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**Correlates of Facebook use intensity:
A Saudi Arabian study**

By

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*In the name of God,
the compassionate, the merciful*

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Abstract

This study measures Facebook use intensity in residents of Saudi Arabia, and distinguishes between Saudi citizens and non-Saudi residents. This is achieved through an analysis of the antecedents and the consequences of Facebook use intensity. The sample used consists of 135 Saudi and 66 non-Saudi participants, all of whom were Facebook users aged 18 or older. The “snowball” technique was used in this study. Data was collected through a face-to-face questionnaire, and analyzed using IBM SPSS Statistics. Results show that there were significant relationships between the antecedents and the consequences of Facebook use intensity. Non-Saudi residents are shown to use Facebook to keep in touch with their families and friends more than Saudi do, while Saudi citizens use Facebook to search for products more than non-Saudi. The two groups are also quite different in terms of their online shopping behavior, including the sources of information and recommendations they prefer when researching a product. This study shows that there is a relationship between participants’ Facebook usage, and their demographics, personality, motivations, and values. The major limitation of this study is that it was conducted in only one city: Riyadh. Therefore, additional research should be carried out in other cities with larger samples. This thesis makes a special contribution to the literature, as it is the first to consider both the antecedents and the consequences of Facebook use intensity in a single study. It is also the first study to analyze the relationship between the Six Dimensional Achievement Motivation Scale (Jackson, Ahmed, and Heapy, 1976), the Rokeach Value System (1973), and Facebook use intensity in the world in general, and Saudi Arabia in particular.

Chapter 1: Introduction

Social media sites (SMSs) have significantly changed the way people communicate with each other. Many people around the globe use social media for personal and professional purposes. Users can search for many types of information through this kind of media, including other people's reviews of products or services. The popularity of social websites clearly contributes to an increase in social communication, and affects people's interpersonal interactions.

Facebook, one popular social networking website, has millions of users from all over the world. Many well-known brands and companies also maintain a presence on Facebook. One statistic shows that as of June 2012, about one billion users were active on Facebook every month (New York, 2012). A study by Nielsen Media Research in December 2011 announced that Facebook was the second most visited website in the United States, after Google.

The Kingdom of Saudi Arabia, a prominent Middle Eastern Nation both economically and culturally, has almost 5,416,420 Facebook users, 72.4% of whom are male, with an age distribution predominantly around 25 to 34 years old (Socialbakers, 2012). Despite the enormous popularity of Facebook in Saudi Arabia, no scholarly studies have been conducted about this particular social networking site in this country. Therefore, this study aims to shed light on Facebook usage in the Kingdom, as

differentiated between Saudi citizens and non-Saudi residents. This thesis also reports the results of an empirical investigation of the antecedents and consequences of Facebook intensity within those two groups. Further, it assesses users' intensive use of Facebook by studying personality markers, Rokeach terminal and instrumental values, achievement motivation, and socio-demographic characteristics.

Very few studies have focused on the influence of personality traits and values on Facebook usage behavior (Mahdavi 2009), and none have been based in Saudi Arabia. As Khushman, Todman, and Amin (2009) indicate, these general findings with respect to the characteristics of Facebook users may yield misleading results when applied to Saudi users. A broad range of factors, including prevailing political, legal, and economic conditions, as well as social and cultural attitudes, prevent generalized data from being applicable to the unique character of Saudi Facebook users.

An exhaustive survey of the literature has indicated that, thus far, no comprehensive study has been performed examining the antecedents and consequences used in this research. Also, no studies have been found examining the relationship between achievement motivation and Facebook use intensity, nor the relationship between Rokeach Values and Facebook use intensity. This research will provide empirical evidence of (a) product search behavior of Saudi and non-Saudi users on Facebook and (b) the relationship between personality, values systems, achievement motivation, demographics, and Facebook use intensity. Therefore, the researcher believes

that this study will provide essential and useful information for the Saudi market regarding the development and promotion of Facebook marketing in Saudi Arabia.

The thesis is organized as follows: This introduction describes the research objectives. The second chapter reviews the relevant literature. A set of hypotheses and research questions are presented in the third chapter before the research design and methodological procedures are described in the fourth chapter. The fifth chapter presents and discusses the research findings. This thesis concludes by discussing the managerial and public policy implications of the study while highlighting future research directions.

Chapter 2: Literature Review

2.1 Background on the Kingdom of Saudi Arabia

The Kingdom of Saudi Arabia (KSA) is the home to the two holiest shrines. As a country, the Kingdom has ideological and political influence over 1.6 billion Muslims (23% of the world's population). Because of the pilgrimages to the holy sites of Mecca and Medina, millions of Muslims from all over the world visit these two cities every year (Pew Research Center's Forum on Religion and Public Life, 2011).

The Kingdom also has the largest economy in the Arab world and the world's second largest proven oil reserves. This makes Saudi Arabia a prime location for immigration. As a result, in 2012, the number of non-national residents reached around 9.4 million (Central Department of Statistics and Information, 2012). (For more information about the kingdom, see Appendix 1.)

The Kingdom of Saudi Arabia is located in the southwest corner of Asia. It is the second largest Arab country (the first is Algeria) and comprises almost 80% of the Arabian Peninsula. According to recent statistics, the total Saudi population is around 29,994,272, and it is expected to reach 34,898,962 by the end of 2020 (Central Department of Statistics and Information, 2013).

2.1.1 Saudi Culture

Culture is a combination of shared beliefs, actions, values, backgrounds, and characteristics that are transferred from one generation to another (Cortis, 2004; Havenaar, 1990). There are a number of factors that can shape the culture of a society, including religion, level of education, economic status, and environmental influences (Al-Shahri, 2002).

Arabic and Islamic influences can be seen clearly in the Saudi culture. The constitution of Saudi Arabia relies heavily on holy Qur'an and the Prophet's (Sunnah). (Tschentscher, 1992). The family is a very important component in Saudi society; most Saudi citizens have an extended family, which includes parents, siblings, grandparents, aunts, uncles, and cousins. Family in the Saudi culture is considered the basis of Saudi's identity. In fact, Islam encourages Muslims to strengthen their relations with their family members and relatives by visiting them on a regular basis, celebrating with them, supporting them through providing money when others are in need, and showing appropriate respect and kindness (Al-Saggaf, 2004).

In Saudi society, grandparents are in a high position in the family, and they, usually, will be involved with any decision-making authority regarding family issues (Georgas et. al 2006). In Saudi culture, the men are responsible for handling the family's financial matters even if their wives are working or wealthy, unless the couple decides jointly to approach family matters differently (Georgas et. al 2006).

2.1.2 Non-Saudi population

The number of foreign workers in Saudi Arabia reached around 7.5 million in 2013 (Arab News, 2013). Migration to the country increased rapidly in the 1930s after oil was discovered. At the beginning of this period of migration, foreign workers were mainly from Arab and Western countries. They worked in technical, professional or administrative fields. In 1985, large numbers of female workers came from Southeast Asia such as Philippines, Indonesia, who worked mainly as domestic servants and in hotels (Gibney et al., 2005).

In fact, more than 50% of the work force (nearly 6 million people) in Saudi Arabia is comprised of migrant workers (FIDH, 2003, p. 3). On average, they contribute US\$18 billion through remittances to their countries each year (Niblock & Tim, 2006). In 2013, there were 9,723,214 non-Saudis in Saudi Arabia (32.4% of the total resident population of 29,994,272.17) (Central Department of Statistics and Information, 2013).

Non- Saudi population proportion being higher in big cities, such as, Al-Riyadh, Makkah Al-Mokarramah, Al-Madinah Al-Monawarah and Eastern Region. Because of the high level of developments in theses urbanized regions, there was a need to bring expatriates to such an manufacturing, managerial cities (Ashwan et al., 2012; Khraif, 2007).

The table below shows a breakdown of the country's foreign population based on the United Nations:

Indian	1.3 million
Pakistani	900,000
Egyptian	900,000
Yemeni	800,000
Bangladeshi:	500,000
Filipino	500,000
Jordanian/Palestinian	260,000
Indonesian	250,000
Sri Lankan	350,000
Sudanese	250,000
Syrian	100,000

Source: http://www.un.org/en/development/desa/population/events/pdf/expert/11/P02_Kapiszewski.pdf

Saudi Arabia is the largest of the six major labor-importing countries of Western Asia, counting approximately 7.3 million of international workers. According to international statistics, Saudi Arabia is considered to be the largest receiver of

international migrants after the United States, the Russian Federation, and Germany. Interestingly, many jobs in Saudi Arabia are being filled by foreign workers while significant unemployment persists among Saudi citizens, (Gallarotti & Al-Filali, 2012; Ramady 2010; Gause & Jones, 2012; Lippman, 2012; Jones 2010; “Saudi Economy”, 2012).

2.1.3 Non-Saudi Culture

In order to compare Saudi and non-Saudi cultures, we must first examine the values that distinguish the cultures of different country from each other. Hofstede (1984) has created several dimensions of national culture, which can be statistically categorized into four groups.

The power distance index (PDI), which measures inequality, is the first of Hofstede’s dimensions. High position people in some societies can endorse inequality among those persons under their control. In Saudi Arabia and other Arab countries, the power distance index is 80 on the cultural scale of Hofstede’s analysis. The PDI of Saudi Arabia is between that of Philippines, which is very high (94), and India, which is 77. This result indicated that all of the selected countries have large gaps between the wealthy and the poor. In societies with low power distance indices, people strive to be equal, and Philippines exhibits a more unequal distribution of wealth compared to Indian and Arabian society (Hofstede, 1984).

In countries with high individualism indices (IDV), individuals expect to take care of only themselves and their close families. In countries with high levels of collectivism, people expect their relatives to give them help whenever they are in need. However, Saudi Arabia is not individualistic, and most of the foreign workers in the Kingdom come from collectivist countries; people in these countries tend to have more relationships and large extended families. Saudi Arabia and other Arab countries have high levels of collectivism on the cultural scale of Hofstede's analysis (Hofstede, 1984).

Masculinity (MAS) is expressed in societies within which social gender roles are distinctly different. Men are expected to be forceful, strong, and concerned with material success; women, oppositely, are expected to be more diffident, caring, and concerned with quality of life. Saudi Arabia and other Arab countries have a masculine culture. Additionally, most of the foreign workers in Saudi Arabia come from countries that also have masculine cultures. For instance, Saudi Arabia, India and Philippines scored 60, 56 and 64 respectively (Hofstede, 1984).

The uncertainty avoidance index (UAI) shows how “cultures teach its members to feel either uncomfortable or comfortable in unstructured situations” (Hofstede, 1984, p. 53). . Saudi Arabia and other Arab countries have high uncertainty avoidance index. As people from these countries do not enjoy uncertainty, they tend to plan everything carefully and proceed with changes step by step. Saudi Arabia as well as Arab countries scored high uncertainty avoidance 68 compared to Philippines 44, and India 40.

2.2 Internet and social media usage in Saudi Arabia

The Internet was introduced into the Kingdom at the end of January 1999 and has grown rapidly since then. The International Telecommunications Union (ITU) indicated that there are currently around 17,397,179 Internet users in Saudi Arabia, almost 59.24% of the population (The International Telecommunications Union, 2014). Of the Middle Eastern countries, Saudi Arabia ranks third in the number of Internet users (Abdullah, 2012). Moreover, in Saudi Arabia, about 4.5 million Internet users make use of Facebook (World Statistics, 2012). People in Saudi Arabia, especially the youth, are active on the Internet in general and on social networking sites (SNSs). According to the Saudi Gazette (2014), the number of Facebook users in Saudi Arabia increased to 7.8 million users in 2013.

Despite the fact that Social media has simplified the way people communicate with each other, it also bridges the gap between companies and its consumers. Most importantly, it has changed the way consumers think. Social media is also called social networking or Web 2.0, which is a group of web-based applications that help users interact with each other. Social media includes networks such as Facebook, MySpace, and LinkedIn. It also includes multimedia-sharing websites, such as YouTube and Flickr (Edwards, 2011). Various studies have been conducted regarding social media, and the term social media has been defined in various ways. In the Journal of Computer-Mediated Communication, social media is defined as web-based services that provide individuals with the ability to “construct a public or semi-public profile within a bounded

system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections with those made by others in the system” (Ellison, 2007, p. 1). Also, it is “the dominant environment favoured by many young consumers, the place where they connect with one another” (Evans, 2012, p. 2).

Based on a study on online communities, users turn online for the sake of emotional support and for seeking information (Ellison, Steinfield, & Lampe, 2006). The popularity of these websites has rapidly increased over the years. Interestingly, visiting social networking sites has become a daily routine for some people, as it provides an opportunity to stay easily in touch with family members, friends, and even strangers who share the similar interests.

From a marketing perspective, social media tools can enhance consumer loyalty, build brand equity, and develop relationships between companies and customers (Saperstein & Hastings, 2010). Further, social media can simplify positive word-of-mouth, therefore making purchase decisions much easier for customers.

However, it is very important to understand the features and the nature of each social medium in order to use it efficiently and effectively, especially when using it in the marketing field. For instance, Twitter is a very influential platform that can spread information quickly to a huge number of people in a short time (Zhao & Rosson, 2009). Facebook can be used in addition to Twitter to provide customers with more detailed

information about products and services and identify customers' needs through individual interactions with them (Weber, 2009).

According to Winterberg (2010), social media websites such as Facebook, LinkedIn, and Twitter provide effective techniques to communicate with families, friends, and famous people. Another study examined the usage of social networks in career development for students and employers; its findings showed that motivation is a key factor positively impacting businesses (Benson, Filippaios, & Morgan, 2010). Further, a study by Backer (2010) focused on the adoption of new technologies such as Facebook and Smartphones on students and found that these kinds of applications build users' awareness of responsibility and sense of motivation as well as enhance their learning skills.

2.3 Facebook use intensity

Facebook is a social networking site that was launched in 2004. There are many interesting statistics regarding the growth of this famous social media site. For example, in May 2010, Google stated that Facebook had more visitors than any other website in the world (Edosomwan et al., 2011). In January 2009, Facebook had 175 million monthly active users (Kaplan & Haenlein, 2010). As mentioned earlier, this number had increased by June 2012 to one billion monthly active users. In addition to that, 552 million people use Facebook in a daily basis (Facebook, 2012d). According to the Pew Research Center (2013), around 71% of online adults became users of Facebook. In addition, 63% of

Facebook users log onto the site on a daily basis, and just 14% of the users indicate that they visit the site less than once a week.

According to the Saudi Gazette (2014), the number of Facebook users in Saudi Arabia was increased from six million in 2012 to 7.8 million users in 2013. In addition, Five million users access Facebook from their mobiles. In Saudi Arabia, 49% of Facebook users communicate in Arabic, whereas 59% communicate in English. Forty-six percent of the Saudi Facebook users are in Riyadh, followed by 28% in Jeddah (Saudi Gazette, 2014).

As mentioned previously, Facebook has a lot of features that enable people from all around the world to contact each other easily. Light and McGrath (2010) mentioned that Facebook is about putting yourself out there and share your thoughts, experience and anything in the life. Facebook allows users to exchange ideas and share photos and videos (Hawn, 2009). More notably, Facebook provides social infrastructure, such as wall posts, pokes, messages, etc. Moreover, more than 70 languages are available on Facebook. In addition, Smartphones make it easier for the users to access Facebook anytime anywhere. In 2012, about 350 million active users accessed Facebook through their Smartphones (Facebook Press, 2012). Some users become addicted to the site and this leads to “Facebook Intensity,” which refers to “the usage beyond simple measures of frequency and duration, incorporating emotional connectedness to the site and its integration into individuals’ daily activities” Ellison et al (2007, p.1150). The number of photos that the

user has published, events the user has uploaded, groups the user has joined or created, and articles the user has liked can predict the intensive use of Facebook.

One study showed that Internet usage, including social media sites, has a relationship to people's wellbeing, such as life gratification (Huang, 2010). A study by Lou (2010) showed that Facebook use intensity was positively correlated with offline relationship. Sheldon et al. (2011) also found that the Facebook use intensity was associated with feelings of general connection and disconnection in life. Further, the large number of Facebook friends of the user might due to Facebook use intensity (Ellison et al., 2007; Steinfield, Ellison, & Lampe, 2008; Valenzuela, Park, & Kee, 2009). Another researchers have shown that number of Facebook friends offers a key socio-metric sign that show how people make social decisions based on the profile of the user (Kleck, et.al, 2007; Tong, et.al, 2008). A number of studies have found that Facebook has an impact on the sociality of the users and it is linked to enhancements in social capital (Burke, Marlow, & Lento, 2010; Ellison, Steinfield, & Lampe, 2007; Steinfield, Ellison, & Lampe, 2008).

2.4 Personality variables

Personality refers to “ those characteristics of the person that account for consistent patterns of feelings, thinking, and behaving” (Pervin, Cervone & John, 2005, p. 6). Another definition recognizes personality as the “unique thinking and behaving patterns of an individual” (Allport 1961, 411). Traits, though, are “the degree of this

emerged uniqueness when an individual is observed from different angles or dimensions” (Allport, 1961, 423).

Previous studies showed that personality has a relationship with job success (Barrick & Mount, 1991; Judge et al., 1999), happiness (Ozer & Martinez, 2006), marital satisfaction (Kelly & Conley, 1987), and many other aspects of life. In addition, recent studies showed that personality traits correlate with the usage of the Internet and social media sites (Correa et al., 2010; Ryan & Xenos, 2011; Zhong et al., 2011).

The current study focuses on personality traits and how they correlate with Facebook usage. However, a number of personality traits appear to be associated with the extent of Facebook usage. Surprisingly, a couple of studies have shown that people’s personality can be judged based on their profiles on Facebook (Gosling et al., 2007; Evans et al., 2008).

Further, the famous Five-Factor Model (FFM) includes different personality traits: neuroticism, extraversion, openness-to-experience, agreeableness, and conscientiousness (McCrae, 1992). Several authors, on the other hand, have suggested that the previous five dimensions may be too broad to understand individuals’ behavior on the Internet (e.g., Ross et al., 2009). However, FFM is the most accepted personality model.

In this research, personality characteristics are recognized as very important since they have a substantial impact on online interaction experiences (Butt & Phillips, 2008; Kraut et al., 2002). However, the current study focuses on two personality traits, extraversion and introversion, and their relationship with Facebook use intensity.

2.4.1 Extraversion and introversion

This study will focus on extraversion and introversion as personality traits of Facebook users. A number of studies have shown that these two personality traits have a substantial effect on the usage of online interaction sites (Butt & Phillips, 2008; Kraut et al., 2002). For instance, extraverts are members of more groups on Facebook, and they frequently use the socializing features in the site (Ross et al., 2009) and have more friends than introverts (Hamburger & Vinitzky, 2010). Also, Krämer and Winter (2008) found that extroverted users presented themselves in a less reserved way, such as by displaying their real pictures. Similarly, a study by (Correa et al., 2009) indicated that extroverted people use social media sites more than introverted. Furthermore, extraverts are engaging in more online activities than introverts (Marcus et al., 2006). Findings of a study by (Ross et al., 2009) indicated that people with a large number of friends, who are more extroverted, use Facebook for social enhancement.

(Amichai-Hamburger et al., 2002) have indicated that introverted individuals are more likely to use technology such as social media sites in order to interact with others. However, “ technologies like Facebook may disadvantage an introvert because they rely

on the types of offline relationships that an extravert is more likely to develop” (Landers & Lounsbury, 2006, p. 579).

2.4.2 Self-esteem

This study will also shed light on self-esteem as one personality trait that “has profound consequences for every aspect of our existence” (Branden, 1994, p. 5). In psychology, self-esteem is defined as a self-evaluation of a person’s value (Weiten, 2004). Facebook users will definitely differ from each other in terms of self-esteem and it has been found that Facebook use intensity has a relationship with self-esteem in general, particularly with low self-esteem (Kalpidou, Costin, & Morris, 2011; Mehdizadeh, 2010). People with low self-esteem might benefit more from their usage of Facebook (Ellison et al., 2007). For instance, such users can benefit from social opportunities that do not require face-to-face interactions with other people in real life. Moreover, Ellison et al. (2007) found that there is a link between Facebook usage and self-esteem.

