobile devices | | |
|---|---|---|
| Internet | Frequency | Percent |
| 1 | 237 | 100.00 |

| How frequent you use LBSNS per month | | |
|---|---|---|
| Frequency | Frequency | Percent |
| 1 | 89 | 37.55 |
| 2 | 80 | 33.76 |
| 3 | 23 | 9.70 |
| 4 | 45 | 18.99 |

**Note: ****

**Age**: **1**=16-20; **2**=21-25; **3**=26-30; **4**=31-35; **5**=36-40

**Gender**: **1**= Male; **2**= Female

**Do you have mobile devices**: **1**=Yes

**How frequent you use LBSNS per month**: **1**=1-3 times; **2**=4-10 times; **3**=11-20 times; **4**=21 or above

## Appendix 4.2: Internal Reliability Test

**Summary Statistics**

**Results**

**The MEANS Procedure**

| Variable | Mean | Std Dev | Minimum | Maximum | N |
|---|---|---|---|---|---|
| Mean_Mobile usefulness | 3.9001406 | 0.6097644 | 1.3333333 | 5.0000000 | 237 |
| Mean_Mobile Ease of Use | 4.3154008 | 0.6285452 | 1.2500000 | 5.5000000 | 237 |
| Mean_Conditional Value | 4.0393812 | 0.5921218 | 1.6666667 | 5.0000000 | 237 |
| Mean_Convenience Value | 3.9268636 | 0.6253401 | 1.0000000 | 5.0000000 | 237 |
| Mean_Monetary Value | 2.8164557 | 0.6098271 | 1.0000000 | 4.0000000 | 237 |
| Mean_Behavioral Intention | 3.7904360 | 0.5746222 | 2.0000000 | 5.0000000 | 237 |

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**Simple Statistics**

| Variable | N | Mean | Std Dev | Sum | Minimum | Maximum |
|---|---|---|---|---|---|---|
| Mean_Mobile usefulness | 237 | 3.90014 | 0.60976 | 924.33333 | 1.33333 | 5.00000 |
| Mean_Mobile Ease of Use | 237 | 4.31540 | 0.62855 | 1023 | 1.25000 | 5.50000 |
| Mean_Conditional Value | 237 | 4.03938 | 0.59212 | 957.33333 | 1.66667 | 5.00000 |
| Mean_Convenience Value | 237 | 3.92686 | 0.62534 | 930.66667 | 1.00000 | 5.00000 |
| Mean_Monetary Value | 237 | 2.81646 | 0.60983 | 667.50000 | 1.00000 | 4.00000 |
| Mean_Behavioral Intention | 237 | 3.79044 | 0.57462 | 898.33333 | 2.00000 | 5.00000 |

**Cronbach Coefficient Alpha**

| Variables | Alpha |
|---|---|
| Raw | 0.799659 |
| Standardized | 0.800080 |

**Cronbach Coefficient Alpha with Deleted Variable**

| Deleted Variable | Raw Variables | | Standardized Variables | |
|---|---|---|---|---|
| | Correlation with Total | Alpha | Correlation with Total | Alpha |
| Mean_Mobile usefulness | 0.528050 | 0.774901 | 0.527073 | 0.775690 |
| Mean_Mobile Ease of Use | 0.552768 | 0.769316 | 0.551220 | 0.770150 |
| Mean_Conditional Value | 0.542823 | 0.771468 | 0.541234 | 0.772448 |
| Mean_Convenience Value | 0.631064 | 0.750267 | 0.631879 | 0.751203 |
| Mean_Monetary Value | 0.470117 | 0.788041 | 0.473700 | 0.787724 |
| Mean_Behavioral Intention | 0.607580 | 0.757314 | 0.607967 | 0.756891 |

