

DETERMINANTS AND IMPACTS OF PINTEREST CONSUMER EXPERIENCES

Lauren Vasquez, B.S.

Thesis Prepared for the Degree of  
MASTER OF SCIENCE

UNIVERSITY OF NORTH TEXAS

December 2014

APPROVED:

Dee K. Knight, Major Professor  
Sanjukta Pookulangara, Committee Member  
Chair of the Department of  
Merchandising & Digital Retailing  
Young Hoon Kim, Committee Member  
Chair of the Department of Hospitality  
& Tourism Management  
Judith C. Forney, Dean of the College of  
Merchandising, Hospitality & Tourism  
Mark Wardell, Dean of the Toulouse  
Graduate School

Vasquez, Lauren. Determinants and Impacts of Pinterest Consumer Experiences. Master of Science (Merchandising), December 2014, 71 pp., 5 tables, 2 figures, references, 94 titles.

Pinterest is one of the fastest growing social networking sites and is attracting the interest of retailers as an effective way to interact with consumers. The purpose of this study was to examine: 1) determinants and impacts of Pinterest consumer experiences. Specifically, this study examined the impacts of retailer reputation, trust, perceived ease of use, and perceived usefulness on Pinterest consumer experiences on retailer SNS. 2) To identify the impacts of Pinterest consumer experiences on consumer satisfaction, behavioral intention, and online retailer relationship. The instrument used existing scales drawn from the literature. A consumer panel ( $n = 300$ ) of Pinterest users that connect to apparel retailers was used to collect data through an online consumer panel. Reputation is positively related to trust and to perceived ease of use. Perceived ease of use and usefulness significantly affected retailer Pinterest consumer experiences. The impact of Pinterest consumer experiences on satisfaction and behavior intention was positive and significant. Satisfaction and behavior intention also are significantly related to online retailer relationship. Results and business implications are discussed, as well as limitations and future research.

Copyright 2014

by

Lauren Vasquez

## ACKNOWLEDGEMENTS

I would first like to express my deepest thanks to Dr. Dee Knight for helping me through this journey of my masters degree here at the University of North Texas. I am thankful for her guidance and expertise to my thesis. I would like to thank Dr. Sanjukta Pookulangara who not only served as a committee member, but also helped me in understanding best practices SPSS. I would lastly like to thank Dr. Young Hoon Kim who also served on my committee. Thank you so much for your assistance and insight on this exciting topic.

None of this would have been possible without the support of my amazing parents. Mom and Dad, you have always been my biggest supporters, and I am forever grateful for all you have done for me. I could have never made it this far in my education without your support and understanding.

## TABLE OF CONTENTS

	Page
ACKNOWLEDGEMENTS .....	iii
LIST OF TABLES .....	vii
LIST OF FIGURES .....	viii
CHAPTER 1 INTRODUCTION.....	1
Purpose of Study .....	3
Assumptions .....	3
Operational Definitions .....	3
CHAPTER 2 REVIEW OF LITERATURE.....	5
Social Media .....	5
Social Networking Sites (SNS) .....	7
Facebook .....	8
Twitter .....	9
Pinterest.....	10
Social Media and Retailers .....	12
Digital Commerce .....	13
M-Commerce .....	13
S-Commerce.....	13
F-Commerce .....	14
P-Commerce.....	14
Purpose .....	15
Conceptual Framework.....	15

Retailer Reputation .....	18
Trust .....	19
Technology Acceptance Model (TAM).....	21
Perceived Ease of Use .....	21
Perceived Usefulness .....	22
Pinterest Consumer Experience .....	22
Consumer Satisfaction.....	23
Behavioral Intention .....	24
Online Retailer Relationship .....	24
Problem Statement and Hypotheses .....	25
CHAPTER 3 METHODOLOGY .....	27
Research Design .....	27
Sample and Data Collection .....	27
Problem Statement and Hypotheses .....	27
Instrument Development.....	28
Data Analysis.....	29
Construct Validity and Reliability.....	29
Assumptions .....	30
CHAPTER 4 RESULTS .....	31
Sample and Data Collection .....	31
Pinterest Usage .....	32
Statistical Analysis .....	33
Reliability Testing.....	33

Factor Analysis .....	34
Regression Analysis.....	36
CHAPTER 5 DISCUSSION, IMPLICATIONS, LIMITATIONS, AND FUTURE	
RESEARCH .....	41
Discussion and Implications.....	41
Limitations and Future Research .....	44
APPENDIX RESEARCH ANALYSIS.....	45
REFERENCES.....	54

## LIST OF TABLES

Table A.1. Research Constructs .....	46
Table A.2. Reliability Test .....	48
Table A.3. Demographics Characteristics .....	50
Table A.4. Pinterest Usage .....	51
Table A.5. Multiple Regression Analysis .....	53



## LIST OF FIGURES

Figure 1. Research model without hypothesis.....	17
Figure 2. Relationship supported by empirical study.....	40

# CHAPTER 1

## INTRODUCTION

We have entered the age of the consumer in which companies must be passionate about understanding consumers' needs, connecting with consumers and, in fact, delighting consumers (Arnold, Reynolds, Ponder, & Lueg, 2005). Experiences for the newly empowered consumer must be personal and delivered in the moment. Consumer experience is the response consumers have to direct and indirect, online and offline contact with a company (Meyer & Schwager, 2007). Smart devices are ubiquitous and extend and expand consumer experiences to include family, friends, and acquaintances.

Social media is an integral part of daily life for many consumers. Van Den Beld (2012) reported that: 1) 22% of social consumers are using social networking sites several times per day, 2) consumers aged 45 to 54 are the fastest growing segment in social media, and 55% of U.S. consumers in this age group now have a profile on at least one SNS, 3) 47% social consumers indicate that Facebook influences their purchase decisions, and 4) consumers following a brand on SNS more than doubled from 2010 to 2012. Leading retailers recognize that social media is becoming a major channel to connect with consumers (Hensel & Deis, 2010). For example, 69% of brands have a presence on Pinterest, including 90% of online specialty retailers in 2013 ("50 big social media stats of 2013," 2014).

Social media exceed the communication effectiveness of conventional tools by enabling both retailers and consumers to benefit from two-way communication, co-create of

value, provide feedback to retailers and to dialogue with other consumers about brands, products and services.

Social media has been studied extensively in wide-ranging contexts, but examining relationships between consumers and retailers through social media sites is in its infancy. This study draws from research on social media (Hampton, Goulet, Rainie, & Purcell, 2011), social media marketing (Vries, Gensler & Leeflang), smart devices (Roux & Falgout, 2013; "Digital Consumer", 2014) and online brand relationships (Morgan-Thomas, & Veloutsou, 2013).

Understanding the impact of consumer experiences in the context of social media is a fertile area of research. This study examined determinants and outcomes of social consumer experiences in the context of Pinterest. This study drew on the online behavior experience model (Morgan-Thomas & Veloutsou, 2013). The model extends the notion of technology acceptance, online retailer experiences, and retailer relationships. The objectives of this study are to:

1. Identify the determinants and impacts of the Pinterest consumer experiences.
2. Test hypothesized relationships between determinants (i.e., retailer reputation, trust, perceived ease of use, perceived usefulness) and outcomes (i.e., satisfaction, behavior intention, and online retailer relationship of Pinterest consumer experiences).

This study can contribute to the literature by expanding the understanding of consumer experiences in social media.

## Purpose of Study

The purpose of this study was to examine the determinants and impacts of Pinterest consumer experiences, specifically this study examined the impacts of retailer reputation, trust, perceived ease of use, perceived usefulness, on Pinterest consumer experiences on retailer SNS. Secondary purposes were to identify the impacts of Pinterest consumer experiences on consumer satisfaction, behavioral intention, and online retailer relationship.

## Assumptions

It is assumed that participants understood the instrument items and responded truthfully. It also is was assumed that participants correctly self-identified as Pinterest users that connect to retailers using retailer Pinterest pages (RPP)

## Operational Definitions

- Digital commerce (d-commerce) includes all formats in which consumers can interact with retailers on the Internet (Mott, 2000).
- Digital social consumers are individuals that use mobile devices to shop on social media networking sites (“Digital Consumer”, 2014).
- Mobile commerce (m-commerce) enables consumers to make purchases using devices such as smartphones and tablets (Mobile Commerce, 2013).

Consumers can connect on these devices using internet websites. Online trust is the conviction that allows consumers to willingly engage with digital retailers (Pavlou & Gefen, 2003).

- P-Commerce enables Pinterest users to discover products and services, as well as retailers or individuals offering those items; however, completing transactions on Pinterest itself is not yet enabled (Idvik, 2013).
- Pinterest is a social networking site that allows users to share photographs and “pin” images to an online bulletin board that can be shared with others (Pinkster & Lipka, 2013).
- Reputation is the cumulative judgments of an organization that occur over time (Gioia, Schultz, & Corley, 2000).
- Social consumer experiences are technology enabled digital social interactions with retailers in digital environments. Social interactions can help meet psychological needs for safety, love and belonging, esteem and self-actualization. Technology enables a wider, faster, more frequent interaction, thus, creating a digital social experience (Shaw, 2009).
- Social networking sites (SNS) are websites that enable an individual to create, share, and recommend products and services to their social communities using a variety of social media platforms, such as Friendster.com, LinkedIn, Facebook, Twitter, and Pinterest (Hanna, Rohm, & Crittenden, 2011).
- Trust is a willingness to accept vulnerability based upon positive expectations of intentions or behaviors of another (Rousseau, 1998).
- Retailer Pinterest pages are social media sites that enable retailers to engage with consumers through images and online bulletin boards (Pinsker & Lipka, 2013).

## CHAPTER 2

### REVIEW OF LITERATURE

This chapter discusses the literature relative to determinants of consumers' experiences on retailer Pinterest social networking sites and subsequent outcomes, of retailer reputation, trust, perceived ease of use, perceived usefulness, Pinterest consumer experiences, satisfaction, behavioral intention and online retailer relationship. Technology and the age of information have transformed the way people interact with one another and with businesses. Most consumers have access to computers, laptops, mobile phones and/or tablets. These devices can not only save consumers time, financial assets, and effort, but also they can increase and strengthen connections among individuals and groups of people with retailers through social media.

#### Social Media

Social media can be viewed as an ecosystem that permeates many consumers' daily lives. Almost two-thirds of Internet users report using social media sites at least once a day via their computer, and almost half of smartphone owners visit social networks every day ("Digital Consumer", 2014). Due to the ubiquity of mobile devices, social media now has a symbiotic relationship with consumers. Social media empowers consumers by providing a direct point of contact with the brands they use and the content they access. Social media encompasses a wide range of online word-of-mouth forums, such as blogs, company-sponsored discussion boards and SNS including Facebook, Twitter, Instagram, and Pinterest and creative sharing sites such as YouTube and Flickr (Mangold & Fauld, 2009).

Acknowledging the growing importance of social media, many companies have added social media marketers and social media analysts to their professional staff to help understand this emerging area of consumer experience and the associated metrics (Hanna et al., 2011). Social media is a sphere of influence within the context of the consumer experiences (Hanna et al., 2011). Unlike traditional media that encompasses a trade off between reach and customer engagement, social media can incorporate both reach and engagement through thoughtful use of all formats and platforms that appeal to consumers.

A recent comScore (2011) report indicated that 58 million consumers in the United States used smart phones to access social networking sites in December 2010, which represented a 56% increase over 2009 (Persaud & Azhar, 2012). According to a Pew Research study (Brenner & Smith, 2013), approximately 65% of Internet users are engaged in social media, more than double the percentage in 2008. Importantly, that means more than 50% of all U.S. adults are engaged to some extent in social media, compared to only 5% in 2005.

The profile of social media users is changing rapidly. As of May 2012, more than 80% of Internet users ages 18-29 years used social media, compared to 70% of 30-49 year-olds, 50% of 50-64 year-olds and over 30% of Internet users age 65 and older (Brenner & Smith, 2013). No significant differences were reported based upon race or ethnicity, but most social media users had some college or a college degree and female users are more involved with social media than are their male counterparts (Duggan & Brenner, 2013).

## Social Networking Sites (SNS)

The primary motivation for consumers to use SNS is to stay in touch with current friends and family members and to re-connect with old friends (Smith, 2011). SNS surround consumers with information, provide instant feedback and context for users, allow users to shape and create information, to amplify or ignore information (Zickuhr, 2012), to connect to brands ("Social consumer experience," 2012), and to seek post purchase service. Connected consumers often feel empowered to be brand advocates and believe the brand cares about them. Social consumers are more likely to share a positive experience compared to a negative experience, and they tend to spend more after a positive experience.

SNS experiences are important as consumers move from product pages to consumer forums, to fan pages, and retailer helpdesks. 72% of social consumers report using social media to stay connected with brands, and 51% share product experience and advice ("Social customer experience," 2012). Of social media users using only one SNS, 84% use Facebook, 4% use Pinterest, and 2% use Twitter (Duggan & Smith, 2013).

The power of social networking sites enhances retailers' marketing strategies. Social networking sites are about being social and sharing information, even transcending cultural differences, while providing retailers an opportunity to understand consumer needs and respond appropriately (Pookulangara & Kosler, 2011). This type of interaction can result in customer service improvement that can engender loyal consumers that may become brand advocates. According to Sago (2013), frequency of social media use is positively related to ease-of-use, and perceived usefulness (Sago,



2013).

The increasing popularity of social media has attracted retailers endeavoring to retain current customers and attract new consumers (Shen, 2012). Shen (2012) categorizes online consumer behavior as transactional, informational and social. The social behavior is building on social relationships that tend to lead to new product discovery and development of feelings through the online shopping process. Social shopping attracts both hedonic and utilitarian consumers (Shen, 2012; Dennis, Morgan, Wright & Jayawardhena, 2010). The importance of recognizing the social and informational aspects of shopping are potential advantages of using technology to promote social interactions on retailer sites. Attitudes overall suggest that users embrace the idea of websites going beyond customer reviews and interactions with others (Shen, 2012). Social shopping encourages re-patronage, purchases, and positive reviews (Dennis et al., 2010).

