

Facebook: selfies✓, likes✓, shopping?



Social commerce, or s-commerce, may allow customers and marketers a new approach to shopping by enabling customers to combine their online shopping with their social media activities. Currently only limited information is available on Facebook s-commerce. Thus it is important for brands to determine the factors which would influence customers to shop on Facebook, the most widely used social media platform in South Africa, before shopping on Facebook becomes a reality in South Africa.

A study was conducted by Annika Lange, a [Master's](#) student in the [Department of Marketing Management](#), to determine which factors would motivate South Africans to shop on Facebook in future. Responses from Facebook users were analyzed to establish whether their attitude, the ease with which they believed they would master Facebook shopping and their perceived usefulness thereof could predict their intention to one day shop on Facebook. To address the 'social' nature of s-commerce, the study investigated whether the perceived social support respondents expected to receive from their peers and the extent to which shopping on Facebook might be perceived as the norm amongst peers, could predict their intention to shop on Facebook.

The findings indicated that the respondents had more positive attitudes towards Facebook s-commerce if it was perceived as useful and easy to use. Their intention to shop on Facebook was predicted by their attitude, their perceived usefulness, social norm and the level of social support they expected to receive from peers in their attempts to shop on Facebook.

Marketers wanting their customers to be open to the idea of shopping on Facebook should stress the factors that would motivate them to give the new platform a try. While

further research is needed to generalize the findings to the entire South African market, the findings contribute towards determining those motivating factors.

This research was conducted as part of the fulfilment of the Master's degree in Marketing Management in 2017 with the Department of Marketing Management by Annika Lange under the supervision of Prof M Wiese.