**Pearson Correlation Coefficients, N = 237**

# Appendix 4.3: Validity Test- Pearson Correlation Analysis

| Cronbach Coefficient Alpha with Deleted Variable | | | | |
|---|---|---|---|---|
| | Raw Variables | | Standardized Variables | |
| Deleted Variable | Correlation with Total | Alpha | Correlation with Total | Alpha |
| Mean_Mobile usefulness | 0.528050 | 0.774901 | 0.527073 | 0.775690 |
| Mean_Mobile Ease of Use | 0.552768 | 0.769316 | 0.551220 | 0.770150 |
| Mean_Conditional Value | 0.542823 | 0.771468 | 0.541234 | 0.772448 |
| Mean_Convenience Value | 0.631064 | 0.750267 | 0.631879 | 0.751203 |
| Mean_Monetary Value | 0.470117 | 0.788041 | 0.473700 | 0.787724 |
| Mean_Behavioral Intention | 0.607580 | 0.757314 | 0.607967 | 0.756891 |

Pearson Correlation Coefficients, N = 237
Prob > |r| under H0: Rho=0

| | Mean_Mobile usefulness | Mean_Mobile Ease of Use | Mean_Conditional Value | Mean_Convenience Value | Mean_Monetary Value | Mean_Behavioral Intention |
|---|---|---|---|---|---|---|
| Mean_Mobile usefulness | 1.00000 | 0.49712 | 0.33824 | 0.36600 | 0.30565 | 0.40628 |
| | | <.0001 | <.0001 | <.0001 | <.0001 | <.0001 |
| Mean_Mobile Ease of Use | 0.49712 | 1.00000 | 0.41335 | 0.48027 | 0.25254 | 0.34607 |
| | <.0001 | | <.0001 | <.0001 | <.0001 | <.0001 |
| Mean_Conditional Value | 0.33824 | 0.41335 | 1.00000 | 0.53930 | 0.28022 | 0.38690 |
| | <.0001 | <.0001 | | <.0001 | <.0001 | <.0001 |
| Mean_Convenience Value | 0.36600 | 0.48027 | 0.53930 | 1.00000 | 0.36466 | 0.48650 |
| | <.0001 | <.0001 | <.0001 | | <.0001 | <.0001 |
| Mean_Monetary Value | 0.30565 | 0.25254 | 0.28022 | 0.36466 | 1.00000 | 0.53871 |
| | <.0001 | <.0001 | <.0001 | <.0001 | | <.0001 |
| Mean_Behavioral Intention | 0.40628 | 0.34607 | 0.38690 | 0.48650 | 0.53871 | 1.00000 |
| | <.0001 | <.0001 | <.0001 | <.0001 | <.0001 | |

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## Appendix 4.4: Multiple Regression Analysis

### Linear Regression Results

The REG Procedure
Model: Linear_Regression_Model
Dependent Variable: Mean_Behavioral Intention

| | |
|---|---|
| Number of Observations Read | 237 |
| Number of Observations Used | 237 |

**Analysis of Variance**

| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
|---|---|---|---|---|---|
| Model | 5 | 32.99169 | 6.59834 | 33.92 | <.0001 |
| Error | 231 | 44.93330 | 0.19452 | | |
| Corrected Total | 236 | 77.92499 | | | |

| | | | |
|---|---|---|---|
| Root MSE | 0.44104 | R-Square | 0.4234 |
| Dependent Mean | 3.79044 | Adj R-Sq | 0.4109 |
| Coeff Var | 11.63561 | | |

**Parameter Estimates**

| Variable | DF | Parameter Estimate | Standard Error | t Value | Pr > \|t\| | Standardized Estimate |
|---|---|---|---|---|---|---|
| Intercept | 1 | 0.91338 | 0.25475 | 3.59 | 0.0004 | 0 |
| Mean_Mobile usefulness | 1 | 0.15703 | 0.05617 | 2.80 | 0.0056 | 0.16663 |
| Mean_Mobile Ease of Use | 1 | 0.01840 | 0.05732 | 0.32 | 0.7485 | 0.02012 |
| Mean_Conditional Value | 1 | 0.09142 | 0.05938 | 1.54 | 0.1250 | 0.09420 |
| Mean_Convenience Value | 1 | 0.21054 | 0.05957 | 3.53 | 0.0005 | 0.22912 |
| Mean_Monetary Value | 1 | 0.35123 | 0.05173 | 6.79 | <.0001 | 0.37275 |