#### Facebook

Facebook, the dominant social networking platform, recently celebrated 10 years of connecting users. In March 2012, there were over 800 million Facebook users (Internet World Stats, 2012), mostly female adults aged 18-29 years (Duggan & Brenner, 2013). Facebook is the dominant SNS: 1) Over 70% of online adults are engaged on Facebook, 2) 63% of Facebook users visit the site at least once a day, and 3) 40% of users are engaged multiple times per day. Even after controlling for demographic factors and types of technology use, findings indicate a significant relationship between the use of Facebook and trust. A Facebook user who uses the service multiple times per day is 43% more likely than other Internet users to feel that

most people can be trusted.

Facebook has the highest share of social media users and the highest share of social media users' daily visits. On average, Facebook users gain seven new friends each month, and few users unsubscribe, that is, hide other users' content.

## Twitter

Twitter is a microblogging site launched in 2006 that allows users to post small pieces of digital content on the Internet. The messages known as "tweets" are limited to 140 characters. Users can follow other users, post their own Tweets or re-post Tweets of others. Twitter usage is highly associated with the use of mobile technologies especially smartphones (Smith & Brenner, 2012). In fact, 43% of Twitter users use their phones to tweet ("Twitter Statistics, 2014), and approximately 18% of online adults are Twitter users (Brenner & Smith, 2013). Like other SNS, individuals ages 18-29 are the highest percentage of users, with a higher percentage of women than men participating. Twitter appeals to younger adults, urban demographic and non-Caucasians.

Twitter is a social consumer experience that includes 190 unique visitors each month, sending 58 million tweets each day ("Twitter Statistics", 2014). A Redshift Media study found that 9% of consumers that tweet a company receive a response ("Social Customer Experience", 2012). Due to its popularity, Twitter is often a starting point for companies to enter the social media environment (Zhang, Jansen & Chowdhury, 2011). According to the State of Social Media Marketing 2014, more than 81% of companies maintain a Facebook presence, and almost 44% are active on Twitter ("State of Social Media Marketing 2014; "Twitter Statistics", 2014).

## Pinterest

Pinterest was launched in 2010 as an image-sharing SNS to collect and organize images and videos. The site encourages curating activities; curators are Internet users that post self-created videos as well as re-posts of other videos (Fisher, 2012; Raini, Brenner, & Purcell, 2012). Pinterest opened its application programming interface (API) to retailers (e.g., Walmart, Disney, and Zappos) giving them the ability to embed pins directly onto their websites (Wagner, 2013). Exposure of Pinterest on retailers' websites increases awareness, attracts new users, and increases engagement (Wagner, 2013). Currently promoted pins are the only form of revenue on Pinterest.

Pinterest enhances its SNS by enabling a variety of pins. For example, recipe pins include food photographs, ingredients, and instructions; product pins provide price and availability of items, article pins facilitate news stories, and place pins simplify travel planning (Wagner, 2013). Users making travel plans can add maps, as well as accommodations and restaurants using Airbnb and Open Table that are located on the SNS. Clearly, Pinterest is catering to the primary users of Pinterest, adult women under the age of 50, mostly Caucasian with some college education (Duggan & Brenner, 2013). Women are five times more likely to be Pinterest users than are men, which is a greater gender difference than on most other SNS. Furthermore, women use Pinterest primarily to get ideas, while men use Pinterest as a shopping cart (Bercovici, 2014).

An eMarketer study (July, 2014) estimates that 40.1 million US consumers will use Pinterest at least monthly during 2014, most often using a mobile device. US internet users logging onto Pinterest via mobile are three times more likely than desktop users to pin. A new search engine called guided search, (Stambor, 2014), enables

Pinterest users to follow specific categories, making discovery faster and easier when searching for products and services (Weber, 2014). Pinterest is now available in 31 countries and continues to grow in international markets (Stambor, 2014).

One of the fastest-growing SNS, Pinterest has captured the attention of not only 15% of Internet users (Duggan & Brenner, 2013), but also retailers such as Nordstrom, Walmart, Target, and American Eagle Outfitters, and numerous restaurants. Nichollas (2012) identified seven steps to help retailers develop a Pinterest presence: 1) Secure a user name including profile information and brand image, 2) leverage brand values, rather than just a litany of product images, 3) develop themes rather than product promotion to express a consistent image, 4) include prices to indicate that items can be purchased, 5) use hashtags so the brand will be visible during consumer searches, 6) add the “Pin It” button to the retailer website next to the Facebook “Like It” button, and finally 7) engage with the Pinterest community.

Hoffman (2014) stated that Pinterest users compared to non-Pinterest users are tech-savvy; have higher incomes; are web-centric; are more difficult to reach through traditional advertising media, such as magazines; and are concerned about the quality of ads on Pinterest. These consumers, however, are amenable to brand marketing, are open to promotional pins if they add value, but frequently bypass e-commerce sites in preference for Pinterest. Interestingly, four out of ten social media users have purchased an item online or in-store after sharing or favoring it on Twitter, Facebook, or Pinterest (Social to Sale, 2014).

## Social Media and Retailers

Retailers have responded to the rapidly growing popularity of social media by incorporating SNS into their marketing communication strategies (Kunz & Hackworth, 2011). As part of the communication mix, social media represents a less costly tool with greater reach via a channel preferred by the consumer. Social media networking allows for communication between the retailer and consumers, which can ultimately lead to enhanced relationships (Kunz & Hackworth, 2011). Consumers tend to trust the opinions of friends and family and even strangers about a company and products more than they do those of retailers.

Many retailers have recognized that SNS are about connecting people with common interests and are developing a presence on social media sites to convey information about products, trends, events and promotions. These SNS also allow consumers to engage in a dialog with others and to share the shopping experience with friends and family (Park, & Cho, 2012). Kunz and Hackworth (2011) found that companies such as American Eagle, Gap, Victoria's Secret, and Nike have incorporated the SNS into their marketing strategies. J.C. Penney is experimenting with creating events on SNS to encourage customers to visit their online and offline stores. Harris and Dennis (2011) define four stages of social commerce for retailers: 1) Testing social media sites, to ensure the usability of technology, 2) providing the infrastructure that meets the needs and expectations of consumers, 3) offering optimum product assortments, and 4) creating experiences that delight consumers. According to a recent study ("Social Customer Experience", 2012), 86% of brands maintain a Facebook page, and social media is principal component in their marketing mix.

## Digital Commerce

Consumer behavior is changing rapidly in digital environments. Once the domain of personal computers (PCs), online activities have shifted to laptops, tablets, and/or mobile phones (Duncan, Hazan & Roche, 2013). Approximately 60% of U.S. households have smartphones, and more than 30% of U.S. households with Internet access also own a tablet (Duncan et al., 2013). Although digital retailing is growing exponentially, it still accounts for only about 5% of revenues. However, the proliferation of mobile devices is expected to transform the retail industry as consumers use these devices to conduct retailer research, and ultimately, to complete purchase transactions (Duncan et al., 2013).

### M-Commerce

M-commerce is the use of wireless handheld devices such as mobile phones, laptops, and tablets to conduct online mobile transactions (Investopedia, 2013). Mobile commerce has grown as the demand for mobile devices has grown. Mobile retail sales for all retailers ranked in the Mobile 500 around the world grew 64% to more than \$34 billion from almost \$21 billion in 2012 (Brohan, 2013). When mobile sales of third-party mobile marketplace platforms (e.g., e-Bay, Alibaba) are included, sales soar to \$85 billion.

### S-Commerce

S-commerce is using online social interfaces for commerce (Decker, 2007) by combining the power of online social networking with shopping (Shen, 2012). Social Commerce applications are rapidly growing. Shen defines social commerce a technology-enabled shopping experience for consumers can discover products,

aggregate and share product information and include friends and family in the purchase decision.

Shen (2012) identifies three types of social shopping: 1) social shopping websites (e.g., Kabookle.com and ShopStyle.com), applications embedded into SNS (e.g., F-commerce), and mobile applications that support m-commerce (e.g., Bluetooth). Shopping is a social act, and SNS facilitate consumers' desires to share shopping experiences. SNS provides the entertainment value of shopping and can make the purchasing process easier and more enjoyable. SNS enable customers to interact with other consumers and retailer customer experts for advice and assistance throughout the purchase cycle, which can lead to increased revenue and customer lifetime value.

#### F-Commerce

F-commerce is the use of Facebook to conduct commerce or to drive traffic to retailers' websites (Venezia, 2012). There are four types of F-Commerce. First, on-site selling is facilitated via the Like button on Facebook. The second type is initiated selling through storefronts within Facebook that link users to retailers' websites. Completing transactions through Facebook without the need to leave the SNS is the third type of F-commerce. Finally, F-commerce is conducted using Facebook applications that are displayed within a Facebook page. In spite of its growth, marketers believe that F-commerce is still in its infancy.

#### P-Commerce

P-Commerce describes selling that takes place within the Pinterest SNS, although transactions have not yet been enabled (Idvik, 2013). Currently, retailers are testing Pinterest to determine if users can be converted to customers.

Lewis (2012) indicates that 59% of Pinterest users purchase an item seen on the SNS, compared to only 33% of purchases stemming from Facebook's news feeds or friends wall (Lewis, 2012). Pinterest users are more likely than Facebook users to use the SNS to gain inspiration for future purchases, keep up with the latest trends and preferred items, associate with brands and retailers, and seek special offers for items they wish to purchase (Bizrate Insights, 2012). A recent study published in the Harvard Business Review (Sevitt & Samuel, 2013) reported that 21% of Pinterest users purchased the products they liked or pinned onto their own boards, and 80% of those purchases were made within three weeks. The visual appeal of Pinterest is a showcase for products that leads to social sales conversion. Although one of the newest SNS, Pinterest is recognized by retailers as being relevant, and many include this SNS in marketing strategies.

### Purpose

The purpose of this study was to examine the determinants and impacts of Pinterest consumer experiences, specifically this study examined the impacts of retailer reputation, trust, perceived ease of use, and perceived usefulness, on Pinterest consumer experiences on retailer SNS. Secondary purposes were to identify the impacts of Pinterest consumer experiences on consumer satisfaction, behavioral intention, and online retailer relationship.

### Conceptual Framework

The framework for this study draws on the technology acceptance model (Davis, 1989) and Morgan-Thomas and Veloutsou's (2013) integrative model of online brand experiences, which is derived from the concept of consumer experiences developed by



Arnold, Reynolds, Ponder, and Lueg (2005). See Figure 1. Social consumer experiences involve multidimensional cognitive and affective states that are unique to each consumer (Gentile, Spiller, & Noci, 2007) and are predicated upon consumers' acceptance of technology. The structure of the model is a holistic response to multidimensional cognitive and affective stimuli within the digital environment (Gentile et al., 2007). The following constructs comprise the research model for this study: 1) Retailer reputation, 2) perceived ease of use, 3) trust 4) perceived usefulness, 5) Pinterest consumer experiences, 6) satisfaction, 7) behavioral intention, and 8) online retailer relationships.

The technology acceptance model postulates that attitudes one holds about technology influence the adoption and use of that particular technology (Davis, 1989), for example, using a retailer social networking site.

Consumers are more likely to engage with retailers in social media if they perceive the website as easy to use, as well as useful. Retailer reputation can influence consumers' perception of perceived usefulness of the technology (Venkatesh 2009; Davis, 1989), which in turn can determine consumers' use of technology (Davis, 1989). Consumers also rely on the reputation of the retailer in the decision to engage with retailers on social media (Jin, Park, & Kim, 2005). In fact, retailer reputation is even more important in digital environments where fewer cues (e.g., location, physical store) are available compared to offline stores. Familiarity (Ha & Parks, 2005) and positive perceptions of the retailer also can inspire consumer trust (Eastlick, Lotz, & Warrington, 2006). Social consumer experiences occur in marketplaces where consumers can discover new products and services, share ideas, solve problems, and serve as advocates for the

retailers, brands, and products they prefer. ("Online Community",2014). Through social consumer experiences, retailers can capture that emotional link to consumers, which in turn can lead to satisfaction and loyalty (Kollmann & Suckow, 2008). Consumers that are satisfied with the social consumer experience tend to trust the retailer. Relationships that are built upon trust are difficult for competitors to replicate; thus, giving the retailer a competitive advantage.

