

Social Network's Role on Mobile Commerce in Jordan

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Abstract: Social media refers to a computer-based invention that simplifies the distribution of thoughts, notions, and information via the creation of virtual communities and networks. By plan, social media happens to be internet-based and provides operators quick electronic communiqué of content. Content comprises personal information, videos, documents, and photos. Users engross with social media through computer, smartphone or tablet via web-based web application or software, often using it for continuous messaging. Social networking is indeed an important target part for marketers looking for a way to engage customers. M-commerce is the utilization of wireless handheld gadgets like laptops and cell phones, to conduct viable transactions online. Mobile commerce dealings, which keep growing, include the sale and purchase of an extensive range of services and products like information delivery, bill payments, and online banking. The current standing of Jordanian electronic commerce seems less known. This paper purposes to research the impact of social networks on mobile business in Jordan.

Keywords: cell phones, e-commerce, mobile commerce, international competition, social networking, Social media, technology, virtual communities

1. Introduction

The variety of gadgets that are empowered for m-commerce functionality is increasing, having grown in recent ages to include tablets and smartphones. For instance, digital wallets such as Android pay and Apple Pay allow clients to seamlessly buy without swiping payment cards at supplies or through m-commerce applications. M-commerce has accelerated via the platforms of social media, letting users purchase services and products through these systems. "Mobile commerce is an e-commerce application that is done in a wireless environment, especially the Internet" (Abu-Shanab, 2012, p. 38). Marketers utilize "social networking" for growing brand loyalty and recognition. Because it renders the company further accessible to fresh customers and extra recognizable for present clients, social networking aids promote a product's content and voice. The development of mobile services and the growth has been phenomenal throughout the world. "E-commerce in Jordan has grown significantly over the last few years. As a developing country, Jordan shows readiness for e-commerce compared to other developing countries" (Yaseen, Dingley, & Adams, 2015, p. 814). Therefore, this paper will discuss the Role of social networks on developing m-commerce in Jordan.

Although they can be confused, m-commerce is not like e-commerce. "In its early days, m-commerce was regarded as a branch of E-commerce. However, recognized that technological distinctions exist in the nature of devices, rules, standards and communication methods employed in cabled and wireless environments" (Lampsey, 2018, p. 19). The two automated methods of transacting commercial dealings are quite dissimilar. While m-commerce transactions could be accessed via "wireless mobile electronic gadgets at any time from any location," e-commerce businesses are restricted to immobile computer networks. M-commerce apps draw usability expediency from characteristics such as customized content, round-the-clock-access, authenticity, multiple communication functionalities, Ubiquitous features, and real-time access to data and information. "The growth in the mobile phone industry has accelerated in a few years due to constant technological development. Recently, new forms of mobile services have made possible text messaging, web surfing, digital imaging, payments, banking, financial instrument trading and shopping" (Altaher, 2012, p. 133). Mobile Commerce was first operationalized at Helsinki. It was used for Coca-Cola Company's vending machine. The vending device acknowledged payment using SMS text messages. In the modern era, mobile commerce is thriving because the smartphone is also booming. Mobile commerce is the utilization of mobile wireless electronic gadgets to conduct businesses via the Internet. Innovative wireless electronic devices like mobile phones, laptops, smartphones, and personal digital assistants are progressively being employed to execute and access electronic transactions via the Internet. M-commerce gadgets simplify Internet admittance to customized broadcast services, stock reports, local maps, and monetary updates devoid of the necessity for secure plug-in equipment to the Web servers.

1.1 OBJECTIVES OF THE STUDY

GENERAL OBJECTIVE

To conduct research on the role of social networks (Facebook and WhatsApp) on developing m-commerce in Jordan.