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Linear Regression Results

## Appendix 4.5: Raw Data- Questionnaire Section A

| 1 | Age | Gender | Mobile Dev | Internet | Frequency |
|---|---|---|---|---|---|
| 2 | 2 | 1 | 1 | 1 | 1 |
| 3 | 2 | 2 | 1 | 1 | 1 |
| 4 | 2 | 2 | 1 | 1 | 4 |
| 5 | 2 | 1 | 1 | 1 | 3 |
| 6 | 2 | 2 | 1 | 1 | 2 |
| 7 | 1 | 2 | 1 | 1 | 2 |
| 8 | 3 | 1 | 1 | 1 | 2 |
| 9 | 2 | 2 | 1 | 1 | 2 |
| 10 | 1 | 1 | 1 | 1 | 4 |
| 11 | 2 | 1 | 1 | 1 | 2 |
| 12 | 3 | 1 | 1 | 1 | 1 |
| 13 | 1 | 2 | 1 | 1 | 1 |
| 14 | 2 | 2 | 1 | 1 | 4 |
| 15 | 2 | 2 | 1 | 1 | 1 |
| 16 | 2 | 2 | 1 | 1 | 4 |
| 17 | 1 | 2 | 1 | 1 | 4 |
| 18 | 1 | 2 | 1 | 1 | 4 |
| 19 | 4 | 2 | 1 | 1 | 1 |
| 20 | 2 | 1 | 1 | 1 | 3 |
| 21 | 1 | 2 | 1 | 1 | 3 |
| 22 | 2 | 1 | 1 | 1 | 2 |
| 23 | 4 | 2 | 1 | 1 | 4 |
| 24 | 3 | 2 | 1 | 1 | 4 |
| 25 | 2 | 2 | 1 | 1 | 1 |
| 26 | 1 | 1 | 1 | 1 | 1 |
| 27 | 4 | 1 | 1 | 1 | 2 |
| 28 | 2 | 1 | 1 | 1 | 1 |
| 29 | 3 | 2 | 1 | 1 | 4 |
| 30 | 5 | 2 | 1 | 1 | 2 |
| 31 | 2 | 2 | 1 | 1 | 2 |
| 32 | 3 | 1 | 1 | 1 | 2 |
| 33 | 2 | 2 | 1 | 1 | 1 |
| 34 | 1 | 2 | 1 | 1 | 1 |
| 35 | 2 | 2 | 1 | 1 | 1 |
| 36 | 1 | 2 | 1 | 1 | 1 |
| 37 | 1 | 2 | 1 | 1 | 4 |
| 38 | 2 | 1 | 1 | 1 | 4 |
| 39 | 1 | 1 | 1 | 1 | 2 |
| 40 | 2 | 1 | 1 | 1 | 1 |
| 41 | 1 | 2 | 1 | 1 | 4 |
| 42 | 2 | 2 | 1 | 1 | 2 |
| 43 | 2 | 2 | 1 | 1 | 4 |
| 44 | 2 | 2 | 1 | 1 | 1 |
| 45 | 3 | 2 | 1 | 1 | 4 |
| 46 | 3 | 2 | 1 | 1 | 1 |
| 47 | 3 | 2 | 1 | 1 | 1 |
| 48 | 4 | 1 | 1 | 1 | 1 |
| 49 | 2 | 1 | 1 | 1 | 1 |
| 50 | 5 | 2 | 1 | 1 | 3 |
| 51 | 3 | 2 | 1 | 1 | 2 |
| 52 | 5 | 1 | 1 | 1 | 2 |
| 53 | 3 | 1 | 1 | 1 | 1 |
| 54 | 2 | 1 | 1 | 1 | 1 |
| 55 | 1 | 2 | 1 | 1 | 1 |
| 56 | 2 | 1 | 1 | 1 | 4 |
| 57 | 1 | 1 | 1 | 1 | 1 |
| 58 | 2 | 2 | 1 | 1 | 3 |
| 59 | 3 | 2 | 1 | 1 | 4 |
| 60 | 5 | 2 | 1 | 1 | 4 |
| 61 | 2 | 2 | 1 | 1 | 3 |
| 62 | 1 | 2 | 1 | 1 | 4 |
| 63 | 4 | 1 | 1 | 1 | 1 |
| 64 | 2 | 2 | 1 | 1 | 2 |
| 65 | 2 | 2 | 1 | 1 | 1 |
| 66 | 1 | 1 | 1 | 1 | 1 |
| 67 | 2 | 2 | 1 | 1 | 4 |
| 68 | 1 | 2 | 1 | 1 | 1 |
| 69 | 2 | 2 | 1 | 1 | 4 |
| 70 | 1 | 1 | 1 | 1 | 1 |
| 71 | 2 | 1 | 1 | 1 | 1 |
| 72 | 2 | 1 | 1 | 1 | 2 |
| 73 | 1 | 2 | 1 | 1 | 1 |
| 74 | 3 | 1 | 1 | 1 | 2 |
| 75 | 4 | 2 | 1 | 1 | 1 |
| 76 | 2 | 2 | 1 | 1 | 2 |
| 77 | 1 | 2 | 1 | 1 | 1 |
| 78 | 2 | 2 | 1 | 1 | 2 |
| 79 | 1 | 1 | 1 | 1 | 1 |
| 80 | 3 | 2 | 1 | 1 | 3 |
| 81 | 5 | 1 | 1 | 1 | 2 |
| 82 | 2 | 2 | 1 | 1 | 2 |