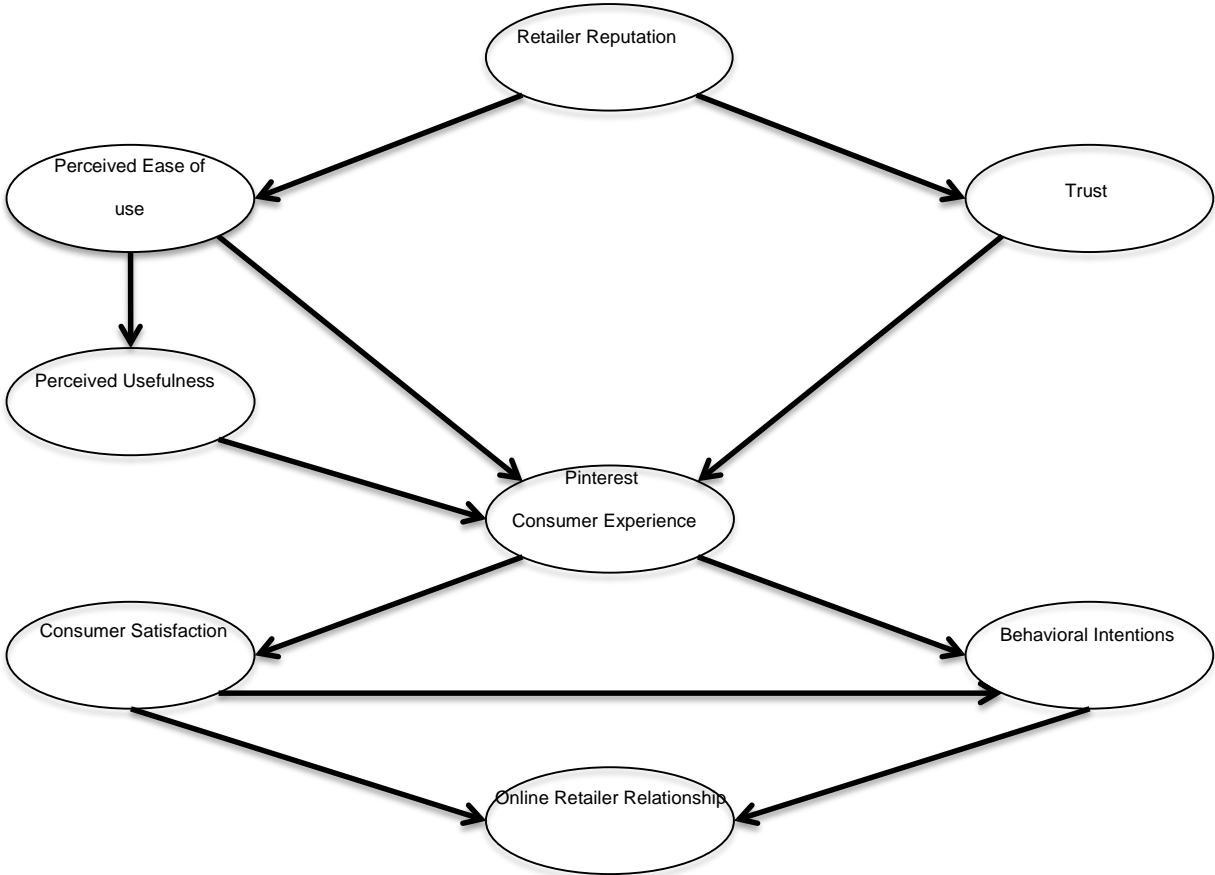


Figure 1. Research Model

Source: Adapted from Morgan-Thomas & Veloutsou, 2013

## Retailer Reputation

Reputation forms over time and can be the result of consumers' collective experiences with the retailer, including products, interactions with personnel in traditional store formats, and advertising (Veloustsou & Moutinho, 2009). It is important to note the distinct differences between brand reputation and retailer reputation. Brand reputation is directly related to product, while retailer reputation is the cumulative responses to multiple influences (Purohit & Srivastava, 2001). Retailer reputation can lead to greater spending by consumers, a higher number of consumer advocates for the retailer, and increased retailer patronage and loyalty.

Researchers (Tang, Gu & Whinston, 2012) suggest that retail performance and reputation motivate consumers to contribute social media content. Reputation is perception based, aggregated and comparative, and can lead to social rewards, such as approval, status, and respect. However, reputation alone may not be sufficient to motivate content contribution.

Retail reputation has an impact in marketplaces, for example, eBay sellers with higher feedback scores were able to elicit higher bid prices from buyers (Luo & Chung, 2010). Retailers can build reputation through services, products, delivery, word-of-mouth and branding. Casalo, Flavian, and Guinaliu, (2007) reported a significant effect of trust and satisfaction on commitment and a positive effect of perceived reputation and satisfaction on trust (Casalo, Flavian, & Guinaliu, 2007). These findings give credence to the proposition that trust is both a determinant and an outcome of consumer experiences.

Based on the previous literature we posit the following hypotheses:

H1<sub>a</sub>: Retailer reputation is related positively to consumers' trust

H1<sub>b</sub>: Retailer reputation is related positively to perceived ease of use.

### Trust

Trust is defined as a psychological state comprised of intention to accept vulnerability, based upon positive expectations of intentions or behaviors of others (Rousseau, 1998). Online trust includes consumer perceptions of how the site will deliver on expectations, believability of a site's information, and confidence the site commands (Bart, Shankar, Sultan & Urban, 2005).

Hoffman, Novak and Peralta (1999) indicate that consumers are reticent to trust a website provider enough to convey personal information. A lack of trust can indicate concern that information will be sold to an outside party. However, earned trust can lead to relationships with consumers and establish retailers' credibility. Retailers can earn trust through cooperative interaction (Hoffman, Novak & Peralta, 1999) and by demonstrating honesty and transparency with digital consumers (Xia, 2013).

Consumers perceive retailers that accept criticism and admit shortcomings as more sincere compared to retailers that are defensive. This type of vulnerability can be a sign of strength and can lead to consumer trust. Online communities, such as SNS, can engender trust among consumers and, ultimately, lead to advocacy for the retailers ("Social Support with online communities", 2012).

Toufaily, Souiden and Ladhari (2013) reported that a social presence enhances consumer trust for pure-play retailers, but has less impact for retailers operating in the digital and physical environments (Toufaily, Souiden & Ladhari, 2013). Digital retailers' perceived ethics significantly affect consumers' trust and attitudes toward retailers' websites, revisit intentions and purchase intention (Limbu, Wolf & Lunsford, 2012).

Casalo et al. (2007) propose three dimensions of trust in online relationships: Honesty, benevolence and competence. Due to the perceived high risk associated with the Internet, trust is one of the most important elements for consumers to establish relationships with digital retailers. Commitment and trust are two variables that are important to achieve long-term relationships between digital retailers and consumers. Importantly, consumers do not trust the website of a retailer that is not perceived as trustworthy (Casalo et al., 2007).

Trust from an online standpoint is becoming progressively popular. Urban, Amyx & Lorenzon (2009) examined online trust and discovered that online trust is covering beyond privacy and security (Urban et al., 2009). Thus online trust is associated closely to website design (Urban et al., 2009). It was also proposed that online trust is more strategic as well as going global (Urban et al., 2009).

Wong and Sohal (2002) examined trust and commitment on two different levels of the relationship. The different levels that were observed at the salesperson level and the store level. Wong and Sohal (2002) stated that trust is an exchange between partners, which in return is important to the strength of marketing relationships (Wong & Sohal, 2012). Trust is a building block to relationships (Wong & Sohal, 2012). Wong and Sohal (2002) found that it is important for the customer to have a high level of trust with the salesperson to have a better quality of relationship, which impacts the level of relationship quality (Wong & Sohal, 2012).

Alam and Yasin (2010) found that brand reputation and online brand trust have a significant and positive relationship. Fisher (2012) confirmed the relationship is essential in a business context for commercial transactions.

Based on the previous literature we tested the following hypothesis:

H4: Trust is related positively to Pinterest consumer experiences.

#### Technology Acceptance Model (TAM)

The technology acceptance model postulates that perceived ease of use and perceived usefulness are the basis of acceptance of technology (Davis, 1989).

Technology acceptance is critical in social media. Higher perceived ease use can lead to higher perceived usefulness and more intensity in social media users (AL-Rahmi & Othman 2013; Lane & Coleman, 2012).

#### Perceived Ease of Use

Perceived ease of use refers to the belief that technology will be free of effort (Davis, 1989). When technology is perceived as being easy to use, consumers are motivated to engage in digital environments. As businesses increasingly use social media (e.g., Facebook, Twitter, and Pinterest) platforms for consumer communication and transactional purposes, ease of use is even more crucial. Social media platforms that are easy to use and are more enjoyable for consumers can lead to favorable attitudes towards the platform and toward retailers (Suki, Ramayah & Ly, 2012).

Perceived ease of use affects consumers' intention to purchase, especially for short-term transactions in the context of online shopping (Shen & Chiou, 2010). As technology advances, transactional activities are moving to include smart phone, laptops, and tablets, which must be perceived as easy to use.

Based on the previous literature we tested the following hypotheses:

H2: Perceived ease of use is related positively to perceived usefulness.

H3: Perceived ease of use is related positively to Pinterest consumer experiences.

## Perceived Usefulness

Perceived usefulness is the extent to which users believe technology will help facilitate task completion (Davis, 1989). Researchers (Koufaris, 2002; Morgan-Thomas and Veloutsou, 2013) indicate that perceived ease of use has a direct, positive effect on perceived usefulness, and perceived usefulness has a direct, positive effect on the online brand experience. Suki, et al. (2012) suggest perceived usefulness positively impacts acceptance of innovative technology, specifically Facebook. The researchers found that females and younger users perceived Facebook as more useful than did their male counterparts. In a study related to instant messaging (Anandarajan, Zama, Dai & Arinze, 2010), perceived ease of use positively affected content richness.

Based on the previous literature we proposed the following hypothesis

H5: Perceived usefulness is related positively to Pinterest consumer experiences.

## Pinterest Consumer Experience

Pine and Gilmore (1999)'s seminal work on the experience economy argued that technology was empowering consumer experiences, underscoring the need for differentiation and competitive advantage. Consumer experiences are a combination of emotional and cognitive reactions to products, services, and business. Technology facilitates digital consumer experiences, many of which occur on social networking sites (SNS), which we have identified as Social Consumer Experiences (SCE). However, Morgan-Thomas and Veloutsou (2013) argue retailers must understand and create conditions that result in positive experiences for consumers. Positive experiences are dependent upon the ease of use and usefulness of the technology that facilitates social consumer experiences (Davis, 1989).

Digital consumers interact with retailers to seek information and to be part of the retail community (Morgan-Thomas & Veloutsou, 2013). Consumers may value information provided by other consumers on the SNS more than they do that of retailers. Retailers are using a variety of SNS to create social consumer experiences, including Facebook, Twitter, and Pinterest. The social consumer experience can be either an accidental or intentional encounter on the part of consumers.

Based on the previous literature we tested the following hypotheses:

H6<sub>a</sub>: Pinterest consumer experience is related positively to consumer satisfaction.

H6<sub>b</sub>: Pinterest consumer experience is related positively to behavioral intention.

### Consumer Satisfaction

Behavioral intentions and satisfaction have a direct positive effect on online brand relationships (Morgan-Thomas & Veloustou, 2013). Huang (2011) examined the effect of interactive and social features on users' online experiences and their purchase intention from a SNS. Features that enhance consumers' cognitive and affective involvement on SNS influence intention to purchase, but the most significant determinant is affective involvement (Huang, 2011). Consumers' attitudes toward a blog can have a positive impact on users' intention to purchase products and brands that are discussed in the blog (Bouhle, Mzoughi, Ghachem, & Negra, 2010). Attitude toward a blog is determined through credibility, perceived ease of use and perceived usefulness. The cognitive dimension of attitude has a positive impact on bloggers' intention to purchase, but the affective dimension of attitude had a negative effect on purchase intention.

Evidence of the direct relationship between customer satisfaction and behavioral



intention is widespread. Researchers report a relationship between customer satisfaction and behavioral intention in a variety of environments including gaming, (Lam, Chan, Fong & Lo, 2001), higher education (Davdo, Petrovicova, Cuzovic & Rajic, 2012), online, (Luo, Ba & Zhang, 2012), banking (Mandal & Bhattacharya, 2013).

Based on the literature we proposed the following hypotheses:

H7: Consumer satisfaction is related positively to behavioral intentions.

H8a: Consumer satisfaction is related positively to online retailer relationships.

#### Behavioral Intention

Given the growing retailer interest in connecting with consumers using SNS and the growing influence of Pinterest, this study will examine the impact of consumer satisfaction with Pinterest consumer experience on behavioral intention.

Based on the literature we proposed the following hypothesis:

H8b: Behavioral intentions is related positively to online retailer relationship

#### Online Retailer Relationship

Retailers that engage with consumers through the Pinterest consumer experience can increase their understanding of consumers through effective communication. Veloutsou (2007) suggests that emotional connections and communication are essential for retailers endeavoring to establish relationships with consumers. Furthermore, retailer-consumer relations may be hierarchal in nature, which suggests that a relationship may begin with a dialog that precedes a positive social consumer experience, such as Pinterest, at which point, consumers may form a deeper relationship with the retailer. The higher level of relationship can result in more active involvement with the retailer (Veloustou, 2007). Consumers that have successful

relationships with retailers also tend to report more positive consumer experiences (O’Laughli, Szmigin, & Turnbull, 2004). Therefore, it is important for academicians and practitioners to identify the determinants and impacts of social consumer experiences on satisfaction, behavioral intention, and retailer relationship.

Based on the previous literature we posit the following hypotheses:

H6b: Pinterest consumer experiences is related positively to behavioral intentions.

H8b: Behavioral intentions is related positively to online retailer relationship

### Problem Statement and Hypotheses

The purpose of this study was to examine the determinants and impacts of Pinterest consumer experiences, specifically this study examined the impacts of retailer reputation, trust, perceived ease of use, perceived usefulness, on Pinterest consumer experiences on retailer SNS. Secondary purposes were to identify the impacts of Pinterest consumer experiences on consumer satisfaction, behavioral intention, and online retailer relationship

Based upon an examination of the relevant literature, the following hypotheses were tested:

**H1a:** Retailer reputation is related positively to consumers’ trust.

**H1b:** Retailer reputation is related positively to perceived ease of use.

**H2:** Perceived ease of use is related positively to perceived usefulness.

**H3:** Perceived ease of use is related positively to Pinterest consumer experiences.

**H4:** Trust is related positively to Pinterest consumer experiences

**H5:** Perceived usefulness is related positively to Pinterest consumer experience.

**H6a:** Pinterest consumer experiences is related positively to consumer satisfaction.

**H6b:** Pinterest consumer experiences is related positively to behavioral intentions.

**H7:** Consumer satisfaction is related positively to behavioral intentions.

**H8a:** Consumer satisfaction is related positively to online retailer relationships.

**H8b:** Behavioral intentions is related positively to online retailer relationship.

CHAPTER 3  
METHODOLOGY  
Research Design

This chapter describes the methodology in terms of sample characteristics and data collection procedures, followed by the problem statement, hypotheses, instrument development, preliminary tests and discussion of the pilot test.