A study of colleges’ students by Zywicki and Danowski (2008) found that students who had low self-esteem were less popular offline and tried to be more popular online. Facebook helped them to attain that purpose to a certain extent. This social website gives a means to assess the connection between relationships and one’s beliefs about oneself. In addition, Cambron, Acitelli, and Steinberg (2010) found that the value of relationships and how they enhance self-esteem might be correlated with Facebook use intensity. Individuals who value their relationships and see that friendships are important

dimensions of themselves might increase their usage of Facebook and try to be connected by enhancing their social interacting behaviors by sharing their personal activities and getting involved in different social activities provided by the site. The variety of features offered by Facebook makes it easier for users with low self-esteem to interact in different ways. For example, they can broadcast information and activities about themselves as well as track the activities of a wide set of friends within Facebook.

2.5 Product search behavior on Facebook

Since Facebook is popular, easily accessed and integrated with other social media, companies and individuals have started to use it as an online marketing channel. According to Deloitte, users of generation Y, people born between 1980 and 2000, are active readers and will seek information and recommendation from Facebook prior to their decision to buy a product (Deloitte, 2007). People nowadays can receive information about products from alternative information resources, and one of these is the electronic social networking Web sites such as Facebook (Clemons, 2009).

Many consumers prefer to research others' opinions before purchasing a product or service. According to a study by Nielsen (2010), consumers trust their friends and family more than any other sources of information about products and services. Another study reported that 60% of Facebook users are more likely to mention a brand to a friend or a family member after becoming a fan on its own page (eMarketer, 2010). Lilley et al. (2012, p. 83) have pointed out that Facebook users are affected by advertising from

companies. For example, consumers might spend their money and buy certain kinds of products by clicking on the banners and ads on Facebook.

In addition, a study about online travel planning indicated that Facebook was used to seek information related to travel planning, for instance, travel partners, destination, activities, travel dates, transportation choices, duration, accommodation options, and restaurants (Cox et al., 2009).

2.6 Information and recommendation sources for product purchase

The Internet is a useful tool for researching information (Hammond, McWilliams, & Diaz, 1998) that provides customers with more diversity of information sources than the traditional sources (Ward & Ostrom 2003). Griffiths and King (2008) stated that for adult users, “the Internet is not always chosen because it is considered the best source (74% of occurrences), but is nearly always chosen because it is convenient or easy to use (93%) and to a lesser degree is chosen because it does not cost much in time or money (69%)” (p. 38).

Schweiger (2000), on the other hand, found that newspapers in Germany were perceived to be more credible than the Internet and television. In another study by (Flanagin and Metzger (2000), they indicated that "the Internet was as credible as television, radio, and magazines, but not as credible as newspapers" (p. 529). In contrast, Johnson and Kaye (2000) found that users rated online media as being more believable,

unbiased, and truthful than traditional news media. A report by (eMarketer, 2008) showed that, search engines, are used by American families in the context of vacation planning. Further, based on a Group M Search (2011) study, 86% of Internet consumers ranked online searches as the most critical step in their buying process.

Recommendation mechanisms provide information about movies, products, and services based on the user context or profile (Adomavicius et al., 2005). For instance, Netflix (netflix. com) recommends movies that are more likely to be rented by a user by highlighting those with the highest expected rating by that user.

A study on social network sites indicated that 64% of users visit an online site if they see a friend has done the same (Palmer & Koenig-Lewis, 2009, p. 168). Positive and negative customer feedback on social networking sites has a significant impact on purchase decisions (Casteleyn et al., 2009). A study showed that consumers rely more on information and reviews from consumers who have already used the product than from professional critics (Seung, 2012, p. 689). Social media sites provide travelers with the ability to create trip suggestions and inquire about restaurant and hotel recommendations based on previous travel experiences posted by friends (Cohen, 2012).

2.7 Concepts and Terms related to the Research Problem

2.7.1 Rokeach (Terminal and Instrumental) Values

In this social media-marketing arena, it is essential to study customers' values. Many scientists have recognized the importance of values and their impact on human behavior and motivating. According to the Rokeach Value System, value is defined as “an enduring belief that a specific mode of conduct (instrumental values) or end-state of existence (terminal values) is preferable to an opposite mode of conduct or end-state of existence” (Ahmed, 1990, p. 16). Through his Rokeach Value System (RVS), the social psychologist Milton Rokeach presented a classification system that was based on the results of a survey that proposed a list including two 18-value sets, the terminal values and the instrumental values, which can be used to make cross-cultural generalizations beyond the research.

Instrumental values are essential values that are related to personal characteristics and attributes of an individual's personality, such as, courageous and broad-minded (Karve, 2011). On the other hand, terminal values are related to essential values that individuals aim to achieve because they believe that these values are a very necessary part of life, like for instance, family security and self-respect (Karve, 2011).

It should be noted that the original 18 terminal values and instrumental values have since been reduced to nine each, as suggested by Munson and McQuarrie (1988) to reflect values relevant to consumption and to facilitate the task of completing the value instrument.

Appendix 2 shows a complete list of instrumental values and terminal values. However, very few studies have focused on the influence of personal values on Facebook usage behavior (Mahdavi 2009), and none have been based in Saudi Arabia. To the knowledge of the researcher, this thesis is also the first to study the correlation between the Rokeach Value System and Facebook use intensity.

2.7.2 Achievement Motivation

Facebook users also differ from each other in terms of their achievement motivation, which can be also related to personality. Jackson, Ahmed, and Heapy (1976) developed the Six Dimensional Achievement Motivation Scale (i.e., achievement via independence, excellence, acquisitiveness, expert status, peer status, and competitiveness) to measure achievement need utilized in this study. Their scale can be used to create a link to help drive management successfully with specific outcomes for the effort. However, Facebook usage is mostly motivated by two major social desires: the need for self-presentation and the need to belong (Nadkarni & Hofmann, 2011).

To our knowledge, this research is the first to study the correlation between Jackson, Ahmed, and Heapy's (1976) Six Dimensional Achievement Motivation Scale and Facebook use intensity. Appendix 3 gives more details regarding the Six Dimensional Achievement Motivation Scale (Ahmed, Jackson, & Heapy, 1976).

Table 1: The Six Dimensional Achievement Scale

Dimension	Description
1. Excellence	Works hard to achieve high standards and aims for perfection
2. Acquisitiveness	Seeks out opportunities to gain money and become rich
3. Peer status	Works to impress friends and displays work to others
4. Achievement via independence	Takes personal responsibility for success
5. Expert status	Works closely with superiors and learns from teachers.
6. Competitiveness	Likes to be more successful than others

Source: (Ahmed, 1990)

Chapter 3: Objectives of the research, Hypotheses and Research Questions

3.1 Objectives of the research:

No studies were found that studied Facebook use intensity in Saudi Arabia. Also, no study has a) related Rokeach values and the Jackson, Ahmed, and Heapy (1976) Achievement Scale to Facebook use intensity and b) compared Facebook-related behaviors of Saudi nationals and non-Saudi nationals. As a result, the main objectives of this thesis are:

- To compare Facebook-related behavior between Saudi and non-Saudi nationals;
- To relate the Facebook use intensity of Saudi and non-Saudi users to their demographics, personalities, motivations, and values.

3.2 Hypotheses Development (H) and Research Questions (Q):

We have developed five hypotheses that address the objectives of our research into Facebook use intensity by Saudi nationals and non-Saudi, and we outline these hypotheses in this chapter. After we outline our hypotheses, we further detail the research methodology that we employ in order to test these research claims. This chapter describes our hypotheses in some detail and also offers contextual information by describing similar academic research conducted in the field of social networking generally, and Facebook use more specifically. We end with four guiding research questions.

3.2.1 Research Hypothesis

Few studies have examined general demographics of Facebook users (Corbett, 2010), and differences in online behavior on Facebook by demographics (Strayhorn, 2009). In 2012, McAndrew and Jeong examined a large international sample, and outlined gender, age and relationship differences in the way in which people use Facebook features.

A number of studies show that women tend to visit social networking sites such as Facebook continuously; they spend more time on the site and have more Facebook friends (Acar, 2008; Pew, 2012; Sheldon, 2008). Muscanell and Guadagno (2012) studied how gender and personality influence behavior on social networking sites, and found that women use the site more for keeping relationships, while men use them to form new relationships. Goudreau (2010) indicated that women were found to emphasize interactive uses of social networking sites more than men, which means that women are more likely to engage in social interaction activities. Thus, we propose the following:

H1a: Women are more likely to spend time on Facebook than men.

Based on the findings from the Pew Research Centre (2012), the most active age group on Facebook and other social media sites are (18–34) years old. Two-thirds of adults who go online report being Facebook users, although younger adults (of both genders) spend more time on the site than users of other age groups (Pew Research Centre, 2012). According to Greenhow and Robelia (2009), Salaway and Borreson

(2008), and Nelson (2008), about (55%) of teenagers and (85%) of university-age students in the United States visit social networking sites in a regular bases, spending significant amounts of time using this kind of media to correspond with peers (Greenhow, Kim, and Robelia, 2008). In 2008, Hargittai tracked other respondent variables, such as competition, culture, and educational statues, in order to investigate usage differences with regard to social networking sites (e.g., Facebook, Twitter and My space). Following from this research, we propose the following hypothesis:

H1b: Younger users are more likely to use Facebook more intensely than older users.

As the second most trafficked website on the Internet and the most visited social media site in the world, Facebook has more than 800 million active users (Facebook, 2011). Many of these users are college students (Alexa, 2011). According to Greenhow and Robelia (2009) and Salaway, Borreson, and Nelson (2008), in the United States around (55%) of teens (55%) and (85%) of university students regularly visit social networking sites and spend hours keeping in touch with others. Many students have accounts on different social media sites (Greenhow, Kim, and Robelia, 2008). In contrast, Hargittai (2008) indicated that students who have no are not enrolled in a school program (university, college, or high school) are significantly less likely to be on Facebook than those who have higher education. Thus, we propose that:

H2c: Students spend more time on Facebook than people who are not enrolled in a school program (university, college, or high school).

Wilson et al. (2010) define self-esteem as the evaluation a person makes about himself or herself, and the belief that they do or do not have ability, value, and worth, which can be observed through their attitudes and verbal behavior. Ellison, Steinfield, and Lampe (2007) argue that low Facebook use is mostly related to users who have low self-esteem, as well as low reported satisfaction with their life circumstances. Facebook can also apparently help to keep offline relations, or develop those relationships, whether friendly, or familial (Lampe et al., 2008). By using social media sites, users can improve weak relationships, strengthen current connections, and support collective action (Kenski and Stroud, 2006; Shah, Kwak, and Holbert, 2001; Valenzuela et al., 2009). Gonzales and Hancock's 2011 study indicates that Facebook has a positive effect on self-esteem. A study by Valkenburg, Peter, and Schouten (2006) similarly reports that Facebook can enhance self-esteem for some people. Steinfield, Ellison, and Lampe (2008) suggest that higher self-esteem balanced Facebook use, whereas users with lower reported self-esteem log into social media frequently in order to bridge social capital; those with lower self-esteem, therefore, use Facebook more for the purpose of bridging social capital than higher self-esteem participants. Ellison et al. (2007) also found that respondents with lower self-esteem seek social opportunities created on Facebook, which to some extent may improve one's self-esteem. This result is similar to Mehdizadeh's 2010 study, which argues that people who have lower self-esteem spend more time on Facebook trying to build a social connection with other users in order to improve self-esteem levels. Therefore, our research proposes as follows:

H2: Individuals with low self-esteem are more likely to spend more time on Facebook than those who are high in self-esteem.

Studies are now beginning to focus on ways in which personality traits may determine how individual users access and use social media sites (McAndrew and Jeong, 2012; Muscanell and Guadagno, 2012; Ross et al., 2009; Ryan and Xenos, 2011; Amichai-Hamburger and Vinitzky, 2010). Personality traits such as extraversion and introversion play an important role on users' online behavior. For example, extroverted people tend to have large number of friends on Facebook (Amichai-Hamburger and Vinitzky, 2010), and usually they belong to more groups within the site (Ross et al., 2009) than do introverted individuals. The study by Correa et al. (2010) showed that people who are open to varied experiences tend to be more active on a online social network. Similarly, Acar and Polonsky (2007) found a relationship between extraversion and the number of friends that an individual maintains on various social media sites. Another study by Young, Dutta, and Dommety (2009) indicated that shyness was significantly associated with time spent on Facebook, but it had negative relationship with the number of friends maintained by Facebook users. Wilson, Fornasier, and White (2010) showed that personality traits, such as "openness," "agreeableness," and "neuroticism," as well as self-esteem factors, significantly predict both the amount that users turn to social media sites, and the tendency they may display towards developing addictive relationships to these sites. In particular, these researchers suggest that extraversion and a relative lack in conscientiousness may determine higher levels of both social networking use and addictive relationships to such sites. Several studies have also linked personality and individual responses to marketing communications content, such

as promotions and advertisement messages (Helgeson and Supphellen, 2004; Mulyanegara et al., 2009). We therefore hypothesize that:

H3: Extroverted persons are more likely to use Facebook more intensely than introverted persons.

In 2011, Sheldon found that the intensity with which a person uses Facebook is positively associated with feelings of general connection (and/or disconnection) in one's life—that is, the more connected someone feels in their day-to-day, non-online life, the less they will tend to use social media to generate feelings of connectedness. Further, the number of Facebook friends “friended” by a user likely correlates in a key manner with their attachment to Facebook as a relationship platform, as well as the amount of time they will spend on the site (Ellison et al., 2007; Steinfield, Ellison, and Lampe, 2008; Valenzuela, Park, and Kee, 2009). Others have showed that a user's number of Facebook friends offers important sociological insight into ways in which people make social judgments based on the profile of the users (Kleck, Reese, Behnken, and Sundar, 2007; Tong, Van Der Heide, Langwell, and Walther, 2008). A number of studies have found that Facebook has an impact on the sociality of the users and is linked to increases in social capital (Burke, Marlow, and Lento, 2010; Ellison, Steinfield, and Lampe, 2007; Steinfield, Ellison, and Lampe, 2008). We therefore contend that:

H4: Individuals who use Facebook more intensely have more friends than those who use the site less intensely.

Facebook users can easily find information about several products or services while online; they are actively participating in the creation of marketing information even as they offer opinions based on personal experiences with brands and products (Bernhardt et al., 2009). Additionally, the increasing use of smartphones and tablets has made social media a more integrated and integral aspect of modern life (Yang, 2012, p. 50). People can connect to Facebook for much longer sustained periods of time because of these new technologies. Many users who spent a lot of time on Facebook are influenced to purchase particular products by posts or groups initiated within their own friend or family communities, which has a strong impact on new customer acquisitions (Trusov, Bucklin, and Pauwels, 2009). A study about online travel planning, for instance, indicated that Facebook was used to seek information related to travel partners, destinations, available activities, travel dates, attractions, transportation options, length of stays, accommodation selections, and dining (Cox et al., 2009). Given that previous studies note relationships between consumer behavior and information about products or lifestyle gleaned from Facebook interaction, we propose the following hypothesis:

H5: People who use Facebook more intensely are more likely to search for product information than those who use it less intensely.

3.2.2 Research Questions

The following discussion is intended to lay out our arguments for treating Saudi citizens and non-Saudi residents as separate groups for research analysis in the form of research questions.

Researchers who explore cross-cultural management often use Hofstede's (1980, 1997) definition of culture as a “collective programming of the mind which distinguishes the members of one group or category of people from another” (Hofstede, 1997, p. 5). Generally, the term “culture” can refer to the entirety of a group’s lifestyles and life conditions, as well as the ways in which people within that group give meaning to their lives (Hall, 2002, p. 96). Cultures can be broadly classified as either collectivist or individualist (Triandis, 1995, p. 310). Members of a collectivist culture have strong ties to family and/or nation; the “self” is defined in relation to others, and behavior is regulated by the norms that govern a group. This study deals with collectivist cultures in primarily eastern countries.

Aaker and Schmitt (1997) found that collectivist consumers use brand name items to express their identities, given that brands are broadly recognizable within groups (as in McCracken, 1988). Additionally, consumers within collectivist societies use brands to insist their similarity with members of their reference group. Aaker and Williams (1998) and Klein, Etlenson, and Morris (1998) have also documented cultural differences in consumer behavior, and, of course, anthropologists have long theorized that culture

influences decision-making (Stewart, 1985).

As mentioned previously, the number of non-Saudi residents stood at 9,723,214 persons, 32.4% of Saudi Arabia's total resident population of 29,994,272.17 (Central Department of Statistics and Information, 2013). Migrations to Saudi Arabia often originate in South Asia, including India, Pakistan, and Bangladesh, and from East Asian countries such as the Philippines and Indonesia (Amjad, 1989; Eelens et al., 1992).

Troubling economic situations in Arab and Southeast Asian countries during the last few decades have made emigration an attractive option; workers from South Asia arrive in Saudi Arabia hoping for increased labour opportunities and economic security (Al-Najjar, 2001; Abella, 1995). Due to their economic status and relative poverty, South Asian immigrants to Saudi Arabia are less expensive to employ, easier to lay off, and are believed to be more efficient, obedient, and manageable (Ghobash, 1986, pp. 138-142; Girgis, 2002, p. 29). They are also comparatively comfortable with leaving their families, whereas Arab immigrants have historically brought their families during work-related relocations.

In contrast to the relative willingness of South Asians to subject themselves to less than ideal labour conditions, Saudis prefer to “ work in the public sector because of customarily high wages, job security, generous social allowances and retirement benefits, and shorter working hours “ (Kapiszewski, 2006, p. 14). These foreign workers, of course, bring with them different cultural and economic norms. For instance, Indians,

who comprise the majority of immigrant workers, come to Saudi Arabia because they are able to earn comparably higher salaries and also improve upon their material working conditions. For instance, The GDP in India is \$4,000, whereas in Saudi it is \$31,300 (Central Intelligence Agency, 2014). Further, Saudi citizens and non-Saudi residents are distinct because they have very different characteristics. For example, the average monthly wage for Saudis is \$1,280, whereas the average monthly wage for non-Saudis is \$250 (Saudi Ministry of Labor, 2012). Another important difference is that some non-Saudi workers leave their families while working in the Kingdom, and rely heavily on communication methods such as Skype to stay in touch and avoid loneliness.

All countries mentioned here can be considered collectivist cultures, and people in these countries tend to have a larger network of relationships and large extended families. However, the individual countries score differently on the cultural scale in Hofstede's analysis (Hofstede, 1984). For example, India has a relatively high score of 48 on Hofstede's scale compared to the strong collectivism of the Philippines (with a score of 32). Saudi Arabia, as well as its partner Arab countries, score 38. Therefore, We propose the following research sub-questions, which will be extrapolated upon below:

RQ1a: Are Saudi and non-Saudi foreign workers' use of both the Internet and Facebook different from one another?

RQ1b: Are Saudi and non-Saudi foreign workers' behavior regarding product searches on Facebook different from one another?

RQ1c: Are Saudi and non-Saudi foreign workers' frequency of online shopping purchases different from one another?

RQ1d: Are Saudi and non-Saudi foreign workers' preference for various sources of product information different from one another?

RQ1e: Are Saudi and non-Saudi foreign workers' preference for sources of product recommendations different from one another?

3.2.3 Further Research Questions

In what follows, we propose three further research questions that guide our study. According to the literature, they deal with Rokeach's terminal and instrumental values and achievement motivation. Since this study is exploratory in nature, our research questions are broad.