| | | | | | |
|---|---|---|---|---|---|
| 83 | 5 | 2 | 1 | 1 | 4 |
| 84 | 2 | 2 | 1 | 1 | 1 |
| 85 | 3 | 2 | 1 | 1 | 1 |
| 86 | 1 | 2 | 1 | 1 | 2 |
| 87 | 4 | 1 | 1 | 1 | 1 |
| 88 | 2 | 2 | 1 | 1 | 1 |
| 89 | 1 | 1 | 1 | 1 | 2 |
| 90 | 3 | 1 | 1 | 1 | 3 |
| 91 | 4 | 1 | 1 | 1 | 4 |
| 92 | 2 | 2 | 1 | 1 | 1 |
| 93 | 1 | 1 | 1 | 1 | 4 |
| 94 | 2 | 1 | 1 | 1 | 4 |
| 95 | 3 | 1 | 1 | 1 | 4 |
| 96 | 2 | 1 | 1 | 1 | 4 |
| 97 | 1 | 1 | 1 | 1 | 4 |
| 98 | 4 | 2 | 1 | 1 | 2 |
| 99 | 2 | 2 | 1 | 1 | 2 |
| 100 | 3 | 2 | 1 | 1 | 2 |
| 101 | 2 | 2 | 1 | 1 | 2 |
| 102 | 1 | 1 | 1 | 1 | 3 |
| 103 | 4 | 2 | 1 | 1 | 1 |
| 104 | 2 | 1 | 1 | 1 | 4 |
| 105 | 3 | 2 | 1 | 1 | 1 |
| 106 | 1 | 1 | 1 | 1 | 4 |
| 107 | 2 | 2 | 1 | 1 | 1 |
| 108 | 3 | 2 | 1 | 1 | 2 |
| 109 | 2 | 2 | 1 | 1 | 1 |
| 110 | 2 | 2 | 1 | 1 | 2 |
| 111 | 2 | 2 | 1 | 1 | 1 |
| 112 | 2 | 2 | 1 | 1 | 3 |
| 113 | 2 | 2 | 1 | 1 | 4 |
| 114 | 2 | 2 | 1 | 1 | 4 |
| 115 | 1 | 1 | 1 | 1 | 4 |
| 116 | 2 | 1 | 1 | 1 | 1 |
| 117 | 1 | 1 | 1 | 1 | 4 |
| 118 | 2 | 1 | 1 | 1 | 2 |
| 119 | 2 | 1 | 1 | 1 | 1 |
| 120 | 1 | 1 | 1 | 1 | 2 |