Sample and Data Collection

Institutional Review Board approval for the protection of human subjects was attained prior to data collection. Surveys ( $n=641$ ) were accessed by a consumer panel recruited by a commercial agency. Participants ( $n=300$ ) that self-identified as Pinterest users that connect with retailers' Pinterest pages and identified a specific Pinterest apparel retailer with whom they connected were invited to continue in the study through Amazon Mechanical Turk (MTurk). Survey data were extracted, and SPSS (Statistical Package for Social Sciences (SPSS) version 22 for Mac operating systems was employed for statistical analysis that included descriptive statistics, and multiple regression analysis.

Problem Statement and Hypotheses

The of this study was to examine the determinants and impacts of Pinterest consumer experiences, specifically this study examined the impacts of retailer reputation, trust, perceived ease of use, perceived usefulness, on Pinterest consumer experiences on retailer social networking site. Secondary purposes were to identify the impacts of Pinterest consumer experiences on consumer satisfaction, behavioral intention, and online retailer relationship.

Based upon an examination of the relevant literature, the following hypotheses were tested:

**H1a:** Retailer reputation is related positively to consumers' trust.

**H1b:** Retailer reputation is related positively to perceived ease of use.

**H2:** Perceived ease of use is related positively to perceived usefulness.

**H3:** Perceived ease of use is related positively to Pinterest consumer experiences.

**H4:** Trust is related positively to Pinterest consumer experiences

**H5:** Perceived usefulness is related positively to Pinterest consumer experience.

**H6a:** Pinterest consumer experience is related positively to consumer satisfaction.

**H6b:** Pinterest consumer experience is related positively to behavioral intentions.

**H7:** Consumer satisfaction is related positively to behavioral intentions.

**H8a:** Consumer satisfaction is related positively to online retailer relationships.

**H8b:** Behavioral intentions is related positively to online retailer relationship.

#### Instrument Development

The self-administered instrument was developed drawing from existing the measurement scales. Based on the literature review, constructs of this study included retailer reputation, trust, perceived ease of use, perceived usefulness, Pinterest consumer experience, satisfaction, behavioral intention, and online retailer relationship. Four-item scales were used to measure retailer reputation, trust, perceived ease of use, perceived usefulness, and satisfaction (Morgan-Thomas & Veloutsou, 2013). Pinterest consumer experience was measured with a 5-item scale (Morgan-Thomas & Veloutsou, 2013, and Bart et al's (2005) four-item scale was used to measure behavioral intention. Finally, a 9-item scale measured online retailer relationship (Veloutsou, 2007). Six-point

Likert-type scales anchored by 1 = definitely disagree to 6 = definitely agree were used to measure constructs. Six-point scales are designed to remove the neutral zone (Dolnicar, Grun, Leisch, & Rossiter, 2011; Rossiter, 2002). Demographic characteristics of gender, age, household income, education, and Pinterest usage also were elicited.

The online self-administered instrument included screening items to help ensure participants were consumers that connected with an apparel retailer on Pinterest. The screening questions were “Do you use Pinterest?” and “Do you connect with apparel retailers on Pinterest?” Participants that responded negatively to either item received the following message: “We thank you for your time spent taking this survey. Your response has been recorded.” Participants that continued in the study were asked to base their responses to a specific apparel retailer. Records of participants that did not identify a single Pinterest apparel retailer were eliminate from data analysis.

### Data Analysis

Data analyses used in the study included frequencies to describe the sample, Cronbach’s alpha to determine reliability and Principal Components factor analysis with Varimax rotation to identify any underlying dimensions of the constructs. Multiple regression analysis was used to test the hypotheses. Survey data were extracted, and SPSS (Statistical Package for Social Sciences (SPSS) version 22 for Mac operating systems was employed for statistical analysis that included descriptive statistics, factor analysis, and multiple regression analysis

### Construct Validity and Reliability

To test variable internal validity and construct reliability, a pilot study was conducted to test the online brand experience model (Morgan-Thomas & Veloutsou,

2013) in the context of retail Facebook pages. The convenience sample ( $n = 374$ ) completed online or offline instruments. Of the completed instruments, 213 were deemed usable for data analysis. The reliability of each construct was tested in the preliminary test by measuring the Cronbach's alpha of each scale, which ranged from .80 to .88. Modifications to measurement scales was deemed unnecessary.

#### Assumptions

Information provided by participants was assumed to be accurate. It is possible that participants could report what they believed should have been accomplished. The participants could be embarrassed at their lack of experience and as a result inflate the results.

## CHAPTER 4

### RESULTS

A quantitative approach was used for this research. The purpose of the study was to identify the determinants of Pinterest consumer experiences, specifically, retailer reputation, trust, perceived ease of use, and perceived usefulness. A secondary purpose was to determine the impacts of Pinterest consumer experiences on consumer satisfaction, behavioral intention, and online retailer relationship.

#### Sample and Data Collection

Surveys ( $n=641$ ) were accessed by a consumer panel recruited by a commercial agency. Screening questions helped to identify participants that connected with a specific apparel retailer on Pinterest. Those participants ( $n=300$ ) continued in the study using Amazon Mechanical Turk (MTurk). There are advantages of using Amazon Mechanical Turk for data collection. First, MTurk allows behavioral researchers easy access to a diverse pool of participants at a lower cost (Mason & Suri, 2012). Second, MTurk also offers a distinctive pool of participants that remain fairly constant over time, and participants are willing to complete the instruments for reasonable cost (Mason & Suri, 2012). An online instrument was developed using Qualtrics software to measure the constructs. Demographic characteristics and Pinterest usage also were elicited to develop a profile of participants

More than half (52.8%) of participants were female. Almost half of participants (49.8%) were aged 25-34 years, followed by those aged 18-24 years (35.8%), 35-44 years (10.7%), 45-54 years (2.3%), while participants aged 55 and older were the least represented group (1.0%). The highest percentage (45.8%) of participants reported



household incomes of \$25,000-\$43,999, followed by those in the \$44,000-\$64,999 income range (22.7%), above \$85,000 (14.7%), and \$65,000-\$84,999 (10.0%). Only 6.7% of participants reported a household income of \$24,999 or less. Over half of participants reported education beyond high school. Participants with bachelor's degrees comprised the highest percentage (39.1%), followed by those with some college (33.4%), high school graduate (10.7%), graduate/ professional degree (8.4%), and associates/technical degree (7.7%). Less than 1% indicated less than a high school education. See Table 3.

### Pinterest Usage

Most participants reported using multiple devices to engage with retailer social networking sites. The highest percentage of participants (67.9%) use laptops to engage with retailer social networking sites, followed by smart phones (63.3%), personal computers (48.3%), and tablets (25.7%). The highest percentage of participants (41.1%) reported using Pinterest several times a week, followed by several times a month (25.8%), daily (18.4%), once every few months (8.4%), and several times a day (6.4%). The highest percentage of participants (40.8%) reported using Pinterest to connect with retailers several times a month, followed by several times a week (29.8%), once every few months (21.4%), daily (7.0%), and several times a day (1.0%). The majority (70.9%) of participants reported using retailer social networking site to obtain promotions or other special offers.

Participants indicated they discovered products through Pinterest search (52.0%), friends' Pinterest boards or streams, (27.7%), Google search (26.3%), retailers' Pinterest boards (25.0%), strangers' Pinterest boards or streams (23.7%), and

other social networks (10.7%). The majority (69.2%) of participants indicated they had considered purchasing an item prior to pinning it. Of participants that pinned an item, most (58.9%) indicated that pinning an item influenced their purchase decision; while (21.7%) of participants indicated that pinning an item did not influence their purchase decision, and (19.4%) were greatly influenced by pinning the item.

When asked to indicate the ways Pinterest influenced their purchase decisions, participants indicated that Pinterest facilitated discovery of an item (44.7%), served as a reminder to purchase the item (44.0%), provided additional information (40.7%), indicated where the product was available (30.7%), offered special pricing (27.0%), showed pins by friends or respected people (17.7%), made coupons available (9.3%), not sure (3.0%), and other (2.0%). The highest percentage of participants (38.5%) indicated they purchased the pinned product within 1 to 3 weeks, more than 24 hours, but less than a week (35.5%), less than 24 hours (14.0%), 4-8 weeks, (7.7%), and more than 8 weeks (4.3%). See Table 4.

### Statistical Analysis

Data analysis included frequency distribution, descriptive statistics, factor analysis, and multiple regression analysis, using Statistical Package for Social Sciences (SPSS) version 22.

### Reliability Testing

Cronbach's alpha was used to determine the internal reliability of the measurement scales, which were within the acceptable range from .65 to .86. Cronbach's alpha for scales were retailer reputation ( $\alpha = .74$ ), trust ( $\alpha = .65$ ), perceive ease of use ( $\alpha = .72$ ), perceived usefulness ( $\alpha = .86$ ), Pinterest consumer experience ( $\alpha$

=.82), satisfaction ( $\alpha = .84$ ), behavioral intentions ( $\alpha = .72$ ), and online retailer relationship ( $\alpha = .80$ ).

Four items were reversed coded. In the trust scale, “This retailer's Pinterest page is not very secure”; perceived ease of use, “It is difficult to find information I want on this retailer’s Pinterest page”; behavioral intention, “It is unlikely I will use this retailer's Pinterest page in the future”; and online retailer relationship, “If emails about this retailer’s Pinterest page are sent to me, I get annoyed.”

### Factor Analysis

The multi-items scales were subjected to factor analysis with varimax rotation to identify underlying dimensions. Results revealed no discernable factors that could be used to test the hypotheses. One reason that discernable factors could not be identified may be that the demographic profile of the sample was different from that of participants in this study. In Morgan-Thomas and Veloutsou (2013) study, participants in the United Kingdom responded to scale items in the context of online search engines, and the instrument was conducted offline rather than online (Morgan-Thomas & Veloutsou, 2013). The majority of the participants in that study were female compared to a more balanced gender split in this study. Data for the Bart et. al, (2005) study were collected in the context website categories using an online consumer panel (Bart et. al, 2005). Veloutsou (2007) examined three product categories personal care, cosmetics and clothes. Participants were in Glasgow, Scotland and were randomly selected from marketplaces and a nearby university campus. Participants ranged from 21 to 25 years old, and the majority had completed a high school education. This study examined retailer Pinterest consumer experiences, which is a website embedded within a website,

and participants may have responded to some items relative to the Pinterest website and to other items relative to the retailer Pinterest consumer experience. To compute variables to test the hypotheses, scale items for each variable were summed and the average determined. The resulting variables were used in regression analyses to test the hypotheses.

Retailer reputation consisted of items such as, “This retailer is reputable” and “This Pinterest site is well known”. The trust variable included items such as, “This Pinterest page is genuinely committed to my satisfaction,” and “This retailer’s Pinterest page appears to be more trustworthy than other retailer’s social networking sites”. Perceived ease of use was measured by statements such as, “It is easy for me to use this retailer’s Pinterest page” and “I feel confident about using the retailer’s Pinterest page, while statements such as, “This retailer’s Pinterest page provides speedy answers to my questions and “This retailer’s Pinterest page is effective in helping me find the most relevant information” measured perceived usefulness”. Items included in the Pinterest consumer experience variable consisted of “This retailer’s Pinterest page is always up-to-date, “The layout of this retailer’s Pinterest page is appealing”, and “This retailer’s Pinterest page is personalized to my needs”.

Outcomes of the Pinterest consumer experience variable were satisfaction, behavioral intention and online retailer reputation. Satisfaction was measured by “This Pinterest site provides the results I want”, “I am happy about my decision to use this retailer’s Pinterest page”, “This Pinterest site entirely fulfills my needs”, and “This retailer’s Pinterest page meets my expectations”. Behavioral intentions including statements such as, “I would strongly recommend this Pinterest site to others”, and I

would bookmark this Pinterest site”. Items that measured online retailer relationship included, “I believe using this retailer's Pinterest page is in my best interest” and “I am interested in information about this retailer’s Pinterest page”.

## Hypotheses Testing

### Regression Analysis

Regression analysis using the enter method, was conducted to test the hypotheses. Multiple regression was used when more than one independent variable was used with one dependent variable. Linear regression analysis was used when one independent variable was used with one dependent variable. For testing H1a, retailer reputation was the independent variable, and trust was the dependent variable. The equation was significant ( $F = 162.081$   $p < .001$ ) and explained approximately 60% of trust ( $R^2 = .36$ ). Retailer reputation was a significant determinant of trust ( $\beta = .60$ ,  $p < .001$ ). Thus H1a was supported

For testing H1b, retailer reputation was the independent variable, and perceived ease of use was the dependent variable. The equation was significant ( $F = 157.88$   $p < .001$ ) and explained approximately 59% of perceived ease of use ( $R^2 = .35$ ). Retailer reputation was a significant determinant of perceived ease of use ( $\beta = .59$ ,  $p < .001$ ). Thus H1b was supported

For testing H2, perceived ease of use was the independent variable, and perceived usefulness was the dependent variable. The equation was significant ( $F = 314.90$   $p < .001$ ) and explained approximately 74% of perceived usefulness ( $R^2 = .54$ ). perceived ease of use was a significant determinant of perceived usefulness ( $\beta = .74$ ,  $p < .001$ ). Thus H2 was supported.

To test H3 to H5, perceived ease of use, trust, and perceived usefulness were used as the independent variables, and Pinterest consumer experiences was used as the dependent variable. The equation was significant ( $F = 283.96, p < .001$ ) and explained 70%, 14%, and 8% of Pinterest consumer experiences. Perceived usefulness was the most significant determinant of Pinterest consumer experiences ( $\beta = .70, p < .01$ ) followed by perceived ease of use ( $\beta = .14, p < .05$ ), and trust ( $\beta = .08, p < .001$ ). Thus, H3 to H5 were supported.