Heckhausen (1967) who have supported the concept of achievement motivation; indicated that achievement related aspects differ from one person to another. Schewe (1973) indicated that being motivated by the perception of achievement has played an important role in shaping consumer's behavior. Similarly, Yankelovich and Meer (2006) state that consumers are motivated by the need for achievement in their shopping behavior. For example, Gardner (1972), in his study on one hundred U.S. students, found that students with a high need for achievement are more likely to buy high quality products.

Besides these studies, others have showed that personality traits and achievement motivation are correlated with amount of time that users spend on social media sites generally, and Facebook more specifically (Correa et al., 2010; Ryan and Xenos, 2011; Zhong et al., 2011). A few studies have examined the motivations of Facebook users. Some scholars have indicated that media can be used for several factors such as enjoyment, social and economic aspects (Stefanone and Chang, 2007). Facebook users can benefit from the site from many ways (Boyd and Ellison, 2007; Greenhow and Robelia, 2009; Valenzuela, Park, and Kee, 2009). It can help in constructing users' personality, and enhance users' self-esteem by providing channels for peer identification and recognition (Lampe et al., 2008; Valkenburg et al., 2006). For example, Barker (2009) found that women were more likely to have high self-esteem, which correlates to their greater use of social websites in order to communicate with peers.

In contrast, those who had negative self-esteem used social websites in order to achieve a sense of social gratification and compensation. Jackson, Ahmed and Heapy (1976) have shown a six-dimensional achievement scale: namely, concern for excellence, acquisitiveness, status with peers, achievement via independence, status with experts, and competitiveness. This scale offers a tool for insight into achievement-related aspects of an individual's inner life. This discussion of the literature leads us to ask our fourth question:

RQ 2: Are the six dimensional achievement motivations suggested by Ahmed, Jackson, and Heapy (1976), related to Facebook use intensity.

A human value is defined by Rokeach as “an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite mode of conduct or end-state of existence” (Rokeach, 1973, p.5). Individuals learn values not only in school but also from family, religious organizations, and media (Mahdavi, 2009). There is a active interchange between people and their cultures (Hofstede, 1997). Davis (1990) and Judge and Bretz (1992) indicate that values influence significant decisions such which kinds of employment or involvement in an organization an individual will select (Dunning and Hayes, 1976; Tetlock, 1998). According to Rokeach (1973), terminal values are the aims that we would like to accomplish throughout our lifetimes, and instrumental values are our preferred behaviors. Instrumental values are personal characteristics such as being truthful, respectful, or ambitious.

Human values motivate individuals to seek out things that satisfy and fulfill these values. People who value material wealth may look for and in turn have positive attitudes about products that are associated with luxury—cars, boats, large homes. Our basic assumption in this research is that psychological attitudes and the ways in which these are influenced by human values are important to uncover (Michel et. al, 2000).

We need look no further than to gender socialization in order to understand how culturally determined behaviors and values intertwine. Women have typically been socialized to value, for example, being loving, helpful, forgiving, cheerful, caregivers, oriented towards religious values and to value equality and harmony. Men, on the other hand, have been traditionally socialized to be more material, and pleasure-seeking than

women (Spence and Helmreich, 1978). This is demonstrated in men's placing a high value on independence, risk-taking, competency, courage, ambition, logic, and a sense of achievement (Fagenson, 1993; Rokeach, 1973). Values can also become compartmentalized, such that people apply different specified kind of values to different situations in their social lives. This discussion of the literature leads us to ask the following question.

RQ 3: Are Rokeach (1979)'s terminal values related to the intensity of Facebook use?

RQ 4: Are Rokeach (1979)'s instrumental values related to the intensity of Facebook use?

3.3 Conceptual Framework

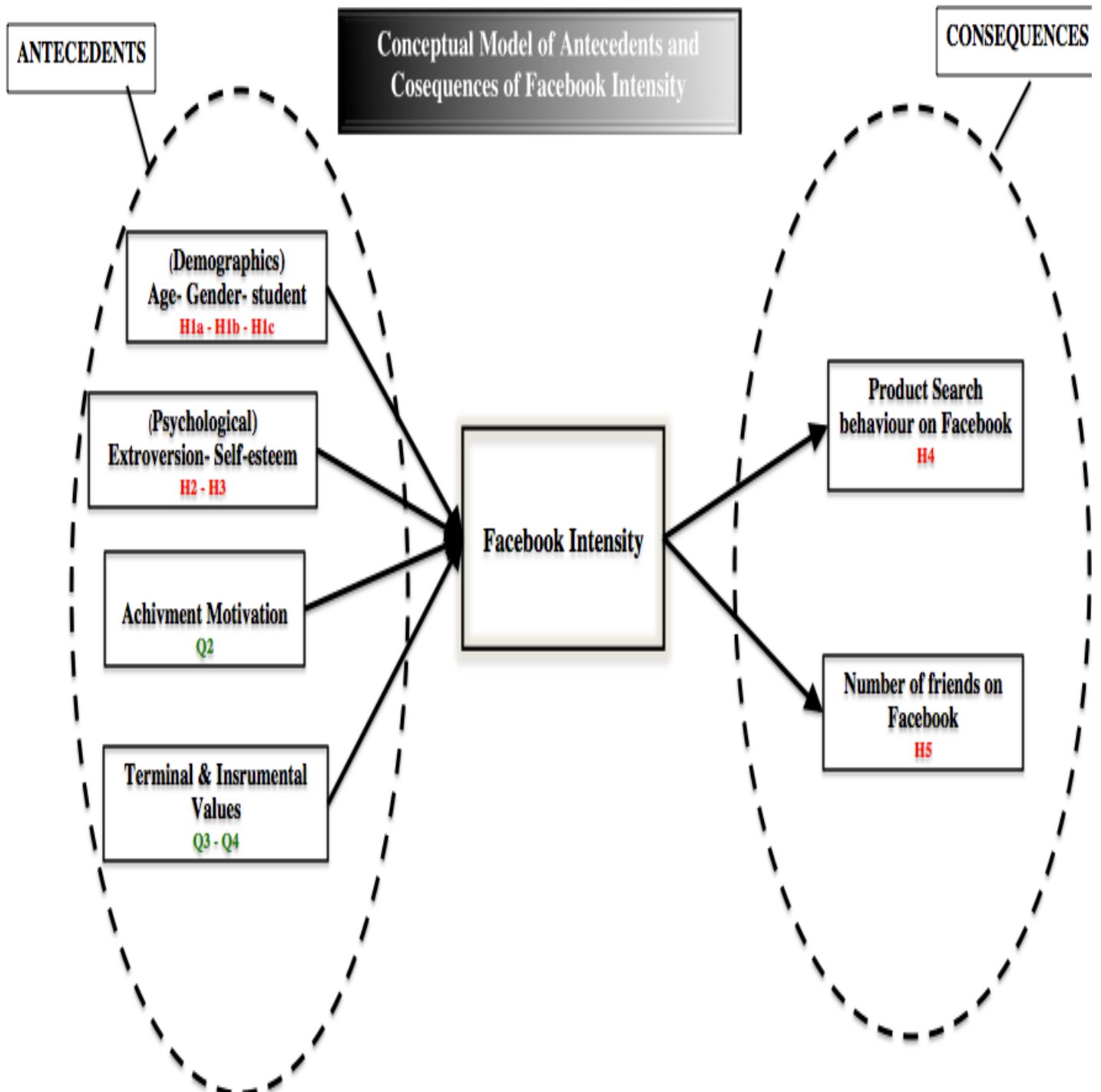


Figure 1: Conceptual framework

Table 1: Comparison of Saudi and Non Saudi Nationals' Hypotheses, research questions and their measure

Research Qs and Hs	Measures	Statistical Method
Research Questions		
R.Q.1.a Internet and Facebook usage	Hours spent on Internet, Social Media,	T-test
R.Q.1.b Product search on Facebook	Frequency of use of Facebook for product information	T-test
R.Q.1.c Online shopping	Frequency of product purchase	T-test
R.Q.1.d Sources of recommendation for products	Impact of recommendation of the purchasing decision	Spearman Correlation
R.Q.1.e information sources for product purchase	Effectiveness of information source	T-test
R.Q.2 Terminal Values R.Q.3 Instrumental Values	Rank order of nine terminal values Rank order of nine instrumental values	Correlations & Regression
R.Q.4 Achievement Motivations	Scores on six dimensions of six dimensional achievement test	Correlations & Regression
Hypotheses		
H1a Age	Actual age years	Correlations & Regression
H1b Gender	Male- Female	Correlations & Regression
H1c Student vs. non-student	Range of educational levels	Correlations & Regression
H2 Self-esteem	Rosenberg self-esteem scale	Correlations & Regression
H3 extraversion	Myers and Briggs scale	Correlations & Regression
H4 number of FB friends	Actual number of friends	Correlations
H5 Time spent on FB	Hours/Minutes spent on FB	Correlations & Regression

Chapter 4: Methodology

In this section, the research methodology is defined for the purpose of testing the research hypotheses.

4.1 Questionnaire

In this research, a questionnaire survey technique was used in collecting data. This technique was chosen because it allows collecting a great deal of information from several people in different places in a short time. A copy of the survey is provided in the Appendix 4.

The questionnaire consisted of five parts. Section I focused on the general use of the Internet and Facebook among people in Saudi Arabia. Section II measured the frequency of online activities for the participants and their feelings toward different factors that might impact their decision to purchase a product. Section III was designed to measure self-esteem (Rosenberg, 1979) and personality traits extraversion and introversion (Eysenck and Eysenck, 1975). This section also had a question dealing with people's perceptions for the appropriate sources in providing information regarding a certain product.

Section IV gathered information about the demographic profiles of the participants. Section V consisted of three sub-parts. First, this section included the Six Dimensional Achievement Scale, which measured the achievement needs of the users in

Saudi Arabia, including status with experts, status with peers, acquisitiveness, achievement via independence, competitiveness, and concern for excellence. Second, this section included the Rokeach Value System, which measured the influence of Saudi and non-Saudi users' values on their behavior. Finally, the third part consisted of some questions to gather participant feedback.

Basically, the survey was developed in English (see Appendix 4) and since the most commonly used language in Saudi Arabia is Arabic, the survey was then translated into Arabic to ensure that the questionnaire will be clear to all the potential respondents (see Appendix 5).

Finally, it should be noted that three professional translators translated the survey. The English and the Arabic versions were compared and pre-tested on ten Saudi people. Based on their comments and feedback, minor changes were made to ensure the clarity and understandability of the survey. The pre-testing also allowed us to determine how long it takes to fill in the survey.

4.2 Construct of Measures

Facebook Intensity: It is measured based on a scale consisting of six statements related to the user's attitude towards Facebook.

Internet and Facebook usage: is measured based on four different aspects, which are:

1. Time spent on the internet
2. Weekly hours spent on Facebook
3. Daily minutes spent on Facebook
4. Weekly hours spent on all social media sites (Facebook, Twitter, You Tube etc.)

Frequency of online shopping activities: A seven-point Likert scale, ranging from never to very often, was used to measure the frequency of Internet activities regarding nine specific products and services: performing banking tasks; making travel arrangements; buying films, and videos; buying electronic goods and computer items; and buying books, clothing, household items, and furniture.

Frequency of product search behavior via Facebook: A seven-point Likert scale, ranging from never to very often, was used to measure the frequency of the search behavior on Facebook for the following products: banking; travel arrangements; buying films, and videos; electronic goods and computer items; books and clothing; and household items and furniture.

Recommendation sources: This was a ranking question dealing with the source of recommendation related to participants' decisions before buying a product. The scale value ranged from (1) not critical at all to (6) critical.

Information sources regarding a product: This question dealt with the various

sources used by participants to find out information before buying certain products or services, namely browsing twitter, Facebook, YouTube, the Internet, and online stores websites; radio, newspaper, magazines, television, and Facebook advertisements; opinions of friends/family on and off Facebook, and finally visiting regular stores and shopping centers. A five-point Likert scale measured information sources, ranging from very ineffective to very effective.

Users' age

A numerical question was used to allow participants to write their exact age.

Users' gender

A categorical question was used to let participants choose between “male” and “female.”

Users' studying status

A categorical question was used to let participants choose between “student” and “not a student.”

Personality traits

This question was designed to gather participants' views about themselves. A five-point Likert scale measured the truthfulness of the statements as perceived by the respondents, ranging from not at all true to very true. It is measured on a scale consisting of 8 statements related to extraversion, introversion and self-esteem.

Six Dimensional Achievement Scale

Eighteen nine-point bipolar items were grouped into six achievement dimensions, as prescribed by Jackson, Ahmed, and Heapy (1976), namely excellence, acquisitiveness, status with peers, independence, status with experts, and competitiveness. The scale value of these scales ranged from 3 to 27.

Rokeach terminal value scale

The terminal values (goals or the most important things to attain in life) were ranked in order from one to nine, namely, a comfortable life, an exciting life, a sense of accomplishment, equality, freedom, pleasure, self-respect, and social recognition. In order to provide a cross validity for the Rokeach terminal values rank order scale and to provide an equivalent Likert measure for the multiple regression analysis, we also measured these values items using nine-point Likert scales.

Rokeach instrumental value scale

Instrumental values (characteristics or means to achieving ends) were ranked in order from one to nine, namely, being ambitious, broad-minded, capable, cheerful, imaginative, independent, intellectual, responsible, and self-controlled. In order to provide a cross validity for the Rokeach instrumental values rank order scale and to provide an equivalent Likert measure for the multiple regression analysis, we also measured these values items using nine-point Likert scales.

4.3 Data Collection

The research was conducted in Riyadh, Saudi Arabia, between December 2013 and February 2014 after receiving the approval from University of Ottawa research ethics and integrity board, and the certificate is provided in appendix 13. The target population for this study was Saudi and non-Saudi potential Facebook users. The convenience sample and the snowball technique were chosen. The questionnaires were given in person in different public locations, such as universities and shopping malls. The researcher, family members, and friends were involved in the distribution process.

The participants were requested to fill out the questionnaire in the presence of the interviewer. At the beginning, there were a number of wrong responses regarding the ranking questions. In that case, the interviewer gave short instructions to each participant to ensure that all questionnaires were correctly completed. This procedure generated 201 useful responses. One hundred and thirty-five of the respondents were residents of Riyadh, and 66 respondents are foreign workers from different countries, including Egypt, Yemen, Philippines, and India.

4.4 Preparing the Data for the Analysis

Each participant's survey was reviewed to ensure that all questions were completed. However, the uncompleted surveys were excluded; as a result, 54 questionnaires were ignored and the number of sample reduced from 255 respondents to 201 respondents. Finally, the SPSS program was used to analyze the data. The researcher

ran a frequency test to check the accuracy and verify the data set. In this research, analysis was carried out for all respondents.

Three types of analysis were conducted using the SPSS program. They are t-test, Pearson correlation coefficient, Spearman correlation coefficient, and multiple regression analysis.

Chapter 5: Results

5.1 Respondents' General Profiles

Table 2 provides a descriptive analysis of the demographics of the Saudi and non-Saudi's respondents, including age, gender, marital status, level of education, Internet usage, and family income.

Table 2: Respondents' general profile

Demographics	Percent-Mean	
	Saudis	Non-Saudis
Sample (n)	135 (67.2%)	66 (32.8%)
Age (years)	27.16	31.20
Sex: Male	34.8%	78.8%
Female	65.2%	21.2%
Marital status: Single	60.0%	50.0%
Married	40.0%	50.0%
Education:		
High school diploma or less	27.4%	39.4%
Some university education	19.3%	9.1%
University degree	36.3%	24.2%
Graduate degree	4.4%	15.2%
Daily usage of the Internet:		
One to two hours	24.4%	37.9%
	20.7%	22.7%

Three to four hours	28.9%	15.2%
Five or more hours		
Annual Family Income (Saudi Riyals):		
Less than 50,000	36.3%	56.1%
50,000-99,000	9.6%	21.2%
100,000-299,000	27.4%	18.2%
300,000 or more	5.9%	3.0%

There were a total of 201 participants in our study. The sample included more Saudis (67.2%) than non-Saudis (32.8%). The ages of the respondents ranged from 18 to 55 years old. The distribution of males and females of the full sample was quite close (49.3% male to 50.7% female). As shown in table 2, the mean age of the Saudi participants was 27.16 years. The Saudi sample included 34.8% males and 65.2% females; 60% were single and 40% were married. Of the Saudi participants, 27.4% had a high school diploma or less, 19.3% had some undergraduate education, 36.3% held an undergraduate degree, and 4.4% had a graduate degree. Approximately 36.3% of the Saudi participants earned 50,000 or less, 37% earned between 50,000 and 299,000, and 5.9% earned more than 300,000. All earnings are in Saudi Riyals per year (\$1 CDN=3.75 Saudi Riyals). Table 2 also shows that 24.4% of the Saudi participants spent one-two hours a day on the Internet, approximately 20.7% spent three-four hours, and 28.9% spent five or more hours.

For the non-Saudi sample, the mean age was 31.2 years. Of this sample, 78.8% were male and 21.2% were female; 50% were single and 50% were married. Of the non-

Saudi participants, 39.4% (the majority) had a high school diploma or less, 9.1% had some undergraduate education, 24.2% held an undergraduate degree, and 15.2% had a graduate degree. Approximately 56.1% of the non-Saudi participants earned 50,000 or less, 39.4% earned between 50,000 and 299,000, and 3.0% earned more than 300,000. Finally, 37.9% of the non-Saudi participants spent one-two hours a day on the Internet, approximately 22.7% spent three-four hours, and 15.2% spent five or more hours.

In summary, and as reported in Table 2, the mean age of our Saudi participants is 27, and consists of 34.8% men and 65.2% women. The sample of non-Saudi residents is slightly older and with a higher proportion of men. Also, Saudi respondents report a higher rate of Internet usage than their non-Saudi counterparts. Moreover, a high proportion of non-Saudi respondents have high school diploma or less, whereas the majority of the Saudi sample have a university degree.

Table 3: Normal Saudi population vs. research sample

	Saudi population	Research sample
Gender	The male population in Saudi Arabia forms approximately 54.4% of the total population, while females form approximately 45.6% of the total population (Geoba, 2014).	In the Saudi sample, there were 34.8% male participants and 45.6% female participants.
Age	50% of Saudi's population is under 25 years old (Arab News, 2013).	The average age of the Saudi sample was 27 years.
Income	The average income for Saudis is approximately 93,472 Saudi Riyals per year (\$27,365 USD) (Arab News, 2013).	36.3% of the Saudi sample was less than 50,000 Saudi Riyals.
Nationality	According to the Central Department of Statistics and Information (2013) in Saudi Arabia, 30% of the total population in Saudi Arabia is foreigners.	In this research, non-Saudis respondents were 32.8% of the entire sample.

It should be noted that the sample distribution in this study was different from the real Saudi census. As can be seen from table 3, the number of males in this study was 34.8% and the number of females was 65.2%, whereas the Saudi population contains 54.4% males and 45.6% females (Geoba, 2014). This means that the percentage of males and females in the current study is different than that of the entire Saudi population.

Regarding age distribution, the average age of the participants was 27, whereas 50% of Saudi Arabia's population is under 25 years (Arab News, 2013). In terms of income, according to Arab News (2013), Saudi's average income is approximately SR 93,472 per year (\$24,925 USD), while for the Saudi respondents in this study, it was less than SR 50,000. Additionally, in 2013, the number of non-Saudis stood at 9,723,214 persons, 32.4% of the total resident population of 29,994,272 (Central Department of Statistics and Information, 2013).

On the other hand, non-Saudis respondents were 32.8%. As can be seen, the sample of this study represents the number of non-Saudis living in Saudi Arabia and it underrepresents Saudis' age, gender, and income. Thus, it is to some extent different from Saudi population.

The sample of this research was compared to total Saudi population because there is no census for Facebook users in Saudi Arabia. As a result, the comparison with the total population is an indicative comparison not definitive.

The differences between Saudi and non-Saudi respondents regarding terminal and instrumental variables are presented in table 4.