| | | | | | |
|---|---|---|---|---|---|
| 121 | 2 | 2 | 1 | 1 | 4 |
| 122 | 1 | 2 | 1 | 1 | 1 |
| 123 | 2 | 2 | 1 | 1 | 2 |
| 124 | 1 | 1 | 1 | 1 | 1 |
| 125 | 4 | 2 | 1 | 1 | 2 |
| 126 | 2 | 2 | 1 | 1 | 1 |
| 127 | 3 | 2 | 1 | 1 | 1 |
| 128 | 2 | 1 | 1 | 1 | 1 |
| 129 | 1 | 1 | 1 | 1 | 1 |
| 130 | 2 | 2 | 1 | 1 | 1 |
| 131 | 3 | 1 | 1 | 1 | 4 |
| 132 | 2 | 1 | 1 | 1 | 4 |
| 133 | 4 | 2 | 1 | 1 | 2 |
| 134 | 2 | 1 | 1 | 1 | 3 |
| 135 | 2 | 2 | 1 | 1 | 1 |
| 136 | 3 | 2 | 1 | 1 | 3 |
| 137 | 2 | 1 | 1 | 1 | 4 |
| 138 | 1 | 1 | 1 | 1 | 1 |
| 139 | 4 | 2 | 1 | 1 | 1 |
| 140 | 3 | 2 | 1 | 1 | 2 |
| 141 | 2 | 2 | 1 | 1 | 4 |
| 142 | 1 | 1 | 1 | 1 | 1 |
| 143 | 2 | 1 | 1 | 1 | 3 |
| 144 | 3 | 1 | 1 | 1 | 2 |
| 145 | 2 | 1 | 1 | 1 | 1 |
| 146 | 1 | 1 | 1 | 1 | 1 |
| 147 | 3 | 1 | 1 | 1 | 4 |
| 148 | 2 | 1 | 1 | 1 | 1 |
| 149 | 1 | 1 | 1 | 1 | 2 |
| 150 | 2 | 1 | 1 | 1 | 2 |
| 151 | 2 | 1 | 1 | 1 | 3 |
| 152 | 2 | 2 | 1 | 1 | 4 |
| 153 | 2 | 1 | 1 | 1 | 2 |
| 154 | 2 | 1 | 1 | 1 | 2 |
| 155 | 2 | 2 | 1 | 1 | 3 |
| 156 | 2 | 2 | 1 | 1 | 1 |
| 157 | 4 | 1 | 1 | 1 | 3 |
| 158 | 2 | 2 | 1 | 1 | 1 |
| 159 | 2 | 2 | 1 | 1 | 1 |