For testing H6a, Pinterest consumer experiences was the independent variable, and consumer satisfaction was the dependent variable. The equation was significant ( $F = 603.81, p < .001$ ) and explained approximately 83% of consumer satisfaction ( $R^2 = .68$ ). Pinterest consumer experiences was a significant determinant of consumer satisfaction ( $\beta = .83, p < .001$ ). Thus H6a was supported

For testing H6b, Pinterest consumer experiences was the independent variable, and behavioral intentions was the dependent variable. The equation was significant ( $F = 221.91, p < .001$ ) and explained approximately 66% of behavioral intentions ( $R^2 = .43$ ). Pinterest consumer experiences was a significant determinant of behavioral intentions ( $\beta = .66, p < .001$ ). Thus h6 was supported

For testing H7, consumer satisfaction was the independent variable, and behavioral intentions was the dependent variable. The equation was significant ( $F = 295.97, p < .001$ ) and explained approximately 72% of behavioral intentions ( $R^2 = .51$ ). Consumer satisfaction was a significant determinant of behavioral intentions ( $\beta = .72, p < .001$ ). Thus H7 was supported.

To test H8a and H8b, consumer satisfaction and behavioral intentions were the

independent variables and online retailer relationship was used as the dependent variable. The equation was significant ( $F = 189.31, p < .001$ ) and explained 56%, and 25% of online retailer relationship. Consumer satisfaction was the most significant determinant of online retailer relationship ( $\beta = .56, p < .001$ ) followed by behavioral intentions of use ( $\beta = .25, p < .001$ ). Thus, H8a to H8b were supported.

**H1a:** Retailer reputation is related positively to consumers' trust. Trust was the dependent variable and retailer reputation was the independent variable tested. Hypothesis H1a was supported as the regression analysis found to be significant ( $\beta .60 p < .001$ ).

**H1b:** Retailer reputation is related positively to perceived ease of use. Perceived ease of use was the dependent variable and retailer reputation was the independent variable tested. Hypothesis H1B was supported as the regression analysis found to be significant ( $\beta .59 p < .001$ )

**H2:** Perceived ease of use is related positively to perceived usefulness. Perceived usefulness was the dependent variable and perceived ease of use was the independent variable tested. Hypothesis H2 was supported as the regression analysis found to be significant ( $\beta .73 p < .001$ )

**H3:** Perceived ease of use is related positively to Pinterest consumer experiences. Pinterest consumer experiences was the dependent variable and perceived ease of use was the independent variable tested. Hypothesis H3 was supported as the regression analysis found to be significant ( $\beta .14 p < .01$ )

**H4:** Trust is related positively to Pinterest consumer experiences. Pinterest consumer experiences was the dependent variable and trust was the independent

variable tested. Hypothesis H4 was supported as the regression analysis found to be significant ( $\beta .08 p < .05$ )

**H5:** Perceived usefulness is related positively to Pinterest consumer experience. Pinterest consumer experiences was the dependent variable and perceived usefulness was the independent variable tested. Hypothesis H5 was supported as the regression analysis found to be significant ( $\beta .70 p < .001$ )

**H6a:** Pinterest consumer experiences is related positively to consumer satisfaction. Pinterest consumer experiences was the dependent variable and consumer satisfaction was the independent variable tested. Hypothesis H6a was supported as the regression analysis found to be significant ( $\beta .83 p < .001$ )

**H6b:** Pinterest consumer experiences is related positively to behavioral intentions. Behavioral intentions the dependent variable and consumer Pinterest consumer experiences was the independent variable tested. Hypothesis H6a was supported as the regression analysis found to be significant ( $\beta .66 p < .001$ )

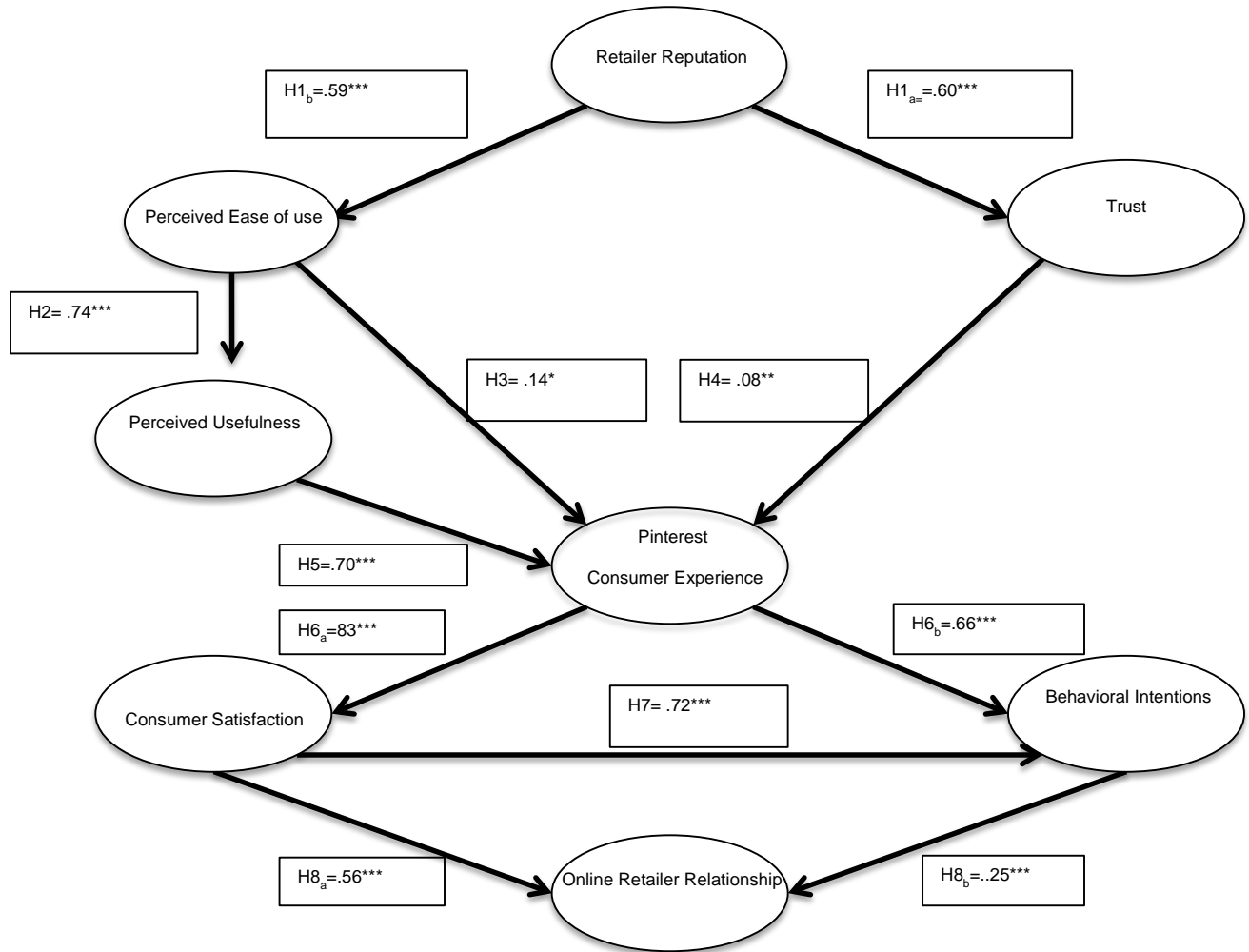
**H7:** Consumer satisfaction is related positively to behavioral intentions. Consumer satisfaction the dependent variable and behavioral intentions was the independent variable tested. Hypothesis H7 was supported as the regression analysis found to be significant ( $\beta .71 p < .001$ )

**H8a:** Consumer satisfaction is related positively to online retailer relationships. Online retailer relationship the dependent variable and consumer satisfaction was the independent variable tested. Hypothesis H8 a was supported as the regression analysis found to be significant ( $\beta .57 p < .001$ )

**H8b:** Behavioral intentions is related positively to online retailer relationship.



Online retailer relationship the dependent variable and behavioral intention was the independent variable tested. Hypothesis H8 was supported as the regression analysis found to be significant ( $\beta .25 p < .001$ )



\* $p < .05$ , \*\*  $p < .01$ , \*\*\*  $p < .001$

Figure 2. Relationships supported by empirical study.

## CHAPTER 5

### DISSCUSSION, IMPLICATIONS, LIMITATIONS, AND FUTURE RESEARCH

#### Discussion and Implications

The purpose of the study was to identify the determinants of Pinterest consumer experiences, specifically, retailer reputation, trust, perceived ease of use, and perceived usefulness. A secondary purpose was to determine the impacts of Pinterest consumer experiences on consumer satisfaction, behavioral intention, and online retailer relationship.

Demographic characteristics of the sample indicated that only 52.8% of the sample was female, while 47.2% were male. This finding was surprising and contrasts with a Pew Research Center study that reported only 8% of online males use Pinterest (Duggan & Smith, 2013). However, 10 of the 45 top Pinterest users are men, and they follow design, architecture, travel and fashion (Buck, 2012), in addition to Jeep Wranglers and fancy pocket knives (Brown, 2014). Male participants identified apparel specialty retailers as the focus for their responses, including many online only retailers. Attracting male consumers could greatly expand the revenue potential for this important market, and retailers may be well served to develop strategies for this segment of Pinterest users.

More than 85% of participants were in the 18-24 (35.8%) and 25-34 (49.8%) age groups. Nielsen refers to the 18-34 year age group as Generation C (i.e., Generation Connected) because they are the most digitally connected group of consumers (Fox, 2012). Over 68% of participants reported household incomes in the range of \$25,000-\$43,999 (45.8%) and \$44,000-\$64,999 (22.7%). Almost half (47.5%) had completed a

bachelor's degree (39.1%) or a graduate degree (8.4%). The demographic profile of Pinterest users in this study suggests that this young group of consumers is well positioned for increasing levels of discretionary income.

Participants in the study based their responses on apparel retailer Pinterest sites, such as Nordstrom, Nike, American Eagle, Forever 21, Gap, Old Navy, and Urban Outfitters. However, others based responses on pure play retailers, i.e., online only retailers, including etsy.com, Jane.com, overstock.com and Zulily.com. Importantly, participants identified apparel retailers that varied in price point and retail format.

Participants use a variety of devices to access retailer Pinterest social networking site. In this study consumers reported using laptops more than smart phones or tablets, but the situation is dynamic and should be monitored by retailers. The ubiquity of these devices is both a challenge and an opportunity for retailers, and retailers must ensure that their Pinterest SNS are compatible across devices to deliverable positive consumer experiences.

Results of this study suggest that reputation is positively related to trust and to perceived ease of use. Retailers that have established a high level of brand equity may expect to benefit from consumers that trust the retailer Pinterest site and assume it will be easy to use. As in many other studies, perceived ease of use is positively related to perceived usefulness, and this study extends the context in which this theory can be applied. It is critical that retailers develop Pinterest sites that are easy for consumers to use. This means information must be easy to access and that the pathway to complete transactions is clear and seamless. The findings in this study support Morgan-Thomas and Veloutsou (2013) research that positive online consumer experiences are

dependent upon each of use and usefulness of the technology that facilitate the experience.

Pinterest is a discovery tool that consumers use to search for ideas, find information, and to discover products. In spite of their importance, online consumer experiences receive a good or excellent rating by only 35% of consumers according to a 2012 Forrester's Consumer Experience Index (Paul, 2013). In addition to being easy to use and useful, retailers should create personalized experiences that are consistent and that can be sustained over time.

The strength of the significant positive impacts of Pinterest consumer experience on satisfaction and behavioral intention may indicate that retailers that create enjoyable Pinterest consumer experiences may motivate consumers to seek information and products provided by the retailer, not only on the retailer's Pinterest site, but in other venues as well. More than 70% of participants in this study visited retailer Pinterest sites seeking special pricing or coupons. In today's Omni-channel environment, SNS enable consumers to discover and share promotions. Knowing that special promotions are available may motivate consumers to make the retailer's Pinterest site their first search.

Strong relationships in this study also were identified among consumer satisfaction, behavioral intention and online retailer relationship, which extend Morgan-Thomas and Veloustou's (2013) work.

The findings of this study contribute to the literature by extending the understanding of consumers that are active in social networking sties, specifically with apparel retailers' Pinterest sites. Pinterest consumer experience is a relatively new

concept, and related research is in its infancy. Thus, this study contributes to the literature by identifying determinants of the Pinterest consumer experience. This study also contributes to the body of knowledge by extending the technology acceptance model and the Online Retailer Relationship model relative to apparel retailer Pinterest sites.

#### Limitations and Future Research

There are aspects of this study that limit the generalizability of the findings. First, the sample was limited to a consumer panel recruited by Amazon Mechanical Turk. A disadvantage to using online surveys such as Mechanical Turk is that participants are not representative of the online population (Mason & Suir, 2012). It is possible that a broader sample of Pinterest users could influence the results of the research. This study focused on apparel retailers, thus, findings may be different for other product categories. This study could be replicated and include other categories of merchandise. As the number of male Pinterest users increases, it would be interesting to compare the similarities and/or differences between genders.

APPENDIX  
RESEARCH ANALYSIS

Table A.1.