Table 4: Rokeach values

RANK TERMINAL VALUES ²					RANK INSTRUMENTAL VALUES ²				
	Saudi		Non-Saudi			Saudi		Non-Saudi	
	Mean	Rank	Mean	Rank		Mean	Rank	Mean	Rank
A comfortable life	5.04	4	4.71	3	Ambitious	3.87	1	3.36	1
An exciting life	5.84	7	5.47	7	Broad-minded	5.59	7	4.70**	4
A sense of accomplishment	5.04	4	4.97	4	Capable	4.47	3	4.98	5
Equality	6.03	8	5.32*	6	Cheerful	6.18	8	5.36**	6
Family security	2.47	1	2.24	1	Imaginative	6.42	9	6.06	9
Freedom	4.71	3	5.21	5	Independent	5.07	6	5.39	7
Pleasure	6.16	9	6.58	9	Intellectual	4.53	4	4.64	3
Self-respect	4.01	2	4.35	2	Responsible	3.90	2	4.44	2
Social recognition	5.70	6	6.23	8	Self-controlled	4.96	5	6.00**	8

Mean rank values range from 1 (high) to 9 (low); T-test statistical significance: * p < 0.05, ** p < 0.01.

For terminal values for Saudi respondents, on a nine-point Likert scale, the mean of family security and self-respect value was 2.47 and 4.01, respectively (1 is high and 9 is low). This implies that family security and self-respect are highly important for Saudi Arabians. On the other side, equality and pleasure were the least important for Saudi respondents with values of 6.03 and 6.16, respectively. In terms of instrumental values, Saudi respondents, on average, gave higher importance to being ambitious and responsible, namely 3.87 and 3.9 on the point ranking, and gave less importance to being broad-minded, cheerful, and imaginative, with values of 5.59, 6.18, and 6.42 respectively.

For the terminal values, compared to Saudi Arabians, non-Saudis living in Saudi Arabia placed greater importance on family security with 2.24 (compared to 2.47 for Saudis). Non-Saudis cared less about pleasure and social recognition, which were rated at 6.58 and 6.23 respectively. In addition, non-Saudis cared less about social recognition compared to Saudis. For the instrumental variables, non-Saudis also gave the highest value to being ambitious with 3.36 (compared to 3.87 for Saudis). They cared the least about being imaginative and self-controlled, which were valued at 6.06 and 6.00, respectively.

Overall, Saudi and non-Saudi rank just one out of the nine terminal values significantly differently. Saudis rank Equality higher than non-Saudis. Further, Saudis and non-Saudis rank three out of the nine instrumental values as significantly different from each other. Saudis rank broad-minded, and cheerful higher than non-Saudis, and non-Saudis rank self-controlled higher than Saudis.

Following table deals with the six dimensional achievement self-esteem scale (Jackson, Ahmed and Heapy, 1976, Rosenberg, 1979) and the introversion and extroversion scale (Eysenck and Eysenck, 1979).

Table 5: Psychological variables and achievement dimensions

Psychological variables and achievement dimensions	Mean	
	Saudis	Non-Saudis
Excellence	19.30	19.90
Acquisitiveness	17.42	17.25
Status with peers	15.47	16.53
Independence	14.78	14.21
Status with experts	15.65	15.98
Competitiveness	17.87	18.04
Rosenberg self-esteem	31.58	31.53
Extraversion	15.17	15.45
Introversion	13.05	12.84

Mean scale values range from 3 (low) to 27 (high); T-test statistical significance: * $p < 0.05$, ** $p < 0.01$

By looking at achievement dimensions in table 5, we find that Saudi participants placed the greatest importance in the concern for excellence dimension, with a score of 19.3. The lowest scored dimension was achievement via independence, with a score of 14.7.

Non-Saudi participants scored very similarly, with very slight differences. In regards to personality traits, both groups have similar scores in the self-esteem and extraversion categories. However, in the introversion trait, non -Saudi respondents scored lower than the Saudi respondents, with 12.84 and 13.0 respectively. Overall, there is no significance differences appear between the two groups in terms of achievement dimensions.

5.2 Description of respondents' Facebook use intensity behavior

This section explains the Facebook use intensity behavior of Saudis and non-Saudis living in Saudi Arabia.

Table 6: Facebook use intensity

	Saudi		Non-Saudi	
Facebook intensity	Mean	Std. Deviation	Mean	Std. Deviation
	12.3*	6.1	18.8*	5.4

Statistical Significance Level * $p < .05$

Facebook use intensity is a value that was created by adding the following variables: V7 (Facebook is a part of my everyday activity), V8 (I'm proud to tell people I'm on Facebook), V9 (Facebook has become a part of my daily routine), V10 (I feel out of touch when I have not logged into Facebook for a while), V11 (I feel I'm part of the Facebook community), V12 (I would be sorry if Facebook shut down). A two - independent sample t-test was used to compare means for the two samples in terms of their Facebook intensity. From the findings, both results are statistically significant as $p = 0.000 < 0.05$ in both cases. The mean Facebook use intensity of non-Saudis (18.8) is higher than that of Saudis (12.3). The reason behind that is that some of the non-Saudi respondents who live in the Kingdom are living without their families and relatives, and Facebook has to some extent simplified their interactions at no cost and minimal effort.

On the other hand, Saudi respondents don't use Facebook as frequently as non-Saudis because they can easily contact their friends and families within the same city.

Table 7: Using Facebook to keep in touch

	Mean	
	Saudi	Non-Saudi
Using Facebook to keep in touch with friends and family members	2.57*	4.79*

Statistical Significance Level * $p < .05$

Table 7 shows how frequently the two samples used Facebook to keep in touch with their friends or families. The scale value ranges from 1 (never) to 7 (very often). By comparing means using a two - independent sample t-test, the findings show that both results are statistically significant as $p = 0.000 < 0.05$ in both cases. Also, we can see that non-Saudis use the site to contact their families and friends more than Saudis do. This result was very logic and expected, because the non-Saudi participants live far away from their homes and this is one of the easiest ways that they can stay in touch with their loved ones.

Chapter 6: Data Analysis and Results

The three following sections show the results of the analysis. The discussion will follow in a separate section, as some of the testing hypotheses in this research require results from both correlation and regression analyses.

6.1 T-test analysis

In the following analysis, the independent sample t- test was used to compare means between Saudi and Non-Saudi.

Internet and Facebook usage

Results covering Internet and Facebook usage are presented in Table 8. As can be seen, the examination of the differences between Saudi and non-Saudi on the use of Internet and Facebook indicates that out of the four items listed, three statistically significant mean differences in the frequency of the usage are noted. We find that Saudi respondents are more likely to use the Internet, and non-Saudi are more likely to use Facebook. Thus, the answer to Q1a is positive.

Table 8: Internet and Facebook usage

	Nationality	
	Saudi	Non- Saudi
Daily hours on the Internet	3.21	2.80*
Weekly hours using Facebook	1.36	1.95*
Weekly hours using all the Social Media sites (Facebook, Twitter, You Tube etc.)	2.32	2.07
Daily minutes on Facebook	3.58	1.71*
No. of Statistically Sig. Differences	3	

¹**Question** Please tell us how frequently do you use the Internet and Facebook.

Statistical Significance Level * $p < .05$; ** $p < .01$

Product search behavior on Facebook

Table 9 presents the respondents' views regarding product search behavior on Facebook. With seven significant mean differences out of a possible eight, there are interesting differences between Saudi and non-Saudi. Non-Saudi favor Facebook to search for certain products/services like banking information, travel information, learn about films/videos, learn about electronic goods, learn about computer software, get information about books and to learn about clothes ; both samples, however, are most likely to search for household items and furniture. Thus, the results very strongly confirm Q1b.

Table 9: Product search behavior on Facebook

Using Facebook to search for the following products/services:	Nationality	
	Saudi	Non- Saudi
Facebook to get banking information	1.59	2.11*
Facebook to get travel information	1.83	2.21**
Facebook to learn about films, videos	2.24	3.33*
Facebook to learn about electronic goods	2.43	3.06*
Facebook to learn about computer software	2.41	3.11*
Facebook to get information about books	2.19	3.08*
Facebook to learn about clothes (dresses, shirts, etc.)	2.50	3.24*
Facebook to learn about household items (soap etc.)	2.08	2.27
Facebook to learn about Furniture (tables, chairs, sofa etc.)	2.21	2.44
No. of Statistically Sig. Differences	7	

¹Question please tell us how frequently do you use Facebook to search for product information.

'1' is never and '7' is very often." Statistical significance level: * $p < 0.05$. ** $p < 0.01$.

Internet Shopping Behavior

Results covering online shopping for products/services are presented in Table 10. As can be seen, our respondents are most likely to buy/download films and videos online, buy electronic goods, computer parts/software, books and furniture. Examination of the differences between Saudi and non-Saudi on the use of Internet sites indicates that out of the ten items listed, four statistically significant mean differences in the frequency of purchase are noted. We find that Saudi respondents are more likely to make travel arrangements with 4.32, and for non-Saudi it was 3.21. Also, to a lesser extent, Household through the Internet was 2.37 for Saudi and 1.89 for non- Saudi. On all other items, Saudis tended to shop on the Internet more than non-Saudis. So, the answer to Q1c is positive.

Table 10: Internet shopping behavior

Using internet to carry out the following activities:	Nationality	
	Saudi	Non- Saudi
Banking	3.55	2.73*
Travel arrangements	4.32	3.21*
Films, videos	2.99	2.78
Electronic goods	2.80	2.70
Computer software	2.99	2.65
Computer parts	2.41	2.35
Books	2.60	2.33
Clothes (dresses, shirts, etc.)	3.17	2.44*
Household items (soap etc.)	2.37	1.89**
Furniture (tables, chairs, sofa etc.)	2.17	2.00
No. of Statistically Sig. Differences	4	

Question: "Please tell us how often you use the Internet to carry out following activities. '1' is never and '7' is very often." Statistical significance level: *p < 0.05. **p < 0.01.

Source of recommendations to purchase a product

The objective of this question was to find out our respondents' views regarding different sources of products recommendations. Examination of the mean differences between Saudi and non- Saudi on table11 indicates that, out of the seven sources described, there are five significant differences. Recommendation from Personal Friends and Family Members and the recommendations from all the Social Media sites (Facebook, Twitter, You Tube etc.) are much more important to Saudi than non-Saudis. On the other side, recommendations/Advertisements in Newspapers, Magazines or T.V and recommendations from Friends and Family in Facebook are much more important for non- Saudis. Thus, results provide strong confirmation to Q1d.

Table 11: Source of recommendations to purchase a product

Statements related your decision to purchase a product or brand	Means	
	Saudis	Non Saudis
-Recommendation from Personal Friends and Family Members	5.79	4.09***
-Recommendations from Company Web Sites	3.49	3.83
-Recommendation from product review Web Sites	3.46	3.53
-Recommendations by Newspapers, Magazines or T.V	3.22	4.05**
-Advertisements in Newspapers, Magazines or T.V	3.61	4.03**
-Recommendations from Friends and Family in Facebook.	3.66	4.15**
-Recommendations from all the Social Media sites (Facebook, Twitter, You Tube etc.)	4.80	4.32**
No. of Statistically Sig. Differences	5	

³**Question** Listed above are a series of statements related your decision to purchase a product or brand. Please Rank Order these of statements related your decision 7 (very) to 1 (not at all) Critical. 1= statement not at all critical, 2= Not Critical, 3= (3) Less Critical, 4= neither not critical or critical, 5= somewhat critical, 6= Critical, 7= Very Critical

Alternative sources for product information

The objective of this question was to find out our respondents' views regarding different sources of product information. Examination of the mean differences between Saudi and non- Saudi on table 12 indicates that, out of the thirteen sources described, there are seven significant differences. Browsing twitter, Facebook (Advertisements/ opinions), YouTube, Newspapers / magazines advertisements, to get information are much more important to non-Saudi than Saudis. It is interesting to note that; Saudis do not find Facebook advertisements as a good source of information; Non-Saudi views it as a somewhat important source. Saudis trust YouTube as a much more important source than non-Saudi. Thus, the answer to Q1e is positive.

Table 12: Alternative sources for product information

	Mean	
	Saudi	Non-Saudi
-Browsing Twitter	3.53	2.61*
-Browsing Face Book	2.67	3.79*
-Browsing You Tube	3.81	3.47*
-Radio Advertisements	2.46	2.58
-Newspaper Advertisements	2.82	3.09**
-Magazines Advertisements	2.79	3.17*
-Television Advertisements	3.39	3.59
-Browsing Internet	4.10	4.08
-Facebook Advertisements	2.47	3.56*
-Opinion of friends/family on Facebook	2.99	3.59*
-Personal opinions of friends/family	3.79	3.55
-Browsing Online Stores web-sites	3.53	3.36
-Visiting regular stores and shopping centers		

	3.96	3.89
No. of Statistically Sig. Differences	7	

⁴Question: How effective do you feel are following sources in providing information before you buy a product and service? Please select the appropriate alternative. 1. Very Ineffective, 2 Ineffective. 3. Neutral. 4. Effective. 5. Very effective.

In summary, tables 8, 9, 10, 11, and 12 demonstrate that individuals within the Saudi sample use the Internet, and shop online, more frequently than non-Saudis. The Saudi respondents also tend to browse social media sites to seek product information and recommendations more often. The findings of this research are generally in accord with the existing literature. For instance, Lohse et al. (2000) found that consumers with higher family incomes are expected to shop online more than consumers with lower income.

Those with higher family income may be attracted to online shopping because they view time as a more valuable resource (Punj, 2012). Non-Saudi respondents, on the other hand, rely more on traditional media when seeking information and recommendations before buying a product. These respondents also visit Facebook more frequently than the Saudi group. This result was both intuitive and expected, since the non-Saudi participants live further away from home and family, and Facebook provides an easy means of staying in touch with their loved ones. Facebook has to some extent simplified their interactions, and requires minimal effort and negligible cost. McKenna and her colleagues (1999, 2002) conducted several studies and found that people who feel lonely were more likely to use online communications to form close relationships as a way of reducing that loneliness. Saudi respondents do not use Facebook as frequently as

non-Saudis because they tend to have other means to contact their friends and families within the same city.

Saudis have a familiarity with existing retail alternatives that non-Saudi lack. Likewise, Saudis have an established network of trusted personal connections from which to seek advice (more interpersonal social capital) which non-Saudi lack (and compensate for by developing and leveraging “weak link” online connections). Saudis often do not have the same financial stressors as non-Saudi residents, such as paying for living expenses and sending money back home to support relatives. Non-Saudi, therefore, have less disposable income and must both leverage their buying power and curb their purchases. These findings support what has been found in several studies. For instance, high-income individuals tend to spend less time online than those with lower-income, due to a belief that time spent online has a low value and relative to its opportunity cost (Goolsbee and Klenow, 2006). In contrast, lower-income individuals are more likely to use the Internet for leisure rather than consumption purposes (Comor, 2000). Further, according to the Saudi Gazette (2014), non-Saudi expatriates who are working in the Kingdom often do not feel secure in their positions, and live with a near-constant fear of being sacked and deported.

6.2 Correlation Coefficients

In this study correlation coefficient is used in order to evaluate the strength of the relation between two variables (Aaker, Kumar, & Day, 2003). In this research, the correlation analysis was used to measure the significant correlation of Facebook intensity with the demographics, values and psychological variables.

For Rokeach's terminal and instrumental values, Spearman correlation was used, whereas Pearson correlation was used for all other correlations.

In Table13, A Pearson's correlation was run to assess the relationship between the Facebook use intensity of Saudi and non-Saudi users and their demographics, achievement dimension variables, and product search behavior on Facebook.

Table 12: Pearson's Correlation of Facebook Intensity with demographics and psychological variables

Explanatory Variables	Saudi	Non-Saudi
Time spent on the Internet	0.03	0.15
Time spent on FB per week (hr)	.35**	.33**
Time spent on FB per day (min)	.49**	.41**
Age	-.06	-.33**
Sex: M-F	-0.03	0.04
Single-Married	-0.02	-0.24
Student: Yes-No	-.19*	0.14
Level of education	-.14	-.08
Family income	-0.10	-.32**
Concern for excellence	-.22*	-0.05
Acquisitiveness	-.12	-.01
Status with peers	.09	.01
Achievement via independence	-.07	-.10
Status with experts	-0.05	-.31*
Competitiveness	-.16	.08

Self-esteem (Rosenberg)	-.15*	-.002
Extraversion	.14**	-.13
Introversion	.18**	-.07
Number of friends	.41**	.34**
Average size of sig correlations	.27	.34
Number of sig correlations	8	6
Total number of correlations	19	19

Statistical significance of the correlation coefficients: * $p < .05$, ** $p < .01$.

Data from Table 13 indicates that the number of significant correlations of Saudis was 8 with an average size of .27. The number of significant correlations of non-Saudis was 6 with a slightly different average size of .34.

Demographics

The first part of Table 13 presents the correlation coefficients of Saudis and non-Saudis who use Facebook and their demographics. The results reveal that the amount of time spent on Facebook daily was the strongest demographic variable for both Saudis and non-Saudis. The next significant variable for both groups was weekly hours spent on Facebook.

Results in Table 13 show that there was a positive correlation between weekly hours spent on Facebook and the Facebook intensity of Saudi citizens (.35) (significance level < 0.01). Similarly, weekly hours spent on Facebook had a positive correlation with the Facebook intensity of non-Saudi citizens (.33) (significance level < 0.01). This means that Saudis and non-Saudis were equal in terms of their weekly usage of Facebook.

Additionally, results reveal that the daily amount of time spent on Facebook was positively correlated with the Facebook intensity of Saudi citizens (.49) (significance level < 0.01), and it was also positively correlated with the Facebook intensity of non-Saudi citizens (.41) (significance level < 0.01). This means that both Saudis and non-Saudis spent a similar amount of time per day on Facebook. Furthermore, age was significantly correlated with the Facebook intensity of non-Saudi citizens (-.33) (significance level < 0.01), while it was not significantly correlated with the Facebook intensity of Saudis, which means that the relationship between age and Facebook intensity was different for Saudis and non-Saudis. With regards to gender, there was no significant correlation between gender and Facebook intensity for both Saudis and non-Saudis.

Results also indicate that the student variable had a negative correlation with Facebook intensity for Saudis (-.19) (significance level < 0.05) and no significant correlation with the Facebook intensity of non-Saudis. This means that Saudis and non-Saudis were different with regards to the student variable. Moreover, level of education had no significant correlation with the Facebook intensity of either group. Family income had a negative correlation with the Facebook intensity of non-Saudis (-.32) (significance level < 0.01) and no significant correlation with the Facebook intensity of Saudis. Although there was no significant correlation between family income and the Facebook intensity of Saudis, both groups were similarly affected by income.

Psychological Variables

The last part of Table 13 presents the correlations coefficients of Facebook intensity between Saudis and non-Saudis and their achievement dimensions as well as their personality traits. Data indicate that concern for excellence had a negative significant correlation with the Facebook intensity of Saudis (-.22) (significance level < 0.05). Even though, no significant correlation existed between this variable and the Facebook intensity of non-Saudis, both groups had the same negative effect for the concern for excellence variable. Status with expert was the second variable that had a negative correlation with the Facebook intensity of both samples. However, it was significantly correlated with the Facebook intensity of non-Saudis (-.31) (significance level < 0.05).

The self-esteem personality trait had a negative significant correlation with the Facebook intensity of both groups. The correlation of Saudis was very high (-.15) (significance level < 0.05), whereas there was a weak correlation between the Facebook intensity and self-esteem of non-Saudis (-.002). In addition, extraversion had a positive correlation with the Facebook intensity of Saudis (.14) (significance level < 0.01); on the other hand, it had a negative correlation with the Facebook intensity of non-Saudis (-.13), which means that the Facebook usage intensity of Saudis and non-Saudis were different with respect to extraversion. Similarly, introversion had a positive correlation with the Facebook intensity of Saudis (.18) (significance level < 0.01); on the other hand, it had a negative correlation with the Facebook intensity of non-Saudis (-.07), which means that

the Facebook usage intensity of Saudis and non-Saudis were different in regards to introversion. According to previous studies, conducted by Wolfinbarger and Gilly (2001), Shwu-Ing (2003), and Delafrooz (2009), users' personalities have been found to influence their behaviours and attitudes toward a website.