| | | | | | |
|---|---|---|---|---|---|
| 160 | 2 | 2 | 1 | 1 | 1 |
| 161 | 2 | 2 | 1 | 1 | 2 |
| 162 | 2 | 2 | 1 | 1 | 2 |
| 163 | 2 | 2 | 1 | 1 | 1 |
| 164 | 3 | 1 | 1 | 1 | 2 |
| 165 | 2 | 2 | 1 | 1 | 1 |
| 166 | 2 | 1 | 1 | 1 | 2 |
| 167 | 2 | 2 | 1 | 1 | 4 |
| 168 | 2 | 2 | 1 | 1 | 4 |
| 169 | 3 | 2 | 1 | 1 | 1 |
| 170 | 2 | 2 | 1 | 1 | 1 |
| 171 | 2 | 1 | 1 | 1 | 2 |
| 172 | 2 | 2 | 1 | 1 | 2 |
| 173 | 4 | 1 | 1 | 1 | 1 |
| 174 | 2 | 1 | 1 | 1 | 1 |
| 175 | 2 | 2 | 1 | 1 | 2 |
| 176 | 4 | 2 | 1 | 1 | 1 |
| 177 | 2 | 1 | 1 | 1 | 1 |
| 178 | 2 | 2 | 1 | 1 | 4 |
| 179 | 2 | 2 | 1 | 1 | 1 |
| 180 | 4 | 1 | 1 | 1 | 1 |
| 181 | 2 | 2 | 1 | 1 | 1 |
| 182 | 2 | 2 | 1 | 1 | 1 |
| 183 | 2 | 2 | 1 | 1 | 2 |
| 184 | 4 | 2 | 1 | 1 | 1 |
| 185 | 2 | 2 | 1 | 1 | 1 |
| 186 | 2 | 2 | 1 | 1 | 1 |
| 187 | 2 | 2 | 1 | 1 | 3 |
| 188 | 2 | 1 | 1 | 1 | 2 |
| 189 | 2 | 2 | 1 | 1 | 2 |
| 190 | 3 | 2 | 1 | 1 | 1 |
| 191 | 2 | 1 | 1 | 1 | 4 |
| 192 | 2 | 2 | 1 | 1 | 1 |
| 193 | 2 | 2 | 1 | 1 | 2 |
| 194 | 1 | 1 | 1 | 1 | 1 |
| 195 | 2 | 2 | 1 | 1 | 2 |
| 196 | 2 | 1 | 1 | 1 | 3 |
| 197 | 2 | 2 | 1 | 1 | 1 |
| 198 | 4 | 1 | 1 | 1 | 4 |
| 199 | 2 | 1 | 1 | 1 | 2 |

| | | | | | |
|---|---|---|---|---|---|
| 200 | 1 | 1 | 1 | 1 | 2 |
| 201 | 4 | 2 | 1 | 1 | 1 |
| 202 | 3 | 1 | 1 | 1 | 3 |
| 203 | 2 | 1 | 1 | 1 | 1 |
| 204 | 4 | 1 | 1 | 1 | 2 |
| 205 | 2 | 1 | 1 | 1 | 2 |
| 206 | 2 | 1 | 1 | 1 | 2 |
| 207 | 2 | 1 | 1 | 1 | 2 |
| 208 | 2 | 2 | 1 | 1 | 2 |
| 209 | 2 | 1 | 1 | 1 | 2 |
| 210 | 2 | 1 | 1 | 1 | 3 |
| 211 | 2 | 1 | 1 | 1 | 2 |
| 212 | 1 | 2 | 1 | 1 | 3 |
| 213 | 2 | 1 | 1 | 1 | 2 |
| 214 | 2 | 1 | 1 | 1 | 2 |
| 215 | 2 | 1 | 1 | 1 | 2 |
| 216 | 2 | 1 | 1 | 1 | 3 |
| 217 | 3 | 1 | 1 | 1 | 1 |
| 218 | 3 | 2 | 1 | 1 | 2 |
| 219 | 2 | 1 | 1 | 1 | 2 |
| 220 | 2 | 1 | 1 | 1 | 2 |
| 221 | 1 | 2 | 1 | 1 | 2 |
| 222 | 4 | 1 | 1 | 1 | 3 |
| 223 | 2 | 1 | 1 | 1 | 2 |
| 224 | 2 | 1 | 1 | 1 | 2 |
| 225 | 3 | 1 | 1 | 1 | 1 |
| 226 | 2 | 1 | 1 | 1 | 2 |
| 227 | 2 | 1 | 1 | 1 | 2 |
| 228 | 2 | 2 | 1 | 1 | 2 |
| 229 | 2 | 1 | 1 | 1 | 2 |
| 230 | 2 | 1 | 1 | 1 | 1 |
| 231 | 2 | 1 | 1 | 1 | 2 |
| 232 | 2 | 1 | 1 | 1 | 1 |
| 233 | 2 | 2 | 1 | 1 | 2 |
| 234 | 1 | 1 | 1 | 1 | 2 |
| 235 | 4 | 2 | 1 | 1 | 1 |
| 236 | 2 | 1 | 1 | 1 | 2 |
| 237 | 5 | 1 | 1 | 1 | 2 |
| 238 | 2 | 2 | 1 | 1 | 2 |