*Research Constructs*

Variable	N	Questions	Source	$\alpha$
Retailer Reputation	4	This Pinterest site is well known. This retailer is reputable. It is easily recognizable. It is one the leading Pinterest sites on the web.	Morgan-Thomas & Veloutsou (2013)	.74
Trust	5	This retailer's Pinterest page is genuinely committed to my satisfaction. This retailer's Pinterest page appears to be more trustworthy than other retailers' social networking sites. I have trust in this retailer's Pinterest page. This retailer's Pinterest page is not very secure. I feel safe when I use this retailer's Pinterest page.	Morgan-Thomas & Veloutsou (2013)	.64
Perceived Ease of Use	4	It is easy for me to use this retailer's Pinterest page. It is difficult to find information I want on this retailer's Pinterest page. I feel confident about using the retailer's Pinterest page. I find it easy to do what I want to do on this retailer's Pinterest page	Morgan-Thomas & Veloutsou (2013)	.71
Perceived Usefulness	5	This retailer's Pinterest page provides speedy answers to my questions. This retailer's Pinterest page is effective in helping me find the most relevant information. Overall I find this Pinterest page useful. It is very convenient to search for information on this retailer's Pinterest page. This retailer's Pinterest page improves my ability	Morgan-Thomas & Veloutsou (2013)	.86
Pinterest Consumer Experiences	5	This retailer's Pinterest page is always up-to-date. The layout of this retailer's Pinterest page is appealing. The retailer's Pinterest page is personalized to my needs. This retailer's Pinterest page is easy to navigate. Accurate search always is returned.	Morgan-Thomas & Veloutsou (2013)	.82

(continued)

Table A.1. (Continued)

*Research Constructs*

Variable	N	Questions	Source	$\alpha$
Consumer Satisfaction	4	This Pinterest site provides the results I want. I am happy about my decision to use this retailer's Pinterest page. This Pinterest site entirely fulfills my needs. This retailer's Pinterest page meets my expectations	Morgan-Thomas & Veloutsou, (2013)	.84
Behavioral Intentions	4	I would strongly recommend this Pinterest site to others. I intend to use this Pinterest site within the next month. I would bookmark this Pinterest site. *It is unlikely I will use this retailer's Pinterest page in the future.	Bart, Shanka, Sultan & Urban (2005)	.88
Online Retailer Relationship	9	I believe using this retailer's Pinterest page is in my best interest. I am interested in information about this retailer's Pinterest page. It means more to me than other retailer's Pinterest pages. If emails about this retailer's Pinterest page are sent to me, I get annoyed. I care about products and services relevant to this retailer's Pinterest page than others. I want to be informed about this retailer's Pinterest page. I am more willing to learn news about this retailer's Pinterest page than others. I am willing to give feedback to this retailer. Over time this retailer's Pinterest page becomes more important to me.	Veloutsou (2007)	.88



Table A.2.

Reliability Test (n=300)

Variables	Items	$\alpha$
Retailer Reputation	4	.74
This Pinterest site is well known. This retailer is reputable. It is easily recognizable. It is one the leading Pinterest sites on the web.		
Trust	5	.65
This retailer's Pinterest page is genuinely committed to my satisfaction. This retailer's Pinterest page appears to be more trustworthy than other retailers' social networking sites. I have trust in this retailer's Pinterest page. *This retailer's Pinterest page is not very secure. I feel safe when I use this retailer's Pinterest page.		
Perceived Ease of Use	4	.72
It is easy for me to use this retailer's Pinterest page. *It is difficult to find information I want on this retailer's Pinterest page. I feel confident about using the retailer's Pinterest page. I find it easy to do what I want to do on this retailer's Pinterest page.		
Perceived Usefulness	5	.86
This retailer's Pinterest page provides speedy answers to my questions. This retailer's Pinterest page is effective in helping me find the most relevant information. Overall I find this Pinterest page useful. It is very convenient to search for information on this retailer's Pinterest page. This retailer's Pinterest page improves my ability to find what I want.		
Pinterest Consumer Experiences	5	.82
This retailer's Pinterest page is always up-to-date. The layout of this retailer's Pinterest page is appealing. The retailer's Pinterest page is personalized to my needs. This retailer's Pinterest page is easy to navigate. Accurate search always is returned.		
Consumer Satisfaction	4	.84
This Pinterest site provides the results I want. I am happy about my decision to use this retailer's Pinterest page. This Pinterest site entirely fulfills my needs. This retailer's Pinterest page meets my expectations		

Note. Scale Range: 1 = *Definitely Disagree*, 6 = *Strongly Agree*

\*Reverse coded

(Continued)

Table A.2. (Continued)

Reliability Test (n=300)

Variables	Items	$\alpha$
Behavioral Intentions	4	.72
I would strongly recommend this Pinterest site to others. I intend to use this Pinterest site within the next month. I would bookmark this Pinterest site. *It is unlikely I will use this retailer's Pinterest page in the future.		
Online Retailer Relationship	9	.80
I believe using this retailer's Pinterest page is in my best interest. I am interested in information about this retailer's Pinterest page. It means more to me than other retailer's Pinterest pages. *If emails about this retailer's Pinterest page are sent to me, I get annoyed. I care about products and services relevant to this retailer's Pinterest page than others. I want to be informed about this retailer's Pinterest page. I am more willing to learn news about this retailer's Pinterest page than others. I am willing to give feedback to this retailer. Over time this retailer's Pinterest page becomes more important to me.		

Note. Scale Range: 1= *Definitely Disagree*, 6 = *Strongly Agree*

\*Reverse coded

Table A.3.

*Demographics Characteristic (n=300)*

Variables	Total Sample	
	<i>f</i>	%
Age		
18 to 24	107	35.8
25 to 34	149	49.8
35 to 44	32	10.7
45 to 54	7	2.3
55 to 64	3	1.0
Gender		
Male	141	47.2
Female	158	52.8
Education		
Less than High School	2	.7
High school graduate	32	10.7
Some, college, no degree	100	33.4
Associates/ technical degree	23	7.7
Bachelor's degree	117	39.1
Graduate/professional degree	25	8.4
Household Income		
\$24,999 or less	20	6.7
\$25,000 to \$43,999	137	45.8
\$44,000 to \$64,999	68	22.7
\$65,000 to \$84,999	30	10.0
\$85,000 or more	44	14.7

Table A.4.

Pinterest Usage (n=300)

Variables	Sample	
	<i>f</i>	%
How did the item come to your attention?		
Pinterest search	156	52.0
Strangers Pinterest board/ stream	71	23.7
Friends Pinterest board/stream	83	27.7
Retailer's Pinterest board	75	25.0
Google search	79	26.3
Another social network	32	10.7
When you pinned the item, were you already thinking about buying it?		
Yes	207	69.2
No	92	30.8
Did pinning the item influence your decision to buy it?		
Yes, a lot	58	19.4
Yes, a little	176	58.9
No	65	21.7
How did Pinterest affect your purchase intention?		
It provided additional information.	122	40.7
It is where is discovered the product.	134	44.7
It reminded me that I intend to by the item.	132	44.0
Someone I trust or respect pinned the item.	53	17.7
It showed me where I could buy the item.	92	30.7
It altered me to a sale or deal.	81	27.0
It provided a coupon.	28	9.3
Other.	6	2.0
Not Sure	9	3.0

(continued)

Table A.4. (Continued)

*Pinterest Usage*

Variables	Sample	
	<i>f</i>	%
How much time elapsed between when you pinned the item and when you bought it?		
Less than 24 hours	42	14.0
More than 24 hours, but less than a week	106	35.5
1-3 weeks	115	38.5
4-6 weeks	23	7.7
More than 8 weeks	13	4.3
How often do you use Pinterest?		
Once every few months	25	8.4
Several times a month	77	25.8
Several times a week	123	41.1
Daily	55	18.4
Several times a day	19	6.4
How often do you use Pinterest to connect to retailers?		
Once every few months	64	21.4
Several times a months	122	40.8
Several times a week	89	29.8
Daily	21	7.0
Several times a day	3	1.0
Do you use the retailer's social networking site for a promotion or special offers?		
Yes	212	70.9
No	87	29.1
Which device or devices do you use to connect with a retailer's social networking site?		
PC	145	48.3
Laptop	201	67.9
Smartphone	190	63.3
Tablet	77	25.7

Table A.5.

*Multiple Regression Analyses*

H1 <sub>a</sub> - H8 <sub>b</sub>	Independent variables	Dependent variables	$\beta$	$T$	$R^2$	$F$
H1 <sub>a</sub>	Retailer Reputation	Trust	0.600	12.731	.358	162.081***
H1 <sub>b</sub>	Retailer Reputation	Perceived Ease of Use	0.594	12.565	.350	157.879***
H2	Perceived Ease of Use	Perceived Usefulness	0.735	18.490	.539	341.897***
H3	Perceived Ease of Use	Pinterest Consumer Experiences	0.144	2.896	.749	283.962*
H4	Trust	Pinterest Consumer Experiences	0.079	1.649	.749	283.962**
H5	Perceived Usefulness	Pinterest Consumer Experiences	0.695	14.825	.749	283.962***
H6 <sub>a</sub>	Pinterest Consumer Experiences	Consumer Satisfaction	0.825	24.572	.679	603.807***
H6 <sub>b</sub>	Pinterest Consumer Experiences	Behavioral Intentions	.659	14.897	.432	221.912***
H7	Consumer Satisfaction	Behavioral Intentions	0.716	17.204	.510	295.972***
H8 <sub>a</sub>	Consumer Satisfaction	Online Retailer Relationship	0.561	10.004	.578	189.382***
H8 <sub>b</sub>	Behavioral Intention	Online Retailer Relationship	0.253	4.526	.578	189.382***

Note. \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

## REFERENCES

- AL-Rahmi, W. M., & Othman, M. S. (2013). Evaluating students' satisfaction on student's social media through collaborative learning in higher education. *International Journal of Advances in Engineering & Technology*, 6(4), 1541-1551. Retrieved January 19, 2014 from <http://www.e-ijaet.org/media/12116-IJAET0916887v6iss41541to1551.pdf>
- Anandarajan, M., Zaman, M., Dai, Q., & Arinze, B. (2010). Generation Y adoption of instant messaging: An examination of the impact of social usefulness and media richness on use richness. *IEE Transactions on Professional Communication*, 53(2), 132-143. Retrieved January 19, 2014 from <http://libproxy.library.unt.edu:2311/stamp/stamp.jsp?tp=&arnumber=5467316>
- Arnold, M. J., Reynolds, K. E., Ponder, N., & Lueg, J. E. (2005). Customer delight in a retail context: Investigating delightful and terrible shopping experiences. *Journal of Business Research*, 58(8), 1132-1145. Retrieved January 13, 2014 from [http://ac.els-cdn.com/S0148296304000372/1-s2.0-S0148296304000372-main.pdf?\\_tid=18ab95e4-cfe9-11e3-8b80-0000aacb360&acdnat=1398808760\\_1e43d6e46eb0ddc66c23156d4735774d](http://ac.els-cdn.com/S0148296304000372/1-s2.0-S0148296304000372-main.pdf?_tid=18ab95e4-cfe9-11e3-8b80-0000aacb360&acdnat=1398808760_1e43d6e46eb0ddc66c23156d4735774d)
- Bart, Y., Shankar, V., Sultan, F., & Urban, G.L. (2005) Are the drivers and role of online trust the same for all web sites and consumers? A large-scale exploratory empirical study. *Journal of Marketing* 69(44), 133-153. Retrieved April 28 2014 from <http://libproxy.library.unt.edu:2065/stable/pdfplus/30166556.pdf?acceptTC=true&jpdConfirm=true>

- Bercovici, J. (2014, June 24). *Still more data shows Pinterest passing Twitter in popularity*. Retrieved July 31, 2014 from <http://www.forbes.com/sites/jeffbercovici/2014/06/24/still-more-data-shows-pinterest-passing-twitter-in-popularity/>
- Brenner, J., & Smith, A. (2013, August 5). 72% of online adults are social networking site users. Pew Internet. Retrieved January 26, 2014 from [http://www.pewinternet.org/files/old-media//Files/Reports/2013/PIP\\_Social\\_networking\\_sites\\_update\\_PDF.pdf](http://www.pewinternet.org/files/old-media//Files/Reports/2013/PIP_Social_networking_sites_update_PDF.pdf)
- Brohan, M. (2013, September 24). Mobile commerce comes of age. *Internet Retailer*. Retrieved April 13, 2014 from <https://www.internetretailer.com/2013/09/24/mobile-commerce-comes-age>
- Brown, K. V. (2014, Aug 17). *Pinterest working to get more men onboard*. Retrieved October 9, 2014 from <http://www.sfgate.com/technology/article/Pinterest-working-to-get-more-men-onboard-5694340.php>
- Buck, S. (2012, Mar 27). *The 10 most-followed men on Pinterest*. Retrieved October 9, 2014 from <http://mashable.com/2012/03/27/most-followed-men-on-pinterest/>
- Casalo, L. V., Flavian, C., & Guinaliu, M. (2007). The influence of satisfaction, perceived reputation, and trust on consumers commitment to a website. *Journal of Marketing Communications*, 13(1), 1-17. Retrieved January 22, 2014 from <http://libproxy.library.unt.edu:3799/ehost/pdfviewer/pdfviewer?sid=de56c050-2e49-4366-9503-68ea35189ae4%40sessionmgr4003&vid=2&hid=4103>



- Davdo, J., Petrovicova, T.P., Cuzovic, S., & Rajic, T. (2012). An empirical examination of the relationships between service quality, satisfaction and behavioral intentions in higher education setting. *Serbian Journal of Management*, 7(2), 203-218. Retrieved July 13, 2014 from [http://www.sjm06.com/SJM%20ISSN1452-4864/7\\_2\\_2012\\_171\\_325/7\\_2\\_203-218.pdf](http://www.sjm06.com/SJM%20ISSN1452-4864/7_2_2012_171_325/7_2_203-218.pdf)
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319-340. Retrieved on September 13, 2013 from <http://libproxy.library.unt.edu:2084/stable/249008>
- Decker, S. (2007, June 14). The big idea behind social commerce. *iMedia Connection*. Retrieved April 13, 2014 from <http://www.imediaconnection.com/content/15372.asp>.
- Dennis, C., Morgan, A., Wright, L. T., & Jayawardhena, C. (2010). The influences of social e-shopping in enhancing young women's online shopping behavior. *Journal of Customer Behaviour*, 9(2), 151-174. Retrieved September 13, 2013 from <http://libproxy.library.unt.edu:3799/ehost/pdfviewer/pdfviewer?sid=a3152e4e-faa4-4a67-8133-992fc5aacbdf%40sessionmgr4002&vid=2&hid=4103>
- Duggan, M., & Brenner, J. (2013, February 14). The demographic of social media users -2012. Pew Internet. Retrieved January 24, 2014 from [http://pewinternet.org/~media/Files/Reports/2013/PIP\\_SocialMediaUsers.pdf](http://pewinternet.org/~media/Files/Reports/2013/PIP_SocialMediaUsers.pdf)

- Duggan, M., & Smith, A. (2013, December 30). Social media update 2013. Pew Internet. Retrieved January 24, 2014, from [http://www.pewinternet.org/files/2013/12/PIP\\_Social-Networking-2013.pdf](http://www.pewinternet.org/files/2013/12/PIP_Social-Networking-2013.pdf)
- Dolnicar, S., Grun, B., Leisch, F., & Rossiter, J. (2011). *Three good reasons not to use five and seven point Likert items*, CAUTHE 2011; 21<sup>st</sup> CAUTHE National Conference, Adelaide, Australia, 8-11 February 2011.
- Duncan, E., Hazan, E., & Roche, K. (2013, July). *Developing a fine-grained look at how digital consumers behave*. Mckinsey & Company. Retrieved January 26, 2014, from [http://www.mckinsey.com/insights/telecommunications/developing\\_a\\_fine-grained\\_look\\_at\\_how\\_digital\\_consumers\\_behave](http://www.mckinsey.com/insights/telecommunications/developing_a_fine-grained_look_at_how_digital_consumers_behave)
- Eastlick, M.A., Lotz, S.L., & Warrington, P. (2006). Understanding online B-to-C relationships: An integrated model of privacy concerns, trust, and commitment. *Journal of Business Research*, 59(8), 877-886. Retrieved January 26, 2014 from <http://libproxy.library.unt.edu:2127/science/article/pii/S0148296306000713>
- eMarketer. (2014, July 22). Pinning? Bet you're doing it on mobile. *eMarketer*. Retrieved July 22, 2014 from <http://www.emarketer.com/Article/Pinning-Bet-Youre-Doing-on-Mobile/1011027/1>
- Fisher, T. (2012, February 1). Pinterest part III: Participating on Pinterest as a brand curator. *Social Media Today* retrieved April 16, 2014 from <http://socialmediatoday.com/emoderation/438577/pinterest-part-iii-participating-pinterest-brand-curator>

Fox, Z. (2012). *Forget Generation Y: 18- to 34- year-olds are now 'Generation C'*.