Lastly, data in Table 13 show that there was a positive correlation between the number of Facebook friends and the Facebook intensity of Saudi citizens (.41) (significance level < 0.01). Similarly, the number of friends on Facebook had a positive correlation with the Facebook intensity of non-Saudi citizens (.34) (significance level < 0.01).

In table 14, a Spearman's correlation was run to assess the relationship between the Facebook intensity of Saudi and non-Saudi users and their Rokeach rank terminal and instrumental values.

Table 13: Spearman's Correlation of Facebook intensity behavior with Rokeach terminal and instrumental values

Rokeach Values	Saudi	Non-Saudi
A comfortable life	.10	-.06
An exciting life	-.04	-.30*
A sense of accomplishment	-0.09	-.25*
Equality	-.13	.05
Family security	.22*	-.38**
Freedom	-.10	-.08
Pleasure	-.04	.19
Self-respect (self-esteem)	-.02	.32**
Social recognition	-.04	-.04
Ambitious	.00	-.05
Broad-minded	-.01	.15
Capable	.10	.15

Cheerful	-.02	-.05
Imaginative	-.08	-.18
Independent	-.04	.19
Intellectual	-.13	-.13
Responsible	-.05	-.12
Self-controlled	.19	.12
Average size of sig correlations	.22	.31
Number of sig correlations	1	4
Total number of correlations	18	18

Statistical significance of the correlation coefficients: * $p < .05$, ** $p < .01$.

The data in Table 14 indicates that out of nine terminal values, family security was the only significant variable for Saudi sample, with .22 as an average size of significant correlations. On the other hand, out of nine terminal values, family security, self-respect, an exiting life and a sense of accomplishment were the strongest once for non-Saudi, with .31 as an average size of significant correlations. Further, there were no significant correlations between Facebook Intensity and any of the instrumental values for both groups.

Rokeach Terminal Values

With regards to terminal values, results from Table 14 show that the terminal value of an exciting life had a negative significant correlation with the Facebook intensity of non-Saudis (-.30) (significance level < 0.05). Even though no significant correlation existed between this value and the Facebook intensity of Saudis, both Saudis and non-Saudis had the same negative effect regarding valuing an exciting life. In addition, the sense of accomplishment terminal value was significantly correlated with the Facebook intensity of non-Saudis (-.25) (significance level < 0.05). Although, no significant correlation existed between this value and the Facebook intensity of Saudis, both Saudis

and non-Saudis had the same negative effect of the sense of accomplishment value. The family security terminal value had a positive correlation with the Facebook intensity of Saudis (.22) (significance level < 0.05) and a negative correlation with the Facebook intensity of non-Saudis (-.38) (significance level < 0.01). This means that the Facebook usage intensity of Saudis and non-Saudis was different with respect to the terminal value family security. Lastly, the self-respect terminal value had a positive correlation with the Facebook intensity of non-Saudis (.32) (significance level < 0.01). Although the correlation between this value and the Facebook intensity of Saudis was not significant, the Facebook intensity of both groups was different with respect to self-respect value.

Rokeach Instrumental Values

According to the results mentioned in Table 14, no significant correlation occurred between any of the instrumental values and the Facebook intensity of Saudis and non- Saudis.

Product Search Behavior on Facebook

In table 15, A Pearson's correlation was run to assess the relationship between the Facebook use intensity of Saudi and non-Saudi users and their product/services search behavior on the site.

Table 14: Correlation of Facebook intensity with search for product/service information on Facebook

Facebook Intensity		
Information on Facebook	Saudi	Non-Saudi
Banking information	.45**	.35**
Travel information	.60**	.21
films, videos	.57**	.48**
Electronic goods	.53**	.23**
Computer software	.52**	.25*
Books	.50**	.23**
Clothes	.67**	.30**
Household items	.44**	.04
Furniture	.45**	.01
Average size of sig correlations	0.52	0.31
Number of sig correlations	9	6
Total number of correlations	9	9

Statistical significance of the correlation coefficients: *p<.05, **p< .01.

As can be seen from Table 15, the number of significant correlations of Saudis was 9 with an average size of 0.52. On the other hand, the number of significant correlations of non-Saudis was 6 with an average size of 0.31. There was a significant correlation between the Facebook intensity and the search for banking information of Saudis (.45) (significance level < 0.01) and there was also a significant correlation

between the Facebook intensity and the search for banking information of non-Saudis (.35) (significance level < 0.01). This means that searching for banking information was related to Facebook intensity for both groups. Searching for travel information was correlated significantly with the Facebook intensity of Saudis (.60) (significance level < 0.01). However, it had no significant relationship with the Facebook intensity of non-Saudis. In addition, searching for films, and videos was significantly correlated with the Facebook intensity of Saudis (.57) (significance level < 0.01) and non-Saudis (.48) (significance level < 0.01). Searching for electronic goods was also significantly correlated with the Facebook intensity of Saudis (.53) (significance level < 0.01) and of non-Saudis (.23) (significance level < 0.01). The correlation between searching for computer software and the Facebook intensity of Saudis was high (.52) (significance level < 0.01) compared to non-Saudis (.25) (significance level < 0.05).

Searching for books was significantly correlated with the Facebook intensity of Saudis (.50) (significance level < 0.01) as well as non-Saudis (.23) (significance level < 0.01). There was also a strong correlation between Facebook intensity and searching for clothes for Saudis (.67) (significance level < 0.01) and a medium correlation between Facebook intensity and searching for clothes for non-Saudis (.30) (significance level < 0.01). Household items was significantly correlated with the Facebook intensity of Saudis (.44) (significance level < 0.01), but had no significant correlation with the Facebook intensity of non-Saudis. Lastly, searching for furniture was significantly correlated with

the Facebook intensity of Saudis (.45) (significance level < 0.01) but had no significant correlation with the Facebook intensity of non-Saudis.

6.2.1 Correlation Summary

In conclusion, based on the correlation analysis, it has been found that number of hours per week and number of minutes per day spent on Facebook and number of friends on Facebook had positive significant correlations with both Saudis and non-Saudis. Self-esteem, on the other hand, had a negative significant correlation with Facebook intensity for both samples.

Further, the family security, variable had positive significant correlations with the Facebook intensity for both groups. Extraversion, and introversion variable had positive significant correlations with the Facebook intensity of Saudi sample only.

Data also indicated that the student and concern for excellence variables had negative significant correlations with the Facebook intensity of Saudis, whereas the age, family income, an exciting life, a sense of accomplishment, and status with experts variables had negative significant correlations with the Facebook intensity of non-Saudis. Lastly, the self-respect variable had a positive significant correlation with the Facebook intensity of non-Saudis.

Regarding product search behavior on Facebook, results revealed that there were significant correlations between searches for banking information; buying films / videos;

electronic goods; computer software; books; clothes and the Facebook intensity of Saudis and non-Saudis. However, there were significant correlations between searching for travel information, furniture and household items and the Facebook intensity of Saudis only.

6.3 Multiple Regression of Facebook Intensity

The multiple regression method is used to describe a cause and effect relationship. Additionally, it assesses the predictive validity of the independent variables. Table 16 presents the backward stepwise regression models of Facebook intensity behavior with the following variables: demographic, Rokeach terminal and instrumental values, achievement dimension variables, and personality variables. The betas were all standardized and the “grey” rows mean that there is no relationship.

Table 15: Summary of the regression models of Facebook intensity: beta of independent variables

Independent Variables	Saudi				Non- Saudi			
	Beta Size	Collinearity Statistics		Std. Error	Beta Size	Collinearity Statistics		Std. Error
		<i>Tolerance</i>	VIF			<i>Tolerance</i>	VIF	
Time spent on Internet					.32**	.825	1.213	.11
Age	-.14	.761	1.314	.07	-.29**	.611	1.636	.02
Sex					.31**	.634	1.577	.38
Students: Yes- No	-.27*	.683	1.464	1.00				
Speaks Arabic								
Speaks English					.24*	.705	1.419	.36
Speaks other language	-.19*	.968	1.033	2.5	.20*	.756	1.324	.28
Lived outside SA					.18*	.705	1.419	.08
Income					-.26**	.576	1.738	.10
A comfortable Life	-.15	.711	1.407	.26				

An exciting Life	.23*	.646	1.548	.29				
Pleasure					-.14	.577	1.732	.07
Self-respect					.26**	.533	1.877	.07
Social recognition	.15	.693	1.443	.26				
Broadminded	.14	.600	1.667	.27				
Capable	-.11	.559	1.788	.33				
Self-controlled	-.26*	.589	1.699	.26				
Concern for excellence	-.19*	.879	1.137	.12	-.40**	.702	1.424	.03
Achievement via independence	-.17*	.821	1.219	.13				
Status with peers					.32**	.639	1.564	.05
Status with experts					-.22**	.715	1.399	.03
Self-esteem	-.23*	.895	1.117	.12	.29**	.439	2.277	.04
Introversion					-.16*	.768	1.302	.04
Number of entries	13				16			
	$r^2=.27$, adjusted $r^2=.20$, F=3.71, p<.0001				$r^2=.77$, adjusted $r^2=.70$, F=10.96 P<.0001			

¹N= 135, ²N= 66, Significance of Beta Weights: *p<.05, **p<.01, ***p<.0001

The Facebook intensity multiple regression model produced $r^2=.27$, F=3.71, p<.0001 for Saudis and $r^2=.77$, F=10.96, p<.0001 for non-Saudis. The R-squares are vastly different which might due to the sample size. For instance, with a low sample size (N=66), we need a fairly high R squared such as .77 to get a significant regression (and thus predictor). However, as the sample size goes up (N=135), the R squared drops very rapidly.

As can be seen in Table 16, time spent on the Internet was significantly related to the Facebook intensity of non-Saudis and the coefficient was .32 (significance level < 0.01). This indicates that time spent on the Internet affected the Facebook-use intensity of non-Saudis, and it did not have an impact on the Facebook-use intensity of Saudis. This finding support what was found in several studies. For instance, high- income individuals spend less time online than those with lower-income because they value their time more and because of its opportunity cost (Goolsbee and Klenow, 2006). In contrast, lower-income individuals are more likely to use the Internet for leisure instead of consumption purposes (Comor, 2000).

In addition, age had a significant relationship with the Facebook intensity of non-Saudis and the coefficient was -.29 (significance level < 0.01). On the other side, there was no significant relation between age and the Facebook intensity of Saudis. Therefore, age was significantly related to the Facebook intensity of non-Saudis and not significantly related to Facebook intensity of Saudis. Gender had a positive significant relationship with the Facebook intensity of non-Saudis and the coefficient was .31 (significance level < 0.01). On the other hand, there was no relation between age and the Facebook intensity of Saudis. Thus, gender is significantly related to the Facebook intensity of non-Saudis and not related to Facebook intensity of Saudis. The student variable had a negative significant relation with the Facebook intensity of Saudis (-.27) (significance level < 0.05), but no relation with the Facebook intensity of non-Saudis. Therefore, being a student or not was significantly related to the Facebook intensity of Saudis and not related to that of non-Saudis.

The speaking Arabic variable had a positive significant relationship with the Facebook intensity of non-Saudis and the coefficient was .32 (significance level < 0.5). Also, the speaking English variable had a positive significant relationship with the Facebook intensity of non-Saudis and the coefficient was .24 (significance level < 0.05). Therefore, the two speaking Arabic and speaking English variables had a significant positive relation with the Facebook intensity of non-Saudis and they were not related to the Facebook intensity of Saudis. However, the speaking other language variable was related to the Facebook intensity of both groups. For Saudis, it had a negative significant relationship with Facebook intensity and the coefficient was -.19 (significance level < 0.05), whereas for non-Saudis, it had a positive significant relationship with Facebook intensity and the coefficient was .20 (significance level < 0.05). This result indicates that the speaking other language variable affected the Facebook intensity of both groups. Living outside Saudi Arabia was significantly related to the Facebook intensity of non-Saudis (.18) (significance level < 0.05). Additionally, income had a negative significant relation with the Facebook intensity of non-Saudis (-.26) (significance level < 0.01). However, living outside Saudi Arabia and income were not related to the Facebook intensity of the Saudi group.

The exciting life Rokeach terminal value had a positive significant relationship with the Facebook intensity of Saudis (.23) (significance level < 0.05). On the other side, it was not related to the Facebook intensity of the non-Saudi sample. Self-respect, the second Rokeach terminal value, had a positive significant relation with the Facebook intensity of non-Saudis (.26) (significance level < 0.01), and there was no relation

between self-respect and the Facebook intensity of Saudis. Further, the self-controlled Rokeach instrumental value had a negative significant relation with the Facebook intensity of Saudis (-.26) (significance level < 0.05), on other side the self-respect value had no relation with the Facebook intensity of non-Saudis. Therefore, the self-respect value was significantly related to the Facebook intensity of Saudis and not related to that of non-Saudis.

The concern for excellence achievement dimension had a negative significant relation with the Facebook intensity of Saudis (-.19) (significance level < 0.05) and a negative significant relation with that of non-Saudis (-.40) (significance level < 0.01). This means that the concern for excellence dimension affected the Facebook intensity of both groups. The second achievement dimension, achievement via independence, had a negative significant relation with the Facebook intensity of Saudis (-.17) (significance level < 0.05), and no relation with that of non-Saudis. In addition, status with peers had a positive significant relation with the Facebook intensity of non-Saudis (.32) (significance level < 0.01). Status with experts had a negative significant relation with the Facebook intensity of non-Saudis (-.22) (significance level < 0.01). On the other side, both status with peers and status with experts achievement dimensions had no relation with the Facebook intensity of Saudis.

Last, the self-esteem personality trait had a negative significant relation with the Facebook intensity of Saudis (-.23) (significance level < 0.05), whereas it had a positive significant relation with the Facebook intensity of non-Saudis (.29) (significance level < 0.01). This means that the self-esteem personality trait affected the Facebook intensity of

both groups, in opposite direction. The introversion personality trait had a negative significant relation with the Facebook intensity of non-Saudis (-.16) (significance level < 0.05), but had no effect on the Facebook intensity of Saudis.

6.3.1 Regression Summary

In conclusion, it was found that the student, self-controlled, and achievement via independence variables had negative significant relationships with the Facebook intensity of Saudis, while an exciting life had a positive significant relationship.

The time spent on the Internet, gender, speaking Arabic, speaking English, living outside Saudi Arabia, self-respect, status with peers, and self-esteem variables had positive significant relationships with the Facebook intensity of non-Saudis, while the age, income, concern for excellence, status with experts, and introversion variables had negative significant relationships.

Finally, the concern for excellence variable had a negative significant relationship with the Facebook intensity of both groups. The speaking other languages and self-esteem variables had negative significant relationships with the Facebook intensity of Saudis and positive significant relationships with the Facebook intensity of non-Saudis.

Chapter 7: Discussion

Starting from the antecedents of Facebook use intensity, this study's results reveal that gender is significantly correlated with Facebook use intensity in non-Saudi individuals. Specifically, non-Saudi men have greater usage intensity than non-Saudi women. One explanation for this variance may be the difference in the sample sizes between non-Saudi men and women, with the sample of men being larger. Feelings of isolation or loneliness in some male workers who have left their homes to work in the Kingdom may also explain their more frequent Facebook use, owing to the need to stay in touch with their families. Conversely, there is no significant relationship between gender and Facebook intensity in Saudis. Results from this study were different from the findings of previous studies, which showed that women tend to visit social networking sites such as Facebook more frequently, and spend more time on the sites (Acar, 2008; Pew Internet, 2012; Sheldon, 2008). Therefore, H1a is rejected for both Saudis and non-Saudis.

Age, as the second demographic variable, was significantly related to the attachment non-Saudis to Facebook. Specifically, the younger the user, the more likely they were to visit the site. However, this age-specific relationship was not present in Saudis. These findings are in accord with the existing literature. Research has found that two-thirds of online adults say that they are Facebook users; in particular, younger adults of both genders spend more time on the site (Pew Research Centre, 2012). Similarly,

Greenhow and Robelia (2009) and Salaway, Borreson, and Nelson (2008) found that (55%) of teens (55%) and (85%) of university students in the United States frequently visit social networking sites and spend hours keeping in touch with others. This confirms H1b for non-Saudis, whereas it is rejected for Saudis.

The third demographic variable is whether or not an individual is a student, which was significantly related to Facebook use intensity in Saudis. Saudi students are more attached to Facebook than Saudis who are not enrolled in an educational institution. Several factors may influence this behavior, including the need to stay in touch with their classmates and old friends, or the use of Face book to entertain or to share their experiences. Saudi people who are not studying might have busy lives, involving work or other responsibilities, which decreases their time available to visit the site. This analysis also indicates that there is no relationship between a non-Saudi individual's statuses as a student and the intensity of their Facebook use, because all non-Saudi respondents are employees and workers. The findings from the Saudi sample are congruent with existing studies by Greenhow and Robelia (2009) and Salaway, Borreson, and Nelson (2008), which indicated that the majority of teens and college students in the United States regularly visit social networking sites in order to stay connected with others. Therefore, H1c is confirmed for Saudis and rejected for non-Saudis.

Regarding personality traits, this study showed that there was a significant relationship between self-esteem and Facebook use intensity in Saudis. Individuals with low self-esteem are more likely to be attached to the site. One possible explanation is that

perceived connections with others through virtual interactions, on sites such as Facebook, can increase an individual's self-esteem, to some extent. These findings are similar to the existing research by Mehdizadeh (2010), which revealed that people who exhibit lower self-esteem spent more time on Facebook as a means of building social connections with other users. Findings from Gonzales and Hancocks (2011) indicated that Facebook use has a positive effect on self-esteem. This study showed that there is also a significant relationship between self-esteem and Facebook use intensity of non-Saudis. In contrast to the Saudi sample, non-Saudis with high self-esteem are more attached to Facebook. Thus, H2 is confirmed for Saudis and rejected for non-Saudis.

Moreover, the analysis results indicate that there is a significant relationship between extraversion and an individual's attachment to Facebook in both samples. In Saudis, it is a positive relationship, which is to say that higher levels of extraversion are correlated with an increase the level of attachment to the site. In non-Saudis, the relationship is negative, and decreased extraversion increases attachment to the site. These findings follow the previous study by Ross et al. (2009), which indicated that extraverts are members of more groups on Facebook, and that they frequently use the socializing features of the site. Based on the findings of Marcus, Machilek, and Schütz (2006), extraverts are involved in more online self-presentation activities than introverts. Thus, H3 is confirmed for Saudis and rejected for non-Saudis.

Regarding numbers of friends, data indicates that there was a significant relationship between an individual's number of friends and their Facebook use intensity in

both Saudis and non-Saudis. People who spent large amounts of time on Facebook would likely accumulate a large number of friends and become a member of several groups. This finding is congruent with several previous studies. For instance, Sheldon (2011) found a positive relationship between Facebook use intensity and feelings of general connection in life. Also, an individual's number of Facebook friends might be a major element of Facebook use intensity (as in Ellison et al., 2007; Steinfield, Ellison, & Lampe, 2008; Valenzuela, Park, & Kee, 2009). Thus, H4 is confirmed for both samples.

Data indicate that product-search behaviour on Facebook is more strongly represented in Saudis than in non-Saudis. One possible explanation for this finding is that Saudi citizens tend to have higher income than non-Saudi residents. Lower-income individuals have been shown to be more likely to use the Internet for leisure rather than consumptive purposes (Comor, 2000).

