

## Setting up Shop on Facebook



While Facebook started out as an online meeting platform, the addition of e-commerce tools has resulted in Facebook evolving as an interactive online retail channel. Local and international online retailers are now able to set up shop on Facebook. Users can read news, chat with friends, or browse shoes without ever leaving Facebook's enclave. Although Facebook shopping presents a variety of benefits to users, their intention to adopt this type of shopping remains relatively low.

Marlé van Sandwyk, a [Master's](#) student in the [Department of Marketing Management](#), conducted a study to investigate the factors that predict individuals' attitude and behavioural intention towards Facebook shopping adoption. Data was collected from 384 adult (18+) Facebook users located across South Africa.

The results revealed that perceived enjoyment and perceived usefulness significantly predict users' attitudes toward Facebook shopping, where perceived enjoyment was the most significant predictor of attitude. In addition, the results suggest that perceived usefulness could possibly mediate the relationship between perceived ease of use and attitude. The results also revealed that attitude and perceived risk significantly predict users' intention to adopt Facebook shopping, where attitude was the most significant predictor of intention.

Local and international online retailers should aim to enhance the perception of their Facebook stores by communicating the experience as not only useful, but enjoyable. Even though users may not expect to be entertained when they shop online, if they do enjoy their experience, they are more likely to return. The predictors of attitude and behavioural intention in the South African Facebook shopping environment will give local and international online retailers insight of the country's Facebook user.

This will enhance the ability of online retailers to design and develop a more successful Facebook shopping offering in order to achieve organisational goals.

*This research was conducted as part of the fulfilment of the [Master's degree](#) in marketing Management in 2015 with the [Department of Marketing Management](#) by Marlé van Sandwyk under the supervision of [Prof. Melanie Wiese](#).*