Retrieved October 9, 2014 from

<http://mashable.com/2012/02/23/generation-c/>

Gentile, C., Spiller, N., & Noci, G. (2007). How to sustain the customer experience: An overview of experience components that co-create value with the customer.

*European Management Journal*, 25(5), 395-410. Retrieved January 26, 2014

from [http://ac.els-cdn.com/S0263237307000886/1-s2.0-S0263237307000886-](http://ac.els-cdn.com/S0263237307000886/1-s2.0-S0263237307000886-main.pdf?_tid=177b5570-cf61-11e3-9373-)

[main.pdf?\\_tid=177b5570-cf61-11e3-9373-](http://ac.els-cdn.com/S0263237307000886/1-s2.0-S0263237307000886-main.pdf?_tid=177b5570-cf61-11e3-9373-00000aab0f26&acdnat=1398750352_a7c6ef00339b18278bd5f845e9ad4152)

Gioia, D.A., Schultz, M., & Corley, K.G. (2000). Organizational identity, image and adaptive instability. *Academy of Management Review*, 25(1), 63-81. Retrieved

January 22, 2014 from <http://libproxy.library.unt.edu:2084/stable/259263>

Ha, H-Y., & Parks, H. (2005). Effects of consumer perceptions of brand experience on the web: Brand familiarity, satisfaction and brand trust. *Journal of Consumer*

*Behavior*, 4(6),438-452. Retrieved January 24, 2014 from

<http://libproxy.library.unt.edu:2084/stable/259263>

Hampton, K. N., Goulet, L. S., Rainie, L., & Purcell, K. (2011). Social networking sites and our lives. Pew Internet. Retrieved September 29, 2013 from

<http://www.pewinternet.org/files/old-media//Files/Reports/2011/PIP%20->

[%20Social%20networking%20sites%20and%20our%20lives.pdf](http://www.pewinternet.org/files/old-media//Files/Reports/2011/PIP%20-%20Social%20networking%20sites%20and%20our%20lives.pdf)

- Hanna, R., Rohm, A., & Crittenden, V. L. (2011). We're all connected: The power of the social media ecosystem. *Business Horizon*, 54(3), 265-273. Retrieved November 14, 2013 from <http://www.sciencedirect.com/science/article/pii/S0007681311000243>
- Harris, L., & Dennis, C. (2011). Engaging customers on Facebook: Challenges for e-retailers. *Journal of Consumer Behaviour*, 10(6), 338-346. Retrieved January 7, 2014 from <http://libproxy.library.unt.edu:2110/store/10.1002/cb.375/asset/cb375.pdf?v=1&t=huks73nk&s=b5a79d496c1fcdd9d477dd0efe6ec00c89dd8b7e>
- Hensel, K., & Deis, M. H. (2010). Using social media to increase advertising and improve marketing. *The Entrepreneurial Executive*, 15, 87-96. Retrieved January 7, 2014 from <http://libproxy.library.unt.edu:2095/docview/807620196/fulltextPDF?accountid=7113>
- Hoffman, D. L., Novak, T. P., & Peralta, M. (1999). Building on trust online how merchants can win back lost consumer trust in the interests of e-commerce sales. *Communications of the ACM*, 42(4), 80-86. Retrieved September 17, 2013 from [http://onemvweb.com/sources/sources/building\\_commerce\\_trust.pdf](http://onemvweb.com/sources/sources/building_commerce_trust.pdf)
- Hoffman M. (2014, June 3). Pinterest users don't mind ads up to a point-adding value to conversations is key to acceptance. *Adweek*. Retrieved August 1, 2014 from <http://www.adweek.com/news/advertising-branding/pinterest-users-dont-mind-ads-point-157944>

- Huang, E. (2011). Online experiences and virtual goods purchase intention. *Internet Research*, 22(3), 252-274. Retrieved September 13, 2014 from <http://libproxy.library.unt.edu:2095/docview/1018542242/fulltextPDF?accountid=7113>
- Insivia (n.d.). 50 big social media stats of 2013. Insivia. Retrieved July 22, 2014 from <http://www.insivia.com/50-big-social-media-stats-of-2013/>
- Jin B., Park J.Y., & Kim J., (2005). Cross-cultural examination of the relationships among firm reputation, e-satisfaction, e-trust, and e-loyalty. *International Marketing Review*, 25(3), 324-337. Retrieved April 29, 2014 from <http://libproxy.library.unt.edu:2095/docview/224314562/fulltextPDF?accountid=7113>
- Kollmann, T., & Suckow, C. (2008). Online experiences and virtual goods purchase intention *Journal of Business Environment*, 2(2), 153-167. Retrieved January 26, 2014 from [http://www.academia.edu/1780638/Sustaining\\_the\\_brand\\_idea\\_in\\_electronic\\_environments](http://www.academia.edu/1780638/Sustaining_the_brand_idea_in_electronic_environments)
- Koufaris, M. (2002). Applying the technology acceptance, model and flow theory to online consumer behavior. *Information Science Research*, 13(3), 205-223. Retrieved March 24, 2013 from <http://libproxy.library.unt.edu:2095/docview/208161939/fulltextPDF?accountid=7113>

Kunz, M. B., & Hackworth, B. (2011). Are consumers following retailers to social networks? *Academy of Marketing Studies Journal*, 15(2), 1-22. Retrieved January 26, 2014 from <http://libproxy.library.unt.edu:2095/docview/886554026/fulltextPDF?accountid=7113>

Lam, L.W., Chan, K.W., Fong, D., & Lo, F. (2011). Does the look matter? The impact of casino servicescape on gaming customer satisfaction, intention to revisit, and desire to stay. *International Journal of Hospitality Management* 30, 558-567. Retrieved July 13, 2014 from [http://ac.els-cdn.com/S0278431910001271/1-s2.0-S0278431910001271-main.pdf?\\_tid=128942ec-2331-11e4-bbbe-00000aacb360&acdnat=1407965620\\_e28ccd04fab04a70cb24ed656eed\\_06d](http://ac.els-cdn.com/S0278431910001271/1-s2.0-S0278431910001271-main.pdf?_tid=128942ec-2331-11e4-bbbe-00000aacb360&acdnat=1407965620_e28ccd04fab04a70cb24ed656eed_06d)

Lane, M., & Coleman, P. (2012). Technology ease of use through social networking media. *Journal of Technology Research*, 3, 1-12. Retrieved January 24, 2012 from <http://libproxy.library.unt.edu:2095/docview/1022984844/fulltextPDF?accountid=7113>

Lewis, H. (June 4, 2012). Pinterest spurs more sales than Facebook. *New York Post*. Retrieved June 9, 2012 from [http://www.nypost.com/p/blogs/thespread/pinterest\\_spurs\\_more\\_sales\\_than\\_CQO45HX4ETpuOkzMPfVOKI#axzz2H8uN6FaO](http://www.nypost.com/p/blogs/thespread/pinterest_spurs_more_sales_than_CQO45HX4ETpuOkzMPfVOKI#axzz2H8uN6FaO)

- Limbu, Y. B., Wolf, M., & Lunsford, D. (2012). Perceived ethics of online retailers and consumer behavioral intentions. The mediating roles of trust and attitude. *Journal of Research Interactive Marketing*, 6(2), 133-154. Retrieved January 27, 2014 from <http://libproxy.library.unt.edu:2095/docview/1034102060/fulltextPDF?accountid=7113>
- Luo, J., Ba, S., & Zhang, H. (2012). The effectiveness of online shopping characteristics and well-designed websites on satisfaction. *MIS Quarterly*, 36(4), 1-9. Retrieved July 13, 2014 from <http://www.misq.org/skin/frontend/default/misq/pdf/appendices/2012/V36I4Appendices/LuoBaZhangAppendices.pdf>
- Lou, W., & Chung, Q. (2010). Retailer reputation and online pricing strategy. *The Journal of Computer Information Systems*, 50(4), 50-56. Retrieved January 19, 2014 from <http://libproxy.library.unt.edu:2095/docview/748829512/fulltextPDF?accountid=7113>
- Mandal, P. C., & Bhattacharya S. (2013). Customer satisfaction in Indian retail banking: A grounded theory approach. *The Qualitative Report*, 18, 1-21. Retrieved June 23, 2014 from <http://www.nova.edu/ssss/QR/QR18/mandal56.pdf>
- Mangold & Fauld (2009) Social Media: the new "hybrid" element of the promotion mix. *Business Horizons*, 52 (4), 357-36. Retrieved June 23, 2014 from <http://www.sciencedirect.com/science/article/pii/S0007681309000329>

- Mason, W., & Suri, S. (2012). Conducting behavioral research on Amazon's Mechanical Turk. *Behavior Research Methods*, 44, 1-23. Retrieved October 19, 2014 from [http://download.springer.com/static/pdf/811/art%253A10.3758%252Fs13428-011-0124-6.pdf?auth66=1413815719\\_7a8b31b83100b734ece98367c5f0c476&ext=.pdf](http://download.springer.com/static/pdf/811/art%253A10.3758%252Fs13428-011-0124-6.pdf?auth66=1413815719_7a8b31b83100b734ece98367c5f0c476&ext=.pdf)
- Meyer, C., & Schwager, A. (2007). Understanding customer experience. *Harvard Business Review*, 85(2), 116-126. Retrieved January 26, 2014 from <http://hbr.org/2007/02/understanding-customer-experience/ar/1>
- Mobile Commerce. (n.d.). *Investopedia*. Retrieved January 24, 2014, from <http://www.investopedia.com/terms/m/mobile-commerce.asp>
- Morgan-Thomas, A., & Veloutsou, C. (2013). Beyond technology acceptance: Brand relationships and online brand experience. *Journal of Business Research*, 66, 21-27. Retrieved February 23, 2013 from [http://ac.els-cdn.com/S0148296311002554/1-s2.0-S0148296311002554-main.pdf?\\_tid=d7d174ba-cf95-11e3-8345-00000aab0f02&acdnat=1398773003\\_42a927adc469962d8aa1b31547a7a3d5](http://ac.els-cdn.com/S0148296311002554/1-s2.0-S0148296311002554-main.pdf?_tid=d7d174ba-cf95-11e3-8345-00000aab0f02&acdnat=1398773003_42a927adc469962d8aa1b31547a7a3d5)
- Mott, S. (2000). The second generation of digital commerce solutions. *Computer Networks*, 32(6), 669-683. Retrieved January 24, 2014 from <http://libproxy.library.unt.edu:2127/science/article/pii/S1389128600000244?np=y>
- Nichollas, C. (2012, February 27). 8 Strategies for launching a brand presence on Pinterest. *Mashable*. Retrieved November 8, 2013, from <http://mashable.com/2012/02/27/pinterest-marketing/>



O'Laughlin D., Szmigin I., &Turnbull P. (2004) From relationships to experiences in retail financial services. *International Journal of Bank Marketing*, 22(7), 522–539

Retrieved April 29, 2014 from

<http://libproxy.library.unt.edu:2095/docview/231357274/fulltextPDF?accountid=7113>

Online community the heart of social strategy. *Lithium*, 1, 1-9. Retrieved January 24,

2014 from <http://www.lithium.com/pdfs/whitepapers/Lithium-Online-Community-Heart-of-Social.pdf>

Park, H., & Cho, H. (2012) Social network online communities: Information sources for apparel shopping. *Journal of Consumer Marketing*, 29(6), 400-411. Retrieved

January 19, 2014 from

<http://libproxy.library.unt.edu:2095/docview/1124700415/fulltextPDF?accountid=7113>

Paul, J. (2013, Feb. 5). 4 characteristics of an exceptional online customer experience.

Retrieved October 9, 2014 from [http://info.socious.com/bid/62778/4-](http://info.socious.com/bid/62778/4-Characteristics-of-an-Exceptional-Online-Customer-Experience)

[Characteristics-of-an-Exceptional-Online-Customer-Experience](http://info.socious.com/bid/62778/4-Characteristics-of-an-Exceptional-Online-Customer-Experience)

Pavlou P.A., & Gefen D. (2004) Building effective online marketplaces with

institution- based trust. *Information System Research*, 15 (1), 37-59.