Findings from this research follow the existing literature, which has found that Facebook users can easily find information about many kinds of products or services; users actively participate in the creation of information as they offer their opinions based on personal experiences (Bernhardt et al., 2009). Also, a study about online travel planning indicated that Facebook was used to find pertinent information and trip suggestions, such as, transportation, Hotels, and dining (Cox et al., 2009). Another study indicated that word-of-mouth transfers by family, friends, and other Facebook participants influence users who spent a greater amounts of time on Facebook, which has

a strong impact on new customer acquisitions (Trusov, Bucklin, and Pauwels, 2009).

Thus, these results support hypothesis H5 in both groups.

An examination of the differences between Saudi and non-Saudi respondents in the use of Facebook and the Internet in general indicates that there was a statistically significant difference in the mean frequency of usage. This indicates that the answer to Q1a is positive. Further, there were interesting differences between Saudi and non-Saudi respondents' views regarding product search behavior on Facebook. Thus, the answer to Q1b is also positive. Examination of the differences between Saudi and non-Saudi respondents in the use of Internet sites indicates that there were statistically significant differences in the mean frequency of purchase. Thus, the answer to Q1c is positive. There were significant differences between Saudi and non-Saudi respondents' views regarding different sources of product recommendations. This answered Q1d positively. Finally, there were significant differences between Saudi and non-Saudi respondents regarding their views of different sources of product information. Thus, the answer to Q1e is positive.

The analysis also indicates that achievement motivations. Specifically, concern for excellence and achievement via independence were able to predict Facebook use intensity in Saudis. Users who emphasized a concern for excellence and the achievement via independence were more likely to use Facebook more intensely. In non-Saudis, data indicates that the concern for excellence, status with peers, and status with experts

achievement motivations were predictive of Facebook use intensity. This result follows similar studies, which showed that personality traits and achievement motivations are also correlated with the usage of the Internet and social media sites (Correa et al., 2010; Ryan & Xenos, 2011; Zhong et al., 2011). Thus, the answer to the first research question is affirmative.

Regarding Rokeach's terminal values, the analysis indicates that Saudis who appreciated an exciting life and were concerned for family security are more attached to Facebook, whereas, non-Saudis who are attached to the site, highly valued self-respect. In addition, an increase in the values of an exciting life, a sense of accomplishment and family security decreased Facebook use intensity in non-Saudis. Thus, the answer to the second research question is affirmative.

According to Rokeach's instrumental values, a decrease in self-control among Saudi users increases Facebook use intensity. However, there is no relationship between any of the instrumental values and Facebook use intensity in non-Saudis. Therefore, the answer to the third research question is inconclusive.

The table below summarizes the entirety of the results pertaining to the antecedents and the consequences of Facebook use intensity of Saudis and non-Saudi users.

Table 16: Results dealing with the antecedents and the consequences of Facebook intensity of Saudis and non-Saudi users

Hypotheses & research questions		Results	
		Saudi	Non Saudi
	General RQs		
Q (1 a)	Internet and Facebook usage	Positive	Positive
Q (1 b)	Product-search behavior on Facebook	Positive	Positive
Q (1 c)	Internet Shopping Behavior	Positive	Positive
Q (1 d)	Source of recommendations to purchase a product	Positive	Positive
Q (1 e)	Alternative sources for product information	Positive	Positive
	Antecedents of Facebook intensity		
H (1 a)	Age/Facebook intensity	Rejected	Accepted
H (1 b)	Gender/Facebook intensity	Rejected	Rejected
H (1 c)	Studying/Facebook intensity	Accepted	Rejected
H (2)	Self-esteem/Facebook intensity	Accepted	Rejected
H (3)	Extraversion/Facebook intensity	Accepted	Rejected
	Consequences of Facebook intensity		
H (4)	Number of friends on FB/Facebook intensity	Accepted	Accepted
H (5)	Product search behavior on FB/Facebook intensity	Accepted	Accepted
	Antecedents of Facebook intensity		
RQ (2)	Achievement motivation / Facebook intensity	Positive	Positive
RQ (3)	Terminal values/Facebook intensity	Positive	Positive
RQ (4)	Instrumental values/Facebook intensity	Inconclusive	Inconclusive

Based on the results mentioned in the above table, the answer to the following research questions (1a) Internet and Facebook usage, (1b) Product-search behavior on Facebook, (1c) Internet Shopping Behavior, (1d) Source of recommendations to purchase a product, and (1e) Alternative sources for product information were affirmative in both groups, namely, Saudi and non-Saudi users. Moreover, hypotheses H (1c) studying with Facebook intensity, (2) Self-esteem with Facebook intensity, (3) Extraversion with Facebook intensity, (4) number of friends on Facebook with Facebook intensity, (5) Product search behavior on Facebook with Facebook intensity, and (6) Time spent on Facebook with Facebook intensity were all accepted for Saudis users. Hypotheses (1a) age with Facebook intensity, (4) Number of friends on Facebook with Facebook intensity, (5) Product search behavior on Facebook with Facebook intensity and (6) Time spent on Facebook with Facebook intensity were all accepted in non-Saudi users. Finally, the answers to questions (2) achievement motivation with Facebook intensity, and (3) terminal values with Facebook intensity were affirmative in both groups. However, the fourth questions (4) instrumental values with Facebook intensity was inconclusive in both Saudi and non-Saudi users.

Chapter 8: Limitations, Conclusions, Implications, and Future Research

8.1 Limitations

The major limitation of this research is that it was carried out with an expeditious and limited sample of Saudi and non-Saudi users. The sample was largely biased toward Saudi people who had completed an undergraduate level of education and who had an income of 50,000 SR or less, which may not be representative of the general population of Saudi Arabia. Also, the number of Saudi women sampled is greater than the number of Saudi men, whereas non-Saudi men are a larger subset of respondents than non-Saudi women. The second limitation is that this study only covered the capital city of Saudi Arabia, Riyadh; therefore, future studies might attempt to cover all Saudi regions. Since there are no scholarly studies in Saudi Arabia regarding this topic, this study was exploratory. It should be noted that rank versus rating correlations are very small and in some cases, insignificant for both Saudi and non-Saudi samples. Last, the limited sample size (201 individuals) makes it difficult to generalize the results.

8.2 Conclusion

This study contradicts and acknowledges earlier findings. It offers a quantitative comparison of Facebook users between Saudi and non-Saudi individuals living in the Kingdom and provides a general snapshot of the antecedents and the consequences of the intensity of Facebook use. There are many factors that can influence the behavior of

individuals toward Facebook, but this thesis has focused on a few of these, namely demographics, personality, achievement motivations, and values.

	Correlation Analysis		Regression Analysis	
	Saudi	Non-Saudi	Saudi	Non-Saudi
Product search behavior on Facebook	9	6	--	--
Demographic & psychological variables	8	6	5	13
Rokeach terminal & instrumental values	1	4	2	1

Number of significant correlations/ regressions

The results of this study show that there are similarities between Saudi citizens and non-Saudi residents in terms of their achievement motivation, personality traits and Rokeach values, though they differ in Facebook-use intensity. For instance, non-Saudi individuals use Facebook to stay connected with their families and friends, whereas Saudi individuals in the sample use Facebook to search for products and services more often than non-Saudi respondents. Thus, differences noted between the two groups can only be attributed to non-Saudis' desire for social connection and their less-affluent economic status in comparison with Saudis.

It should be noted that, as with many exploratory studies in the social sciences, we cannot draw causal conclusions. Many relationships could be explained by some unexamined variables. In the future, we plan to include other social media websites into our study, such as Twitter and Instagram, and incorporate a much larger sample, across

several countries. Since all countries involved in this study come from collectivist cultures, future study should involve individualist cultures as well.

This thesis makes a unique contribution to the field, as it is the first to study the differences between the citizens of a country and its guest workers. Also, it is the first to study the correlation between the Rokeach Value System; Jackson, Ahmed, and Heapy's (1976) Six Dimensional Achievement Motivation Scale; and Facebook intensity behavior in the world, let alone in Saudi Arabia.

8.3 Implications

In this section, numbers of recommendations are provided for the E-government and a number of managerial implications for the businesses sector. First, it is suggested that the Saudi E-government cultivate a presence on Facebook and other social media sites, in order to learn more about its constituents. This will enable real-time engagement with citizens. It is recommended that E-governments administrators in Saudi Arabia adopt this new mode of interaction with the public in order to better track the perceptions and opinions, on specific issues, of Saudi citizens. This will provide Saudi decision-makers with an understanding of how citizens interact with issues discussed on their pages, offer insight into courses of action in line with public opinion.

It is recommended that E-government in Saudi Arabia integrate this information about its constituents into its E-government practice, which could be more effective if the

needs of Saudi citizens were taken into account. People in the Kingdom are increasingly relying on social media for communication, and they seek information and news through these channels. By maintaining official pages on Facebook and other social media sites, the Saudi government can inform and be informed. It can provide general information and views regarding social events and special occasions.

Facebook, an information channel of increasing importance to Saudi residents, can be used to identify and respond to issues and events of interest in real time. For instance, issues regarding general quality of life or safety, such as extreme heat or flooding. Issuing warnings through social media channels can improve public safety for both citizens and residents. In addition, citizens and residents can also be informed via social media about carnivals, festivals, and other events of public interest within the Kingdom. The use of Facebook, as well as other social media sites, can help the Saudi government to achieve high rates of participation and inclusion than would be possible through traditional channels.

The second recommendation pertains the Saudi business community. Facebook has undoubtedly changed the means of marketing for many companies, particularly in terms of the importance of eWOM (electronic word-of-mouth). eWOM, as it occurs on social networking sites such as Facebook, provides companies and businesses with a means to penetrate Facebook, employing knowledge about users who often visit the site; their demographics, personality, values, motivators, and preferences. Examining the types

of products and services often sought by users via Facebook could help online businesses achieve a better understanding of users' needs and expectations.

Facebook use is becoming more prevalent, especially among youth, who constitute 50% of the Saudi population. Businesses are therefore able to target young people by researching their prevailing characteristics and values through Facebook profiles. Corporations can refine the advertisements based on information users have shared about themselves in their profiles, such as age, gender, and occupational status, as well as interests expressed and pages “liked” on Facebook.

Additionally, users who have large numbers of Facebook friends can be recruited to assist in advertising procedures; they can easily spread ads and messages, through eWOM, to their family members, relatives and friends. Regarding personality traits, extroverted people, as mentioned in this research, belong to several groups within the site, and it is therefore very important to target this type of gregarious individual. Similarly, people with high self-esteem can be involved as well due to their positive impact on their peers.

Language is also a highly important factor and should be considered. The non-Saudi population contains Arabs and individuals from other countries, who often speak languages other than Arabic. Therefore, advertisements on Facebook and other social media sites should be translated into different languages. For instance, Indian and

Filipino people are a significant demographic group in Saudi Arabia. Thus, Successful advertising programs will have to target non-Saudis living in the Kingdom by addressing their unique cultural markers such as their languages or preferred food, and offer tailored products and services.

Another marketing strategy involves targeting those people who visit the site regularly, as possible vectors to spread advertisements and messages to their families and friends through WOM (word-of-mouth). Users could share more exciting ads in order to gain social interactions on Facebook and other social media sites. Companies in Saudi Arabia are encouraged to take into account the cultural differences between Saudi citizens and non-Saudi residents, such as levels of conservatism, languages, general opinions and beliefs, while adopting specialized strategies for Facebook as a marketing channel.

8.4 Future Research

This study suggests several avenues for future research. Firstly, the study could be replicated in other cities in Saudi Arabia with a random sample, or performed on multiple social media sites in order to generalize the results among social media users in Saudi Arabia. Secondly, the antecedents and the consequences represented in the model of this research could be replicated in other countries that have an individualist culture. Thirdly, the role of the Six Dimensional Achievement Scale (Jackson, Ahmed, and Heapy, 1976) and Rokeach (1979) terminal and instrumental values in explaining Facebook use

intensity in Saudi Arabia need to be verified in other countries to determine if the findings can be generalized beyond Saudi Arabia. Online surveys also can be used to collect data instead of face-to-face questionnaires to attract a broad sampling of user groups (Saudis, non-Saudis, young, old, male, female, employed, unemployed, etc.) and thus investigating their usage behavior.

Performing this kind of research in Gulf countries such as Arab emirates and Kuwait or Arab countries such as Egypt or Jordan might produce similar findings because they all have collectivism culture. So, in order to gain a better understanding of social media usage across multiple nations; future research could compare Saudi usage with usage in Western countries.

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Appendices

Appendix 1: Background of the Kingdom of Saudi Arabia

SAUDI ARABIA	
Head of State:	King Abdullah bin Abdulaziz Al Saud
Land Area:	2,149,690 square kilometres
Coastline:	2,640 kilometres
Border countries:	Iraq, Jordan, Kuwait, Oman, Qatar, UAE, Yemen
Provinces:	Riyadh, Madinah, Makkah, Asir, Eastern, Tabuk, Al Qasim, Al Juf, Ha'il, Najran, Northern Borders, Jizan, Al Bahah
Capital:	Riyadh
Total Population:	29,195,895 (July 2012)
Saudi Population:	19,838,448
Population of capital:	4,725,000
Main cities:	Jeddah, Mecca, Medina, Dammam
Climate:	Harsh, dry desert with great temperature extremes
Languages:	Arabic
Religion:	Islam
Ethnic groups:	Arab, Afro-Asian
Monetary unit:	Saudi Riyals (SAR)
Natural resources:	Petroleum, natural gas, iron ore, gold, copper.
Major exports:	Petroleum and petroleum products.

Major imports:	Machinery and equipment, foodstuffs, chemicals, motor vehicles, textiles.
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Appendix 2: Instrumental values and Terminal values

Instrumental Values	Terminal Values
Ambitious (Hard-working, aspiring)	A world at peace (free of war and conflict)
Broadminded (open-minded)	Family Security (taking care of loved ones)
Capable (Component, effective)	Freedom (independence, free choice)
Cheerful (Lighthearted, joyful)	Equality (brotherhood, equal opportunity for all)
Clean (Neat, tidy)	Self-respect (self esteem)
Courageous (Standing up for your beliefs)	Happiness (contentedness)
Forgiving (Willing to pardon others)	Wisdom (a mature understanding from attack)
Helpful (Working for welfare of others)	Salvation (saved, eternal life)
Honest (Sincere, truthful)	True friendship (close companionship)
Imaginative (Daring, creative)	A sense of accomplishment (a lasting contribution)
Independent (Self-reliant, self sufficient)	Inner Harmony (freedom from inner conflict)
Intellectual (Intelligent, reflective)	A comfortable life (a prosperous life)
Logical (Consistent, rational)	Mature love (sexual and spiritual intimacy)

Loving (Affectionate, tender)	A world of beauty (beauty of nature and the arts)
Obedient (Dutiful, respectful)	Pleasure (an enjoyable leisurely life)
Polite (Courteous, well-mannered)	Social recognition (respect, admiration)
Responsible (Dependable, reliable)	An exciting life (a stimulating active life)
Self- controlled (Restrained, self discipline)	

Source: (Rokeach, 1973)

Appendix 3: Trait description of high scores on Six Dimensional Achievement Scale

Scale name	Description
1. Excellence	• Does a good job. • Works hard to win. • Maintains high work standards. • Ensures that the finished product looks good. • Spends extra time to improve the quality of the final product. • Concentrate efforts on one job. • Sticks with a difficult task. • Works hard to achieve high standards.

	• Corrects every detail. • Aims for perfection. • Tries hard to do well. • Work comes before all else.
2. Acquisitiveness	• Values high-paying job. • Respects self-made rich persons. • Works hard to make money. • Seeks out opportunities to become rich. • Salary is very important. • Relates performance to salary paid.
3. Peer status	• Values what people think of him. • Works hard for a popular teacher. • Cares what other think of his work. • Likes publicity about his work. • Works to impress friends. • Displays his work to others. • Likes efforts to be appreciated. • Displays his ability to another.
4. Achievement via independence	• Likes to be evaluated solely on his own performance. • Dislikes team work.

	• Depends on his own efforts to get ahead. • Likes working alone. • Likes rewards based on initiative. • Takes personal responsibility for his success. • Enjoys the challenge of a new job. • Likes special bonuses for outstanding performance.
5. Expert status	• Depends upon the opinion of experts. • Measure himself against acknowledged experts' work. • Seeks high regard from superiors. • Anticipates criticisms of experts. • Achieves respect of renowned authority. • Works closely with superiors. • Learns from a teacher.
6. Competitiveness	• Likes to be more successful than others. • Is annoyed when passed on highways. • Enjoys competitive games.

	• Admires those who fought their way to the top. • Believes in survival of the fittest. • Enjoys the struggle for power. • Enjoys intense rivalry among business executives. • Likes heated arguments. • Likes playing sports with someone better.
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(Ahmed, 1990)

Appendix 4: English survey

SAUDI CONSUMER'S EVALUATION OF SOCIAL MEDIA AND ONLINE SHOPPING

The following questionnaire has been designed to explore your general attitudes and feelings regarding your use of Facebook.

Thank you for accepting to participate in this study.

Section I

Listed below are questions dealing with the use of computers.

1. Your access to the Internet is mainly through

Desktop ☐ Laptop ☐ Tablet (example: Ipad) ☐ Cell Phone ☐

2. How many hours a day do you use Internet

Less than one ☐ One to two ☐ Three to four ☐ Four to five ☐ More than five ☐

3. How many hours do you spend on average each week using Facebook?

0-6 Hours ☐ 6-15 hours ☐ 16-24 hours ☐ 25-40 hours ☐ More than 40 ☐

4. How many hours do you spend on average each week using all the Social Media sites (Facebook, Twitter, YouTube etc.)?

0-6 Hours ☐ 6-15 hours ☐ 16-24 hours ☐ 25-40 hours ☐ More than 40 ☐

5) About how many total Facebook friends do you have?

10 or less ☐ 11-50 ☐ 51-100 ☐ 101-150 ☐ 151-200 ☐ 201-250 ☐ 251-300 ☐ 301-400 ☐
more than 400 ☐

6) In the past week, on average, approximately how many minutes per day have you spent on Facebook?

less than 10 ☐ 10-30 ☐ 31-60 ☐ 1-2 hours ☐ 2-3 hours ☐ more than 3 hours ☐

7. Here are questions dealing with your intensity of use of face-book. Please tell us about your level of agreement.

	Strongly disagree	Disagree	In the Middle	Agree	Strongly agree
Facebook is part of my everyday activity	1	2	3	4	5
I am proud to tell people I'm on Facebook	1	2	3	4	5
Facebook has become part of my daily routine	1	2	3	4	5
I feel out of touch when I haven't logged onto Facebook for a while	1	2	3	4	5
I feel I am part of the Facebook community	1	2	3	4	5
I would be sorry if Facebook shut down	1	2	3	4	5

8. How frequently do you use FaceBook to search for product information? The scale value ranges from 1 never to 7 very often. Please select the number that best reflects your internet use behavior.

	Never	Rarely	Sometimes	In the Middle	Some What Often	Often	Very Often
Facebook just to keep in touch with friends and family members	1	2	3	4	5	6	7

Facebook to get banking information	1	2	3	4	5	6	7
Facebook to get travel information	1	2	3	4	5	6	7
Facebook to learn about films, videos	1	2	3	4	5	6	7
Facebook to learn about electronic goods.	1	2	3	4	5	6	7
Facebook to learn about computer software	1	2	3	4	5	6	7
Facebook to get information about books	1	2	3	4	5	6	7
Facebook to learn about clothes (dresses, shirts, etc.)	1	2	3	4	5	6	7
Facebook to learn about household items (soap etc.)	1	2	3	4	5	6	7
Facebook to learn about Furniture (tables, chairs, sofa etc.)	1	2	3	4	5	6	7

Section II

9. Please tell us how often you use internet to carry out the following activities. The scale value ranges from 1 never to 7 very often. Please select the number that best reflects your internet use behaviour.