# Appendix 4.6: Raw Data-Questionnaire Section B

| | MU1 | MU2 | MU3 | MU4 | MEU1 | MEU2 | MEU3 | MEU4 | MEU5 | CD1 | CD2 | CD3 | CD4 | CV1 | CV2 | CV3 | CV4 | MV1 | MV2 | MV3 | BI1 | BI2 | BI3 | BI4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 2 | 4 | 3 | 6 | 6 | 4 | 6 | 5 | 6 | 5 | 5 | 6 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 5 |
| 3 | 6 | 6 | 6 | 6 | 6 | 5 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
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| 6 | 6 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 5 | 7 | 7 | 7 | 7 | 6 | 5 | 6 | 6 | 6 | 6 | 5 | 6 | 6 | 6 | 6 |
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| 12 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 2 | 1 | 1 | 4 | 4 | 4 | 1 | 1 | 1 | 1 | 2 | 3 | 2 | 3 | 2 | 1 | 3 |
| 13 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 4 | 6 | 6 | 6 | 6 | 6 | 6 | 5 | 5 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| 14 | 5 | 4 | 6 | 6 | 5 | 5 | 5 | 5 | 5 | 6 | 6 | 6 | 6 | 6 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 6 | 5 | 6 |
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| | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
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| | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
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| | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X |
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| | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X |