Retrieved April 29, 2014 from

<http://libproxy.library.unt.edu:2095/docview/208144959/fulltextPDF?accountid=7113>

- Persaud, A., & Azhar, I. (2012). Innovative mobile marketing via smartphones are consumers ready?. *Marketing Intelligence & Planning*, 30(4), 418-443. Retrieved January 19, 2014 from <http://libproxy.library.unt.edu:2095/docview/1024771119/fulltextPDF?accountid=7113>
- Pine, J., II, & Gilmore, J. H. (1999). *The experience economy: Work is theater & every business a stage*. Boston, MA. Harvard Business School Press.
- Pinsker, B., & Lipka, M. (2013, February 27). *Why retailers are pinning hopes on Pinterest*. Reuters. Retrieved April 13, 2014 from <http://www.reuters.com/article/2013/02/27/net-us-consumer-retail-pinterest-idUSBRE91Q19920130227>
- Pookulangara, S., & Koesler, K. (2011). Cultural influence on consumers' usage of social networks and its impact on online purchase intentions. *Journal of Retailing and Consumer Services*, 18, 348-354. Retrieved January 16, 2014 from [http://ac.els-cdn.com/S0969698911000191/1-s2.0-S0969698911000191-main.pdf?\\_tid=e0290ab4-cf96-11e3-b5df-00000aacb361&acdnat=1398773446\\_2ae9fc8e2e9ecf0b1f43897cf62a2f1d](http://ac.els-cdn.com/S0969698911000191/1-s2.0-S0969698911000191-main.pdf?_tid=e0290ab4-cf96-11e3-b5df-00000aacb361&acdnat=1398773446_2ae9fc8e2e9ecf0b1f43897cf62a2f1d)
- Purohit, D., & Srivastava, J. (2001). Effect of manufacturer reputation, retailer reputation, and product warranty on consumer judgments of product quality: A cut diagnosticity framework. *Journal of Consumer Psychology*, 10(3), 123-134. Retrieved January 26, 2014 from [http://ac.els-cdn.com/S1057740801703026/1-s2.0-S1057740801703026-main.pdf?\\_tid=04a781ea-cf97-11e3-a489-00000aab0f6c&acdnat=1398773507\\_658263d78284e5be0d75290716056a47](http://ac.els-cdn.com/S1057740801703026/1-s2.0-S1057740801703026-main.pdf?_tid=04a781ea-cf97-11e3-a489-00000aab0f6c&acdnat=1398773507_658263d78284e5be0d75290716056a47)

- Rousseau, D. M., Sitkin, S. B., Burt, R. S., & Camerer, C. (1998). Not so different after all: A cross-discipline view of trust. *Academy of Management Review*, 23, 393–404. Retrived April 29, 2014 from <http://libproxy.library.unt.edu:2095/docview/210973020/fulltextPDF?accountid=7113>
- Roux B., & Falgoust M., (2013) Information ethics in the context of smart devices. *Ethics and Information Technology*, 15 (3), 183-194. Retrieved April 29, 2013 from [http://download.springer.com/static/pdf/879/art%253A10.1007%252Fs10676-013-9320-7.pdf?auth66=1398983678\\_7636bb3fcd8aa07325736a98d80c41f6&ext=.pdf](http://download.springer.com/static/pdf/879/art%253A10.1007%252Fs10676-013-9320-7.pdf?auth66=1398983678_7636bb3fcd8aa07325736a98d80c41f6&ext=.pdf)
- Sago, B. (2013). Factors influencing social media adoption and frequency of use: an examination of Facebook, Twitter, Pinterest and Google+. *International Journal of Business and Commerce*, 3(2), 1-14. Retrieved January 19, 2014 from <http://libproxy.library.unt.edu:2095/docview/1460573236>
- Sevitt D., & Samuel A. (2013). How Pinterest puts people in stores. *Harvard Business Review*, 91(7-8), 26-27. Retrieved April 27, 2014 from <https://archive.harvardbusiness.org/cla/web/pl/product.seam?c=27292&i=27294&cs=18248fa88586323882a1287ff2a32a11>
- Shaw, C. (2009, January 25). What is a social experience? Contribution to definition for new book. *Beyond Philosophy*. Retrieved April 29, 2014, from <http://www.beyondphilosophy.com/blog/what-social-experience-contribution-definition-new-book>

- Shen, C., & Chiou, J. (2009). The impact of perceived ease of use on internet service adoption: the moderating effect of temporal distance and perceive risk. *Computers in Human Behavior*, 26, 42-50. Retrieved January 19, 2014 from <http://www.sciencedirect.com/science/article/pii/S0747563209001174>
- Shen, J. (2012). Social comparison, social presence, and enjoyment in the acceptance of social sopping websites. *Journal of Electronic Commerce Research*, 13, 198-212. Retrieved January 9, 2014 from <http://libproxy.library.unt.edu:2095/docview/1034895309/fulltextPDF?accountid=7113>
- Smith, A. (2011). 13% of online adults use Twitter. Pew Internet. Retrieved January 24, 2014, from <http://www.pewinternet.org/~media/Files/Reports/2011/Twitter%20Update%20011.pdf>
- Smith, A., & Brenner, J. (2012). Twitter use 2012. Pew Internet. Retrieved January 24, 2014, from [http://pewinternet.org/~media//Files/Reports/2012/PIP\\_Twitter\\_Use\\_2012.pdf](http://pewinternet.org/~media//Files/Reports/2012/PIP_Twitter_Use_2012.pdf)
- Social Commerce. (n.d.). *Investopedia*. Retrieved January 24, 2014, from <http://www.investopedia.com/terms/s/social-commerce.asp>
- Social customer experience why it matters, what it means to your brand. *Lithium*, 1, 1-10. Retrieved April 16, 2014 from <http://www.lithium.com/pdfs/whitepapers/lithium-scexp-why-it-matters.pdf>

Social support with online communities reorganizing around the social customer for

Business Advantage. *Lithium*, 1, 1-8. Retrieved January 24, 2014, from

[http://www.lithium.com/pdfs/whitepapers/Lithium-Social-Support-with-Online-Communities\\_t3OV3LAe.pdf](http://www.lithium.com/pdfs/whitepapers/Lithium-Social-Support-with-Online-Communities_t3OV3LAe.pdf)

Social to Sale (2013, June 25) Vision Critical. Retrieved January 24, 2014 from

<http://www.visioncritical.com/sites/default/files/pdf/whitepaper-social-to-sale.pdf>

Stambor (2014, May16). Pinterest raises \$200 million. *Internet Retailer*. Retrieved

August 1, 2014 from <http://www.internetretailer.com/2014/05/16/pinterest-raises-200-million>

State of social media marketing: Social media measurement, objectives, and budget

implications (2012). *Lithium*, 1, 1-17. Retrieved January 24, 2014, from

<http://www.lithium.com/pdfs/whitepapers/MarketingProfs-2012-State-of-Social-Media-Marketing-v5OS6ShA.pdf>

Suki, N. M., Ramayah, T., & Ly, K. K. (2012). Empirical investigation on factors

influencing the behavioral intention to use Facebook. *Universal Access in the Information Society*, 11(2), 223-231. Retrieved January 9, 2014 from

<http://libproxy.library.unt.edu:2095/docview/1016453921>

Tang, Q., Gu, B., & Whinston, A. B. (2012). Content contribution for revenue sharing

and reputation in social media: a dynamic structural model. *Journal of*

*Management Information Systems*, 29(2), 41-75. Retrieved January 19, 2014

from

<http://libproxy.library.unt.edu:3772/ehost/pdfviewer/pdfviewer?sid=8cd0f336-3a61-49ed-a9c6-f547d9fb499b%40sessionmgr111&vid=2&hid=107>

Digital consumer, The (2014, February). *Nielsen*. Retrieved April 21, 2014 from

<http://www.nielsen.com/content/dam/corporate/us/en/reports-downloads/2014%20Reports/the-digital-consumer-report-feb-2014.pdf>.

State of social media marketing, The (2014). *Social Bakers*. Retrieved April 28, 2014 at

<http://www.socialbakers.com/blog/2110-the-state-of-social-marketing-2014>

Toufaily, E., Souiden, N., & Ladhari, R. (2013). Consumer trust toward retail websites:

Comparison between pure click and click-and-brick retailers. *Journal of Retailing and Consumer Services*, 20(6), 538-548. Retrieved January 18, 2014 from

<http://libproxy.library.unt.edu:2127/science/article/pii/S0969698913000581?np=y>

Twitter statistics (2014). *Statistic brain*. Retrieved April 28, 2014 from

<http://www.statisticbrain.com/twitter-statistics/>

Urban, G.L., Amyx C., & Lorenzon A. (2009) Online trust: state of the art, new

frontiers, and research potential. *Journal of Interactive Marketing*. Retrieved July

13, 2013 from [http://ac.els-cdn.com/S1094996809000413/1-s2.0-](http://ac.els-cdn.com/S1094996809000413/1-s2.0-S1094996809000413-main.pdf?_tid=98ee52a4-4786-11e4-a110-00000aacb361&acdnat=1411960594_e3df90370b38a4f1daa37ac700f5f6_23)

[S1094996809000413-main.pdf?\\_tid=98ee52a4-4786-11e4-a110-](http://ac.els-cdn.com/S1094996809000413-main.pdf?_tid=98ee52a4-4786-11e4-a110-00000aacb361&acdnat=1411960594_e3df90370b38a4f1daa37ac700f5f6_23)

[00000aacb361&acdnat=1411960594\\_e3df90370b38a4f1daa37ac700f5f6\\_23](http://ac.els-cdn.com/S1094996809000413-main.pdf?_tid=98ee52a4-4786-11e4-a110-00000aacb361&acdnat=1411960594_e3df90370b38a4f1daa37ac700f5f6_23)

Van Den Beld, B. (2012, October 19). 10 Wowing Social Media Statistics - State of

Digital. Retrieved April 29, 2014, from [http://www.stateofdigital.com/10-wowing-](http://www.stateofdigital.com/10-wowing-social-media-statistics/)

[social-media-statistics/](http://www.stateofdigital.com/10-wowing-social-media-statistics/)

Veloutsou, C. (2007). Identifying the dimensions of the product-brand and consumer relationship. *Journal of Marketing Management*, 23(1-2), 7-26. Retrieved January 18, 2014 from

<http://libproxy.library.unt.edu:3772/ehost/pdfviewer/pdfviewer?sid=1332e18d-43ed-4076-b116-3b2e5d200493%40sessionmgr115&vid=2&hid=107>

Veloutsou, C., & Moutinho, L. (2009). Brand relationships through brand reputation and brand tribalism. *Journal of Business Research*, 62(3), 314-322. Retrieved

January 18, 2014 from [http://ac.els-cdn.com/S0148296308001483/1-s2.0-S0148296308001483-main.pdf?\\_tid=9da05500-cf99-11e3-b1cd-0000aacb362&acdnat=1398774623\\_a0e7b75ae3487d006531af6687a7a6ff](http://ac.els-cdn.com/S0148296308001483/1-s2.0-S0148296308001483-main.pdf?_tid=9da05500-cf99-11e3-b1cd-0000aacb362&acdnat=1398774623_a0e7b75ae3487d006531af6687a7a6ff)

Venezia, M. (2012, November 30). *How trust helps monetize Facebook commerce*.

Upstart *Business Journal*. Retrieved April 29, 2014, from

<http://upstart.bizjournals.com/resources/executive-forum/2012/11/30/use-trust-to-monetize-facebook-commerce.html?page=all>

Vires L.D., Gensler, S. ,& Leeflang P.S.H. (2012). Popularity of brand posts on brand fan pages: an investigation of the effects of social media marketing.

<http://businesswise050.nl/wp-content/uploads/2013/05/1-s2.0-S1094996812000060-main.pdf>

Wagner, K. (2013, November 20). Pinterest Adds Place Pins for Better Travel Planning.

*Mashable*. Retrieved December 2, 2013, from

<http://mashable.com/2013/11/20/pinterest-place-pins/>

- Wong, A. & Sohal, A. (2002) An examination of relationship between trust, commitment and relationship quality. *International Journal of Retail & Distribution Management*. Retrieved July 13, 2014 from, <http://libproxy.library.unt.edu:2087/docview/210904497/fulltextPDF?accountid=7113>
- World internet users statistics usage and world PopulationStats. (n.d.). *World Internet Users Statistics Usage and World PopulationStats*. Retrieved January 26, 2013 from <http://www.internetworldstats.com/stats.htm>
- Xia, L. (2013). Effects of companies' responses to consumer criticism in social media. *International Journal of Electronic Commerce*, 17(4), 73-100. Retrieved January 18, 2014 from <http://libproxy.library.unt.edu:3799/ehost/pdfviewer/pdfviewer?sid=18d74cef-5e14-4171-8cd0-f4d687661a6d%40sessionmgr4004&vid=2&hid=4103>
- Zhang, M., Jansen, B. J., & Chowdhury, A. (2011). Business engagement on Twitter: a path analysis. *Electronic Markets*, 21(3), 161-175. Retrieved January 26, 2014 from [http://aws.iwi.uni-leipzig.de/em/fileadmin/user\\_upload/doc/Issues/Volume\\_21/Issue\\_03/V21I3\\_Business\\_engagement\\_on\\_Twitter\\_a\\_path\\_analysis.pdf](http://aws.iwi.uni-leipzig.de/em/fileadmin/user_upload/doc/Issues/Volume_21/Issue_03/V21I3_Business_engagement_on_Twitter_a_path_analysis.pdf)
- Zickuhr, K. (2013). Location-Based Services. Pew Internet. Retrieved January 24, 2014, from [http://pewinternet.org/~media/Files/Reports/2013/PIP\\_Location-based%20services%202013.pdf](http://pewinternet.org/~media/Files/Reports/2013/PIP_Location-based%20services%202013.pdf)