	Never	Rarely	Sometimes	In the Middle	Some What Often	Often	Very Often
Banking	1	2	3	4	5	6	7
Make travel arrangements	1	2	3	4	5	6	7
Buy films, videos	1	2	3	4	5	6	7
Buy electronic goods (t. v., radio)	1	2	3	4	5	6	7
Buy computer software	1	2	3	4	5	6	7
Buy computer parts	1	2	3	4	5	6	7
Buy books	1	2	3	4	5	6	7
Buy clothes (dresses, shirts, etc.)	1	2	3	4	5	6	7
Buy household items (soap etc.)	1	2	3	4	5	6	7
Furniture (tables, chairs, sofa etc.)	1	2	3	4	5	6	7

10. Listed below are a series of statements related your decision to purchase a product or brand. Could you please tell us, on a scale from 1 to 7 how critical you think these are for helping you to decide what product or brand to buy. The scale values are:

- (1) Not critical at all
- (2) Not Critical
- (3) Less Critical
- (4) Neither not critical or critical
- (5) Somewhat critical
- (6) Critical
- (7) Very Critical

- Recommendation from Personal Friends and Family Members _____
- Recommendations from Company Web Sites _____
- Recommendation from product review Web Sites _____
- Recommendations by Newspapers, Magazines or T.V _____
- Advertisements in Newspapers, Magazines or T.V _____
- Recommendations from Friends and Family in Face Book _____
- Recommendations from all the Social Media sites (FaceBook, Twitter, You Tube etc.) _____

Section III

11. Listed below is a list of statements dealing with your general feelings about yourself. If you strongly agree, circle Strongly Agree. If you agree with the statement, circle Agree. If you disagree, circle Disagree. If you strongly disagree, circle Strongly Disagree.

STATEMENT		Strongly Agree	Agree	Disagree	Strongly Disagree
1.	I feel that I am a person of worth, at least on an equal plane with others.	☐	☐	☐	☐
2.	I feel that I have a number of good qualities..	☐	☐	☐	☐
3.	All in all, I am inclined to feel that I am a failure.	☐	☐	☐	☐

4.	I am able to do things as well as most other people.	☐	☐	☐	☐
5.	I feel I do not have much to be proud of.	☐	☐	☐	☐
6.	I take a positive attitude toward myself.	☐	☐	☐	☐
7.	On the whole, I am satisfied with myself.	☐	☐	☐	☐
8.	I wish I could have more respect for myself.	☐	☐	☐	☐
9.	I certainly feel useless at times.	☐	☐	☐	☐
10.	At times I think I am not good at all.	☐	☐	☐	☐

12. This section is designed to get your general views about your-self. Please circle the appropriate number indicating how truthfully this statement expresses your views.

Statements	Not at all <u>True</u>	Some What <u>True</u>	Often <u>True</u>	Very Often <u>True</u>	Very <u>True</u>
1. I find myself to be strongly oriented towards computers.	1	2	3	4	5
2. I find myself to be strongly oriented towards humans.	1	2	3	4	5
3. I am seen as "outgoing" or as a "people person."	1	2	3	4	5

4. I feel comfortable in groups and like working in them.	1	2	3	4	5
5. I have a wide range of friends and know lots of people.	1	2	3	4	5
6. I sometimes jump too quickly into an activity and don't allow enough time to think it over.	1	2	3	4	5
7. Before I start a project, I sometimes forget to stop and get clear on what I want to do and why.	1	2	3	4	5
8. I am seen as "reflective" or "reserved."	1	2	3	4	5
9. I feel comfortable being alone and like things I can do on my own.	1	2	3	4	5
10. I prefer to know just a few people well..	1	2	3	4	5
11. I sometimes spend too much time reflecting and don't move into action quickly enough.	1	2	3	4	5
12. I sometimes forget to check with the outside world to see if my ideas really fit the experience.	1	2	3	4	5
13. I like to visit regular and internet shops extensively before buying a product .	1	2	3	4	5
14. Before I buy a product I like to extensively consult my friends and family members .	1	2	3	4	5
15. I like to compare prices extensively before buying product.	1	2	3	4	5
16. I like to compare many different brands before buying.	1	2	3	4	5

13. This section is designed to set your general opinions regarding the role played by media on your purchasing decision. Please circle the appropriate number indicating your feelings towards internet shopping.

1) How effective do you feel are following sources in providing information before you buy a product and service? Please select the appropriate alternative.

	Very Ineffective	Ineffective	Neutral	Effective	Very Effective
Browsing Twitter	☐	☐	☐	☐	☐
Browsing Face Book	☐	☐	☐	☐	☐
Browsing You Tube	☐	☐	☐	☐	☐
Radio Advertisements	☐	☐	☐	☐	☐
Newspaper	☐	☐	☐	☐	☐
Advertisements	☐	☐	☐	☐	☐
Magazines	☐	☐	☐	☐	☐
Advertisements	☐	☐	☐	☐	☐
Television	☐	☐	☐	☐	☐
Advertisements	☐	☐	☐	☐	☐
Browsing Internet	☐	☐	☐	☐	☐
Facebook	☐	☐	☐	☐	☐
Advertisements	☐	☐	☐	☐	☐
Opinion of friends/family on Facebook	☐	☐	☐	☐	☐
Personal opinions of friends/family	☐	☐	☐	☐	☐
Browsing Online Stores web-sites	☐	☐	☐	☐	☐
Visiting regular stores and shopping centers	☐	☐	☐	☐	☐

Section IV

Listed below are questions dealing with your personal profile.

14-Are you a Saudi ? Yes ☐ No ☐

15- Where in Saudi Arabia do you live at present? _____

16- What is your educational status?

- ☐ Less than high School
- ☐ High School
- ☐ Technical College
- ☐ Some University Education
- ☐ University Degree
- ☐ Graduate Degree
- ☐ Post Graduate
- ☐ Other _____
(please specify)

17- What is your age? _____ years.

18- Your sex?

- ☐ Male
- ☐ Female

19- What is your marital status?

- ☐ Single
- ☐ Married
- ☐ Divorced
- ☐ Separated
- ☐ Widowed

20- What is your occupation? (If not working, what was your last occupation. If a student, where do you study).

21- What languages do you speak? Please check and/or state the languages you speak. **You may check more than one.**

- ☐ Arabic
- ☐ English
- ☐ Other (please specify) _____

22- Have you lived outside Saudi Arabia?

- ☐ Never
- ☐ Less than one year
- ☐ One to two years
- ☐ Two to five years
- ☐ Five years or more

23- What is your family income? (Yourself and your family living with you) Please check below the amount range that corresponds to your "Yearly" income (in Saudi Riyals).

- ☐ Less than 50,000
- ☐ 50,000 – 99,999
- ☐ 100,000 – 149,999
- ☐ 150,000 – 199,999
- ☐ 200,000 – 249,999
- ☐ 250,000 – 299,999
- ☐ 300,000 – 349,999
- ☐ 350,000– 399,999
- ☐ 400,000 and more

Section V

Rate yourself on the following dimensions by circling the number closest to the position which describes you best.

1)Perfection-oriented	1	2	3	4	5	6	7	8	9	Unconcerned with perfection
2)Trust the experts	1	2	3	4	5	6	7	8	9	Skeptical of authority
3)Prefer to work with others	1	2	3	4	5	6	7	8	9	Prefer to do things alone
4)Not group oriented	1	2	3	4	5	6	7	8	9	Group oriented
5)Very money conscious	1	2	3	4	5	6	7	8	9	Not money conscious at all
6)Little respect for authority	1	2	3	4	5	6	7	8	9	Respect for authority

7)Competitive	1	2	3	4	5	6	7	8	9	Non-competitive
8)Do not focus on excellence	1	2	3	4	5	6	7	8	9	Strive for excellence
9)Like to be in charge	1	2	3	4	5	6	7	8	9	Like to share responsibility
10)Not at all conscious of economic gain	1	2	3	4	5	6	7	8	9	Very conscious of economic gain
11)Easy going	1	2	3	4	5	6	7	8	9	Like to strive against others
12)Approval seeking	1	2	3	4	5	6	7	8	9	Indifferent to approval of others
13)Quality not valued highly	1	2	3	4	5	6	7	8	9	Quality minded
14)Like to remain in the background	1	2	3	4	5	6	7	8	9	Like to surpass others
15)Not popular	1	2	3	4	5	6	7	8	9	Popular
16)Favour incentive system of pay	1	2	3	4	5	6	7	8	9	Favour regular pay increases
17)Enjoy the company of experts	1	2	3	4	5	6	7	8	9	Dislike the company of experts
18)Rarely think about being wealthy	1	2	3	4	5	6	7	8	9	Wealth is my measure of success

- Listed below are 9 Terminal values in Rokeach value system. Terminal Values: goals or the most important things to attain in your life.

FIRSTA. Rank how important the values are to you personally: **1 = most important terminal value>>9 = least important terminal value.** There is **NO right or wrong**; this is simply a prioritizing of your own value system.

List of The Nine Terminal Values 1(most) to 9(least) important	Rank Order 1 (most) to 9 (least) important 1= Value ranked most important, 2= Second Most Important, 3= Third Most Important, 4= 4 th Most Important, 5= Value ranked in the middle AND GO ON 9= Value ranked least important
A comfortable life (A prosperous life)	
An exciting life (A stimulating, active life)	
A sense of accomplishment (Lasting contribution)	
Equality (Brotherhood, equal opportunity)	
Family security (Taking care of loved ones)	
Freedom (Independence, free choice)	
Pleasure (An enjoyable, leisurely life)	
Self-respect (Self esteem)	
Social recognition (Respect, admiration)	

SECOND B. Rate the level of importance you place on the values you just ranked. Please write in a number that best describes your feelings as to how important the Terminal value is in your life. Number **8 indicates that the value is very important to you, 0 indicates that the value is not important to you at all.**

LIST OF NINE TERMINAL VALUES	<i>Rating the terminal values 8 to 0.</i> (Number 8 indicates that the value is very important to you, 0 indicates that the value is not important to you at all).								
	8	7	6	5	4	3	2	1	0
A comfortable life (A prosperous life)									
An exciting life (A stimulating, active life)									
A sense of accomplishment (Lasting contribution)									
Equality (Brotherhood, equal opportunity)									
Family security (Taking care of loved ones)									
Freedom (Independence, free choice)									
Pleasure (An enjoyable, leisurely life)									
Self-respect (Self esteem)									
Social recognition (Respect, admiration)									

Listed below are 9 Instrumental values in Rokeach value system. Instrumental Values: characteristics or means to achieving your ends

FIRSTA. Rank how important the values are to you personally: **1 = most important instrumental value**>>**9 = least important instrumental value**. There is **NO right or wrong**; this is simply a prioritizing of your own value system.

List of The Nine Instrumental Values	Rank Order 1 (most) to 9 (least) important 1= Value ranked most important, 2= Second Most Important, 3= Third Most Important, 4= 4 th Most Important, 5= Value ranked in the middle AND GO ON 9= Value ranked least important
Ambitious (Hard working, aspiring)	
Broad-minded (Open-minded)	
Capable (Competent, effective)	
Cheerful (Lighthearted, joyful)	
Imaginative (Daring, creative)	
Independent (Self-reliant, self-sufficient)	
Intellectual (Intelligent, reflective)	
Responsible (Dependable, reliable)	
Self-Controlled (Restrained, self disciplined)	

SECOND B. Rate the level of importance you place on the values you just ranked. Please write in a number that best describes your feelings as to how important the Instrumental value is in your life. Number **8** indicates that the value is very important to you, **0** indicates that the value is not important to you at all.

LIST OF NINE INSTRUMENTAL VALUES	<i>Rating the instrumental values 8 to 0.</i> (Number 8 indicates that the value is very important to you, 0 indicates that the value is not important to you at all).									
Ambitious (Hard working, aspiring)	8	7	6	5	4	3	2	1	0	
Broad-minded (Open-minded)	8	7	6	5	4	3	2	1	0	
Capable (Competent, effective)	8	7	6	5	4	3	2	1	0	

Cheerful (Lighthearted, joyful)	8	7	6	5	4	3	2	1	0
Imaginative (Daring, creative)	8	7	6	5	4	3	2	1	0
Independent (Self-reliant, self-sufficient)	8	7	6	5	4	3	2	1	0
Intellectual (Intelligent, reflective)	8	7	6	5	4	3	2	1	0
Responsible (Dependable, reliable)	8	7	6	5	4	3	2	1	0
Self-Controlled (Restrained, self-disciplined)	8	7	6	5	4	3	2	1	0

Did you like this questionnaire?

☐ Yes

☐ No

Why?

Do you have any additional comments about this questionnaire?

THANK YOU VERY MUCH FOR COMPLETING THIS QUESTIONNAIRE.

Appendix5: Arabic survey

تقييم المستهلكين السعوديين لمواقع التواصل الاجتماعي والتسوق عن طريق الانترنت

الاستبيان التالي صمم لاكتشاف مواقفكم ومشاعركم العامة تجاه استخدامكم للفييس بوك
شكراً لموافقتك على الاشتراك في هذه الدراسة

القسم الأول

الأسئلة المدرجة التالية تناقش كيفية استخدامك لأجهزة الحاسب الآلي:

1 دخولك للإنترنت يكون غالباً من خلال :

☐ التلفون المحمول ☐ اللوحى مثل أي باد ☐ كمبيوتر محمول ☐ كمبيوتر مكتبي

2 عدد الساعات اليومية التي تقضيها على الانترنت:

أكثر من خمس ☐ أربع إلى خمس ساعات ☐ ثلاث إلى أربع ساعات ☐ ساعة إلى ساعتين ☐ أقل من ساعة ☐ ساعات

3 المعدل الأسبوعي للساعات التي تقضيها على الفيس بوك هي:

0 6 ساعات ☐ 6 15 ساعة ☐ 16 24 ساعة ☐ 25 40 ساعة ☐ أكثر من 40 ساعة ☐

4 المعدل الأسبوعي للساعات التي تقضيها على مواقع التواصل الاجتماعي (الفيس بوك، تويتر، اليوتيوب وغيرها)

☐ أكثر من 40 ساعة ☐ 25 40 ساعة ☐ 16 24 ساعة ☐ 6 15 ساعة ☐ 0 6 ساعات

5 كم عدد الأصدقاء في حسابك على الفيس بوك ؟

301 400 □ 251 300 □ 201 250 □ 151 200 □ 101 150 □ 51 100 □ 11 50 □ 10 أو أقل
□ أكثر من 400 □

6 في الأسبوع الماضي كم معدل الدقائق اليومية التي قضيتها على الفيس بوك؟

□ أكثر من 3 ساعات □ 2 3 ساعات □ ساعة إلى ساعتين □ 31 60 □ 10 30 □ أقل من 10

7 الأسئلة التالية تتعلق بكثافة استخدامك للفيس بوك، الرجاء إخبارنا بمدى موافقتك.

أوافق بشده	أوافق	في المنتصف	لا أوافق	بشده لا أوافق	
5	4	3	2	1	الفيس بوك يعتبر جزء من نشاطاتي اليومية
5	4	3	2	1	أفتخر بإخبار الناس باني منضم للفيس بوك
5	4	3	2	1	الفيس بوك أصبح جزء من روتيني اليومي
5	4	3	2	1	أشعر باني منعزل عن الآخرين عندما لا أسجل دخولي للفيس بوك
5	4	3	2	1	أشعر باني جزء من مجتمع الفيس بوك
5	4	3	2	1	سأشعر بالأسف عندما يغلق الفيس بوك

8 ما مدى استخدامك للفيس بوك للقيام بالانشطه التالية:

الأنشطة	أبدا	نادرا	بعض الأحيان	في المنتصف	الى حد ما غالبا	غالبا	معظم الأحيان
لأبقى على تواصل مع الأصدقاء والأقارب	1	2	3	4	5	6	7

7	6	5	4	3	2	1	الحصول على معلومات بنكيه
7	6	5	4	3	2	1	ترتيبات السفر
7	6	5	4	3	2	1	معرفة الموسيقى والأفلام والفيديو
7	6	5	4	3	2	1	الاطلاع على السلع الإلكترونية
7	6	5	4	3	2	1	الاطلاع على برامج الكمبيوتر
7	6	5	4	3	2	1	الاطلاع على الكتب
7	6	5	4	3	2	1	الاطلاع على الملابس
7	6	5	4	3	2	1	الاطلاع على الأدوات المنزلية
7	6	5	4	3	2	1	الاطلاع على الأثاث المنزلي

الجزء الثاني

9 من فضلك أخبرنا بمدى استخدامك للإنترنت للقيام بالأنشطة التالية :

الأنشطة	أبداً	نادراً	بعض الأحيان	في المنتصف	إلى حد ما غالباً	غالباً	معظم الأحيان
معاملات بنكيه	1	2	3	4	5	6	7
ترتيبات السفر	1	2	3	4	5	6	7
شراء الأغاني والأفلام	1	2	3	4	5	6	7
شراء الإلكترونيات وملحقاتها	1	2	3	4	5	6	7
شراء برامج الكمبيوتر	1	2	3	4	5	6	7
شراء قطع الكمبيوتر	1	2	3	4	5	6	7
شراء الكتب	1	2	3	4	5	6	7
شراء الملابس	1	2	3	4	5	6	7
شراء الأدوات المنزلية	1	2	3	4	5	6	7
شراء الأثاث	1	2	3	4	5	6	7

10 الجمل المذكورة أدناه تتعلق بقرار شرائك لمنتج معين، برأيك ما مدى تأثير هذه التوصيات الخارجية على قرار الشراء لديك. (الرجاء عدم استخدام الرقم أكثر من مرة)

- (1) غير مؤثر على الإطلاق
- (2) غير مؤثر
- (3) أقل تأثيراً
- (4) ليست مؤثره وليست غير مؤثره
- (5) مؤثره بعض الشيء
- (6) مؤثره
- (7) مؤثره جداً

التوصيات من الأصدقاء المقربين وأفراد العائلة _____
 توصيات من موقع الشركة _____
 توصيات من مواقع عارضه للمنتج _____
 توصيات في الصحف، المجلات أو التلفاز _____
 الإعلانات في الصحف ، المجلات او التلفاز _____
 توصيات من الأقارب او الأصدقاء في الفيس بوك _____
 توصيات من مواقع التواصل الاجتماعي الأخرى (فيس بوك ،تويتر ، يوتيوب) _____

الجزء الثالث

11 هذا القسم يتعلق بتصوراتكم عن أنفسكم :

العبارات	أوافق وبشده	أوافق	لا أوافق	بشده لا أوافق
1 أشعر بأنني شخص ذو قيمة	☐	☐	☐	☐
2 أشعر بأن لدي عدد من الايجابيات	☐	☐	☐	☐
3 بشكل عام أميل إلى الشعور بأنني شخص فاشل	☐	☐	☐	☐
4 أستطيع القيام بالأعمال كبقية الأشخاص	☐	☐	☐	☐
5 أشعر بأن ليس لدي الكثير لأفتخر فيه	☐	☐	☐	☐
6 اتخذ موقف ايجابي تجاه نفسي	☐	☐	☐	☐
7 بشكل عام أنا راض عن نفسي	☐	☐	☐	☐
8 أتمنى لو احترمت نفسي أكثر	☐	☐	☐	☐
9 بعض الأحيان اشعر بأنني عديم الفائدة	☐	☐	☐	☐
10 بعض الأحيان أشعر بأنني سيء للغاية	☐	☐	☐	☐

الجزء الرابع

12 هذا القسم صُمم للحصول على نظره عامة عن نفسك، الرجاء وضع دائرة على الرقم الأقرب إلى وصفك.

