The impact and attitude toward social-media commerce within the Jordanian market

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Abstract:
With the increase use of social media, a new way of business is presented and introduced known as social-media commerce (s-commerce). s-commerce is concerned on buying and selling goods and services through the use of social media such as Facebook and Instagram. In this research, we studied the demographic factors (age, education, income, and gender) that affect the attitude of individuals toward adapting s-commerce in Jordan. Extended TAM model was used to study the attitude of vendors toward the use of s-commerce. The results showed a positive attitude toward s-commerce from sellers view.

Keywords: TAM model; perceive ease of use; s-commerce; social-media; perceive usefulness; Facebook; Instagram; commerce; economic; Jordan.