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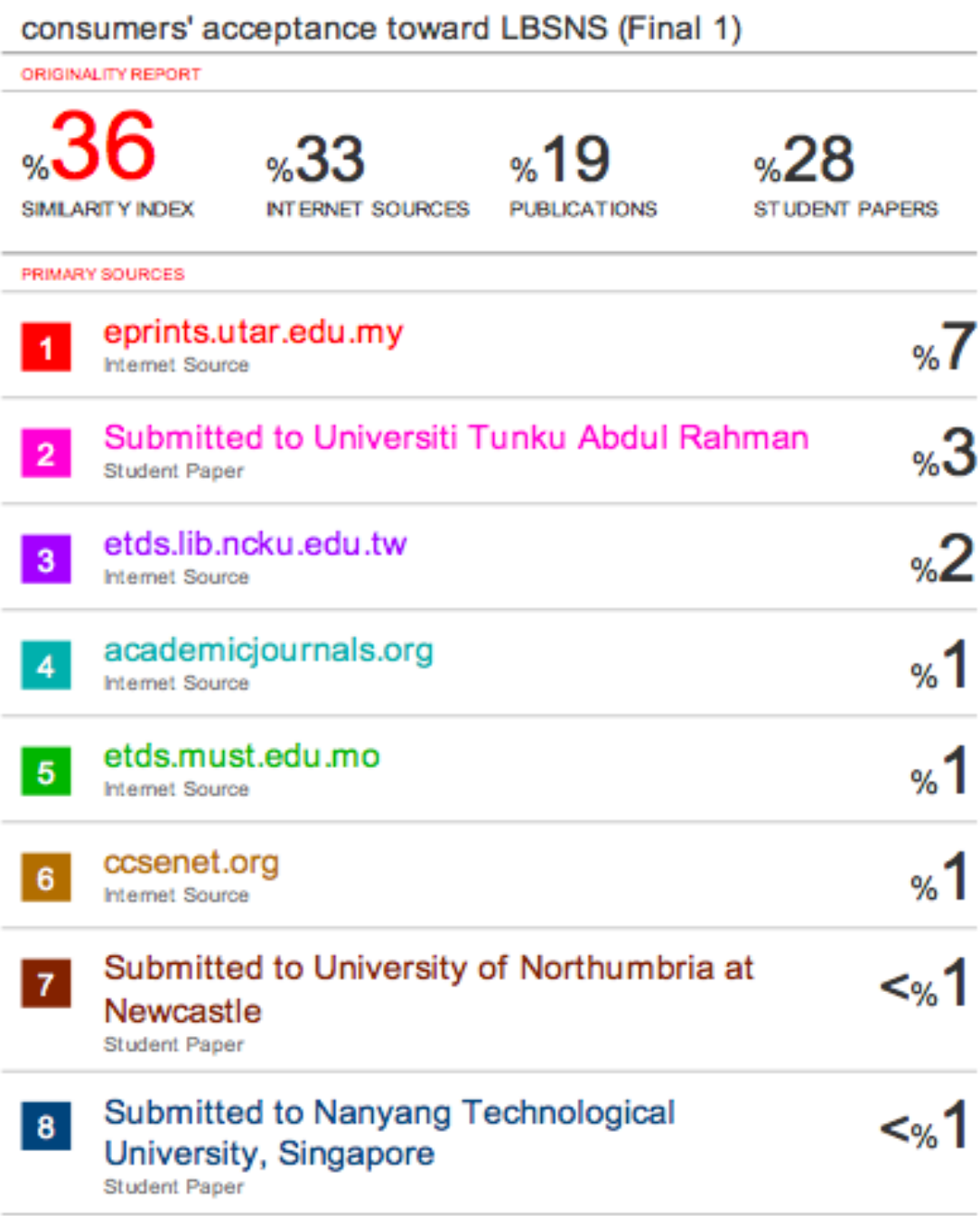
| 232 | 6 | 6 | 6 | 7 | 5 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 5 | 6 | 4 | 5 | 3 | 4 | 5 | 5 | 5 |
| 233 | 6 | 6 | 6 | 6 | 4 | 5 | 5 | 5 | 5 | 4 | 6 | 6 | 6 | 6 | 5 | 5 | 5 | 4 | 4 | 6 | 5 | 6 | 6 | 6 |
| 234 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 |
| 235 | 4 | 4 | 6 | 7 | 4 | 5 | 5 | 4 | 5 | 6 | 7 | 7 | 7 | 7 | 7 | 6 | 6 | 5 | 5 | 5 | 4 | 5 | 5 | 4 |
| 236 | 4 | 6 | 6 | 6 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 237 | 4 | 4 | 4 | 6 | 5 | 4 | 5 | 6 | 5 | 6 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 5 | 4 |
| 238 | 6 | 6 | 6 | 7 | 5 | 6 | 5 | 6 | 5 | 6 | 5 | 5 | 6 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 |



consumers' acceptance toward LBSNS (Final 1)

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| %36 | %33 | %19 | %28 |
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|---|---|---|
| 1 | eprints.utar.edu.my<br>Internet Source | %7 |
| 2 | Submitted to Universiti Tunku Abdul Rahman<br>Student Paper | %3 |
| 3 | etds.lib.ncku.edu.tw<br>Internet Source | %2 |
| 4 | academicjournals.org<br>Internet Source | %1 |
| 5 | etds.must.edu.mo<br>Internet Source | %1 |
| 6 | ccsenet.org<br>Internet Source | %1 |
| 7 | Submitted to University of Northumbria at Newcastle<br>Student Paper | <%1 |
| 8 | Submitted to Nanyang Technological University, Singapore<br>Student Paper | <%1 |