العبارة	غير صحيح على الإطلاق	صحيح إلى حد ما	في الغالب صحيح	صحيح في أكثر الأحيان	صحيح
1 أجيد التعامل مع أجهزة الكمبيوتر	1	2	3	4	5
2 أجيد التعامل مع الأشخاص	1	2	3	4	5
3 يرى باقي شخص سهل التعامل معه	1	2	3	4	5
4 أشعر بالارتياح مع المجموعات وارغب بالعمل معهم	1	2	3	4	5
5 لدي الكثير من الأصدقاء واعرف الكثير من الأشخاص	1	2	3	4	5
6 أحيانا أبدأ مشاريع قبل أن أفكر فيها جيدا	1	2	3	4	5
7 قبل أن أبدأ أي مشروع أنسى أن أفكر برويه عن ماذا سأفعل وكيف	1	2	3	4	5
8 يرى باقي شخص غامض أو متحفظ	1	2	3	4	5
9 أشعر بالراحة بمفردتي وأفضل الأشياء التي أستطيع عملها بمفردتي	1	2	3	4	5
10 أفضل التعرف على أشخاص قليلين بشكل جيد	1	2	3	4	5
11 أقضي الكثير من الوقت في التفكير ولا أقوم بالتطبيق الفعلي لأفكاري	1	2	3	4	5
12 أحيانا أنسى مطابقة أفكاري مع ما يحدث في العالم الخارجي لأرى مدى مناسبتها	1	2	3	4	5
13 قبل الشراء، أحب زيارة المحلات العادية والالكترونية بشكل سريع	1	2	3	4	5
14 قبل الشراء أفضل أن أستشير عائلتي وأصدقائي	1	2	3	4	5
15 أحب أن أقارن بين أسعار المنتج	1	2	3	4	5

					قبل شراءه	
5	4	3	2	1	أحب أن أقارن بين الماركات قبل الشراء	16

13 هذا الجزء مخصص للتعرف على رأيكم العام بخصوص دور مواقع التواصل الاجتماعي على قرارك في الشراء، من فضلك حددي مدى فعاليتها.

العبارات	جدا غير فعال	غير فعال	عادي	فعال	فعال جدا
1 تصفح تويتر	☐	☐	☐	☐	☐
2 تصفح الفيس بوك	☐	☐	☐	☐	☐
3 تصفح اليوتيوب	☐	☐	☐	☐	☐
4 إعلانات الراديو	☐	☐	☐	☐	☐
5 إعلانات الصحف	☐	☐	☐	☐	☐
6 إعلانات المجلات	☐	☐	☐	☐	☐
7 إعلانات التلفاز	☐	☐	☐	☐	☐
8 تصفح الانترنت	☐	☐	☐	☐	☐
9 إعلانات الفيس بوك	☐	☐	☐	☐	☐
10 رأي أصدقائك/عائلتك في الفيس بوك	☐	☐	☐	☐	☐
11 رأي الأصدقاء والعائلة	☐	☐	☐	☐	☐

12	تصفح الموقع الالكتروني للمنتج	☐	☐	☐	☐	☐
	العبارات	جدا غير فعال	غير فعال	عادي	فعال	فعال جدا
13	زيارة المحلات العادية ومراكز التسوق	☐	☐	☐	☐	☐

الجزء الخامس
الأسئلة التالية تتعلق بمعلوماتك الشخصية:

14 هل أنت سعودي؟

☐ نعم ☐ لا

15 أين تعيش في السعودية؟

16 ما هو مستواك التعليمي؟

☐ اقل من الثانوية

☐ الثانوية

☐ كلية تقنية

☐ بعض الدراسة الجامعية

☐ مؤهل جامعي

☐ ماجستير

☐ دكتوراه

☐ أخرى (الرجاء التحديد _____)

17 ما هو عمرك؟

18 ما هو جنسك؟ ☐ ذكر ☐ أنثى

19 ما هي حالتك الاجتماعية؟

☐ أعزب/عزباء

☐ متزوج/متزوجة

☐ مطلق/مطلقة

☐ منفصل/منفصلة

☐ أرمل/أرملة

20 المهنة (آخر مهنة في حال عدم وجود مهنة حالیه. اذكر اسم الجامعة أو الكلية في حال كنت طالب)

21 حدد اللغة التي تتحدثها (من الممكن تحديد أكثر من لغة)

- ☐ عربي
☐ انجليزي
☐ أخرى (الرجاء التحديد _____)

22 هل سبق لك العيش خارج السعودية ؟

- ☐ أبدا
☐ أقل من سنة
☐ سنة إلى سنتين
☐ سنتين إلى خمس سنين
☐ أكثر من خمس سنوات

23 ما هو دخل العائلة السنوي ؟ (أنت وعائلتك التي تعيش معك) بالريال السعودي.

- ☐ أقل من 50,000
☐ 50,000 _ 99,999
☐ 100,000 _ 149,999
☐ 150,000 _ 199,999
☐ 200,000 _ 249,999
☐ 250,000 _ 299,999
☐ 300,000 _ 349,999
☐ 350,000 _ 399,999
☐ 400,000 أكثر من

الجزء السادس

قيم/ قيمی نفسك عن طريق وضع دائرة للرقم الأقرب إلى وصفك.

أ	مهتم بالكمال	1	2	3	4	5	6	7	8	9	غير مهتم بالكمال
ب	تثق في الخبراء	1	2	3	4	5	6	7	8	9	تشك في الخبراء (استخدامهم الخاطئ للصلاحيات)
ت	تفضل العمل مع الآخرين	1	2	3	4	5	6	7	8	9	تفضل القيام بالعمل لوحده
ث	تفضل التواجد ضمن مجموعه	1	2	3	4	5	6	7	8	9	لا تفضل التواجد ضمن مجموعه
ج	موفر	1	2	3	4	5	6	7	8	9	غير موفر
ح	تحتزم القوانين	1	2	3	4	5	6	7	8	9	لا تحتزم القوانين
خ	تنافسي	1	2	3	4	5	6	7	8	9	غير تنافسي
د	لا تهتم بالامتياز	1	2	3	4	5	6	7	8	9	تسعى للحصول على الامتياز
ذ	تفضل أن تكون	1	2	3	4	5	6	7	8	9	تفضل أن تتشارك المسؤولية

المسؤول											
ر	غير مهتم بالكسب الاقتصادي	1	2	3	4	5	6	7	8	9	مهتم جدا بالكسب الاقتصادي
ز	متساهل جدا	1	2	3	4	5	6	7	8	9	تجاهد الآخرين
س	تسعى للحصول على موافقة الناس	1	2	3	4	5	6	7	8	9	لا يهتمك قبول الناس إطلاقا
ش	الجودة غير مهمة	1	2	3	4	5	6	7	8	9	تهتم كثيرا بالجودة
ص	تفضل البقاء في الخلف	1	2	3	4	5	6	7	8	9	تفضل التفوق وتجاوز الآخرين
ض	شخص غير شعبي	1	2	3	4	5	6	7	8	9	شخص شعبي جدا
ط	تفضل نظام الأجور بالحافز (حسب الانجازات)	1	2	3	4	5	6	7	8	9	تفضل نظام الأجور بالزيادة السنوية المنتظمة
ظ	تستمتع بصحبة المختصين والخبراء	1	2	3	4	5	6	7	8	9	لا تستمتع بصحبة المختصين والخبراء
ع	نادرا ما تفكر في بناء أو الحفاظ على ثروة	1	2	3	4	5	6	7	8	9	الثروة هي مقياس النجاح

بالأسفل قائمه مكونه من 9 قيم (غايات) وهي الأشياء والأهداف التي ترغب في تحقيقها
أولاً: رتب القيم المذكورة أدناه بناء على أهميتها بالنسبة لك بحيث أن الرقم 1 = أكثر الغايات أهميه والرقم 9 = أقل الغايات أهميه . لا يوجد ترتيب صحيح أو خاطئ . إجابتك تعبر فقط عن أولوياتك.
(الرجاء عدم استخدام الرقم أكثر من مرة)

الترتيب 1 (الأكثر أهميه) إلى 9 (الأقل أهميه)	قائمة الغايات
	حياة ملائمة
	حياة مثيره (ملئيه بالأنشطة)
	الإحساس بالانجاز والمساهمة
	المساواة
	الأمان والاستقرار العائلي
	الاستقلالية وحرية الاختيار
	المتعة والحياة المرفهة
	تقدير واحترام الذات
	الاعتراف والتقدير المجتمعي

ثانياً: قيم/ي درجة أهمية القيم التي رتبتهأ أعلاه. فضلا اختار/ي الرقم الذي يصف أهمية كل قيمه (غايه) في حياتك. الرقم 8 يدل على أن القيمة مهمة جدا لك. الرقم 0 يدل على أن القيمة لا تهمك على الإطلاق.

الرقم 8 يدل على أن القيمة الغائية مهمة جدا بالنسبة لك . الرقم 0 يدل على أن القيمة لا تهمك على الإطلاق.	قائمة الغايات
8 7 6 5 4 3 2 1 0	حياة ملائمة
8 7 6 5 4 3 2 1 0	حياة مثيره (ملئيه بالأنشطة)
8 7 6 5 4 3 2 1 0	الإحساس بالانجاز والمساهمة

8	7	6	5	4	3	2	1	0	المساواة
8	7	6	5	4	3	2	1	0	الأمان والاستقرار العائلي
8	7	6	5	4	3	2	1	0	الاستقلالية وحرية الاختيار
8	7	6	5	4	3	2	1	0	المتعة والحياة المرفهة
8	7	6	5	4	3	2	1	0	تقدير واحترام الذات
8	7	6	5	4	3	2	1	0	الاعتراف والتقدير المجتمعي

بالأسفل قائمه مكونه من 9 قيم وسيليه (الوسائل الموصلة لأهدافك الشخصية)
 أولاً: رتب القيم المذكورة أدناه بناء على أهميتها بالنسبة لك بحيث أن الرقم 1 = أكثر القيم الوسيليه أهميه
 والرقم 9 = اقل القيم الوسيليه أهميه . لا يوجد ترتيب صحيح أو خاطئ. إجابتك تعبر فقط عن أولوياتك.
 (الرجاء عدم استخدام الرقم أكثر من مرة)

الترتيب 1 (الأكثر أهميه) إلى 9 (الأقل أهميه)	قائمة القيم الوسيليه
	طموح ومكافح
	منفتح فكريا
	قادر و مؤهل
	بشوش ومبتهج
	خيالي ومبدع
	مستقل ومعتمد
	ذكي
	يتحمل المسؤولية
	منضبط ذاتيا (الرقابة الذاتية وضبط النفس)

ثانيا: قيم/ي درجة أهمية القيم المرتبة أعلاه . فضلا اختار/ي الرقم الذي يصف أهمية كل قيمه
 (وسيله) في حياتك. الرقم 8 يدل على أن القيمة مهمة جدا بالنسبة لك. الرقم صفر يدل على أن القيمة لا
 تهتمك على الإطلاق.

الرقم 8 يدل على أن القيمة مهمة جدا لك . الرقم 0 يدل على ان القيمة لاتهمك على الإطلاق.	قائمة القيم
8 7 6 5 4 3 2 1 0	طموح ومكافح
8 7 6 5 4 3 2 1 0	منفتح فكريا
8 7 6 5 4 3 2 1 0	قادر و مؤهل
8 7 6 5 4 3 2 1 0	بشوش ومبتهج
8 7 6 5 4 3 2 1 0	خيالي ومبدع
8 7 6 5 4 3 2 1 0	مستقل ومعتمد
8 7 6 5 4 3 2 1 0	ذكي
8 7 6 5 4 3 2 1 0	يتحمل المسؤولية
8 7 6 5 4 3 2 1 0	منضبط ذاتيا (الرقابة الذاتية وضبط النفس)

هل أعجبك الاستبيان؟

☐ نعم
☐ لا
☐ لا اعلم

لماذا؟ (إن وجد).

هل تريد إضافة تعليق على هذا الاستبيان؟

شكرا جزيلا على تعبأه هذا الاستبيان

Appendix 6: Key For Scoring The Six Dimensional Achievement Scale For This Thesis:

<u>Positive</u> 8 -V99 13 V 104	<u>Concern for Excellence</u>	<u>Negative</u> 1-V 92
<u>Positive</u> 10 V101 18 V109	<u>Acquisitiveness</u>	<u>Negative</u> 5 V96
<u>Positive</u> 4 V95 15 V 106	<u>Status with Peers</u>	<u>Negative</u> 12 V103
<u>Positive</u> 3 V 94 16 V 107	<u>Achievement via Independence</u>	<u>Negative</u> 9 V100
<u>Positive</u> 6 V 97	<u>Status with Experts</u>	<u>Negative</u> 2 V 93 17 V 108
<u>Positive</u> 11 V 102 14 V 105	<u>Competitiveness</u>	<u>Negative</u> 7 V 98

The Equation to calculate each dimension: $P_1 + P_2 + (10 - N_1)$

Appendix 7: Facebook use intensity

Statements	Means			
	Saudis	Rank of Means	Non Saudis	Rank of Means
- Facebook is part of my everyday activity	1.93	4	3.09	4
- I am proud to tell people I'm on Facebook	2.43	1	2.88	6
- Facebook has become part of my daily routine	1.92	5	3.26	3
- I feel out of touch when I haven't logged onto Facebook for a while	1.79	6	2.89	5
- I feel I am part of the Facebook community	2.13	2	3.41	1
- I would be sorry if Facebook shut down	2.11	3	3.32	2

As can be seen from table 6, Saudi participants feel proud of being a Facebook user. They also feel that they are part of the Facebook community and they would be sorry if it is shut down. Similarly, non- Saudi sample feel that they are part of the site's community and would be sorry if it is shut down. Both samples agreed that Facebook is part of their daily activities. Finally, non-Saudi sample ranked "I am proud to tell people I'm on Facebook" as the least important statement, whereas Saudi people ranked it as the first one.

Appendix 8: Rokeach Terminal Values Rank to 9-point Likert Construct Validation for Saudis

Rate Terminal Values	Rank Terminal Values								
	110 A Comfortable Life	111 An Exciting Life	112 A Sense of Accomplishment	113 Equality	114 Family Security	115 Freedom	116 Pleasure	117 Self-Respect	118 Social Recognition
A Comfortable Life 119	-.174								
An Exciting Life 120		-.112							
S. of Accomplishment 121			-.081						
Equality 122				-.355**					
Family Security 123					-.263**				
Freedom 124						-.143			
Pleasure 125							-.320**		
Self-Respect 126								-.438**	
Social Recognition 127									-.429**

Appendix 9: Rokeach Instrumental Values Rank to 9-point Likert Construct Validation for Saudis

Rate instrumental Values	Rank instrumental Values								
	128 Ambitious (Hard working, aspiring)	129 Broad-minded (open- minded)	130 Capable (Competent, effective)	131 Cheerful (Light- hearted, joyful)	132 Imaginative (Daring, Creative)	133 Independent (Self-reliant, self sufficient)	134 Intellectual (Intelligent, Reflective)	135 Responsible (Dependable, reliable)	136 Self-Controlled (Restrained, self- disciplined)
137 Ambitious (Hard working, aspiring)	-.252**								
138 Broad-minded (open- minded)		-.193*							
139 Capable (Competent, effective)			-.059						
140 Cheerful (Light-hearted, joyful)				.330**					
141 Imaginative (Daring, Creative)					.256**				
142 Independent (Self-reliant, self sufficient)						-.320**			
143 Intellectual (Intelligent, Reflective)							-.363**		
144 Responsible (Dependable, reliable)								-.249**	
145 Self-Controlled (Restrained, self-disciplined)									-.407**

Appendix 10: Rokeach Terminal Values Rank to 9-point Likert Construct
Validation for non- Saudis

Rate Terminal Values	Rank Terminal Values								
	110 A Comfortable Life	111 An Exciting Life	112 A Sense of Accomplishmen t	113 Equality	114 Family Security	115 Freedom	116 Pleasure	117 Self-Respect	118 Social Recognition
A Comfortable Life 119	-.382**								
An Exciting Life 120		-.152							
A Sense of Accomplishment 121			-.141						
Equality 122				-.059					
Family Security 123					-.124				
Freedom 124						-.097			
Pleasure 125							-.076		
Self-Respect 126								-.119	
Social Recognition 127									-.334**

Appendix 11: Rokeach Instrumental Values Rank to 9-point Likert Construct Validation for non-Saudis

Rate instrumental Values	Rank instrumental Values								
	128 Ambitious (Hard working, aspiring)	129 Broad-minded (open- minded)	130 Capable (Competent, effective)	131 Cheerful (Light-hearted, joyful)	132 Imaginative (Daring, Creative)	133 Independent (Self- reliant, self sufficient)	134 Intellectual (Intelligent, Reflective)	135 Responsible (Dependable, reliable)	136 Self-Controlled (Restrained, self- disciplined)
137 Ambitious (Hard working, aspiring)	-.193								
138 Broad-minded (open- minded)		-.111							
139 Capable (Competent, effective)			.044						
140 Cheerful (Light-hearted, joyful)				-.088					
141 Imaginative (Daring, Creative)					-.425				
142 Independent (Self-reliant, self sufficient)						-.300			
143 Intellectual (Intelligent, Reflective)							-.160		
144 Responsible (Dependable, reliable)								-.061	
145 Self-Controlled (Restrained, self-disciplined)									-.152

Appendix 12: Multiple Regression: Durbin-Watson values, Outliers

	Saudis		Non-Saudis	
	Durbin - Watson	Outliers	Durbin - Watson	Outliers
Facebook use intensity	2.041	2	2.142	No outliers

Appendix 13: Ethics Approval Notice

File Number: 10-13-03



Date (mm/dd/yyyy): 11/21/2013

Université d'Ottawa
Bureau d'éthique et d'intégrité de la recherche

University of Ottawa
Office of Research Ethics and Integrity

Ethics Approval Notice **Social Science and Humanities REB**

Principal Investigator / Supervisor / Co-investigator(s) / Student(s)

<u>First Name</u>	<u>Last Name</u>	<u>Affiliation</u>	<u>Role</u>
Sadrudin	Ahmed	School of Management / School of	Supervisor
Abear	Alayaf	School of Management / School of	Student Researcher

File Number: 10-13-03

Type of Project: Master's Thesis

Title: Correlates of Face-book Intensity: A Saudi Arabian Study

Approval Date (mm/dd/yyyy)	Expiry Date (mm/dd/yyyy)	Approval Type
11/21/2013	11/20/2014	Ia
(Ia: Approval, Ib: Approval for initial stage only)		

Special Conditions / Comments:
N/A



Université d'Ottawa
Bureau d'éthique et d'intégrité de la recherche

University of Ottawa
Office of Research Ethics and Integrity

This is to confirm that the University of Ottawa Research Ethics Board identified above, which operates in accordance with the Tri-Council Policy Statement and other applicable laws and regulations in Ontario, has examined and approved the application for ethical approval for the above named research project as of the Ethics Approval Date indicated for the period above and subject to the conditions listed the section above entitled "Special Conditions / Comments".

During the course of the study the protocol may not be modified without prior written approval from the REB except when necessary to remove participants from immediate endangerment or when the modification(s) pertain to only administrative or logistical components of the study (e.g. change of telephone number). Investigators must also promptly alert the REB of any changes which increase the risk to participant(s), any changes which considerably affect the conduct of the project, all unanticipated and harmful events that occur, and new information that may negatively affect the conduct of the project and safety of the participant(s). Modifications to the project, information/consent documentation, and/or recruitment documentation, should be submitted to this office for approval using the "Modification to research project" form available at:

<http://www.research.uottawa.ca/ethics/forms.html>.

Please submit an annual status report to the Protocol Officer four weeks before the above-referenced expiry date to either close the file or request a renewal of ethics approval. This document can be found at:

<http://www.research.uottawa.ca/ethics/forms.html>.

If you have any questions, please do not hesitate to contact the Ethics Office at extension 5387 or by e-mail at: ethics@uOttawa.ca.

Signature:

Riana Marcotte
Protocol Officer for Ethics in Research
For Barbara Graves, Chair of the Social Sciences and Humanities REB