THE CONSUMER ACCEPTANCE OF ONLINE SHOPPING THROUGH SOCIAL NETWORK SITES

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ABSTRACT

Social network sites are becoming increasingly popular in this era. It's pose great potentials and challenges for the future of E-commerce. Social shopping sites emerge as the latest developments to leverage the power of social networking online shopping. Users on social shopping sites can post product recommendations, create wish list, post photos, make purchases, and form social shopping communities. Despite huge business interests and potentials, little is known about whether users awareness in such culture. This research is to understand and define the level of consumer acceptance toward shopping online through social network sites and the factors that lead to the acceptance. Convenience samplings are used for sampling technique and quantitative approach is taken. Questionnaire are used as a data collection method and given to respondent face-to-face and virtually.