SPECIFIC OBJECTIVES

- i. To study the penetration and use of internet in Jordan
- ii. To study the use of smartphones in the Country
- iii. To study the level of Social media (Facebook and WhatsApp) usage in Jordan
- iv. To study how social media is used for business purpose
- v. To study the popularity of m-commerce in Jordan

2. Literature Review

M-commerce has turned out to be the modern tendency to conduct business as an alternative of e-commerce at the previous time. Nevertheless, its implementation and degree of utilization are little in Jordan than to other countries. Japan is the global leader in mobile commerce and half of the online sales originate from tablet and mobile devices (Yaseen & Dingley, 2016, p. 21). The marketplace is already established, with Japanese customers quoting online shopping like their second preferred after email. The United Kingdom takes the second position, with mobile business accounting for forty-six percent of worldwide online sales. Therefore, in Jordan, m-commerce is indeed the next group e-commerce that permits customers to shop devoid of necessitating to plug-in mobile devices. It is true that e-commerce is growing at a quicker pace, but m-commerce is increasing at a much quicker rate. For a business person, there is no necessity to ask if the mobile promotion is significant for a trade or not because time has arisen when a business person needs to comprehend that it's a vital portion of any corporate. M-commerce is increasing faster than e-commerce and this development rate could get double every year.

M-commerce guarantees to provide customers with commercial shopping experience fitting to the reduced screen dimensions of smartphones and tablets. There are numerous businesses lack mobile-friendly business apps or websites. The most significant reason why a business person needs to pay attention to mobile commerce or mobile-friendliness is that more people are nowadays using tablets and smartphones (Pelet, 2015, p. 72). They use the internet via these devices and figures also demonstrate that the utilization of mobile gadgets has improved so much. In fact, numerous third-party sellers are offering progressively convenient and very personalized understandings to their customers. Mobile commerce is experiencing its peak of success. However, with intelligent technology progressing even further, the exciting part would be imagining how mobile could retain its acceptance and linger to grow, helping both retailers and shoppers.

Social media happens to have a large effect on e-commerce. Brands are asserting huge sums of their funds into branded content, native advertising, and refurbishing their applications to indeed accommodate the occupied shopper. The millennials engross with e-commerce via social media. They are utilizing the platforms to look for products and items, rather than purchase them via their preferred app. Social media isn't acting like a direct recommendation for buying goods. If brands need to be effective with choosy younger gene proportions, they will need to keep a robust social media availability, and that availability requires to be informative and simple to use. The mobile knowledge is particularly significant to millennials, who consume more period on their devices than other generations. WhatsApp and Facebook continue to place its Messenger app like a one-stop endpoint for operators, with a fresh code integration signifying an imminent as a "mobile wallet," an issue that can address the matter of low rates of conversion. Code assembled into What's up and Facebook Messenger suggests that the application wants to offer more facilities as messaging applications become progressively popular. The messenger could receive digital dealings in the coming times for online shopping and in-store, which could be a great opportunity for vendors, as phone conversion charges have been sluggish to start. WhatsApp and Facebook messaging applications are imposing the mainstream of customer engagement on phone, so as clients spend less period in stand-alone apps, messaging applications turn out to be platforms from where other apps could integrate. That means a consumer doesn't have to abandon their primary application of choice. With so numerous customers interested in inclusive apps in where they could accomplish further than a single task, instead of having multiple applications for numerous activities, what's up and Facebook could have an actual opportunity. The platform would likely attach on other "mobile" payments solutions like PayPal and Apple Pay by allowing utilization of these resolutions at checkout. Nevertheless, a "Messenger wallet" has the possibility to encounter a wide choice of payments means.

3. Research Methodology

This survey research was indeed based on primary and secondary data from dissimilar sources in Jordan. Questionnaires and interviews were utilized to ensure that the survey gathers accurate information. For the primary data, questionnaires were distributed to citizens of Jordan to give information concerning social media and its role on m-commerce in the country. The questionnaire contained eleven questions. The questionnaire contained five demographic queries, an overall social media inquiry, and five inquiries about mobile phones and their usage on social platforms in developing m-commerce in Jordan. Some questions were open-ended while others were closed-ended. A survey questionnaire was designed to collect data. More precisely, the form of self-administered surveys, that was indeed self-completed by people identified as respondents. The survey research questionnaire was written in English and interpreted into the Jordanian Arabic language because the majority of possible respondents were people from Jordan. Therefore, the data that was collected show features of the respondents in terms of sex, age, and locality as well as the level of education. Some people were selected for interviews to further collect data concerning the research survey. Therefore, the data collection presented the real picture of social media (WhatsApp and Facebook) influence on m-commerce in the Jordan market.

4. Findings of the research

4.1 Results from questionnaires and interview

Table1. Respondents demographic

Dimension		Frequency	Percent
Gender	Male	100	59.2
	Female	69	40.8
	Total	169	100
Age	Below 35 years	141	83.7
	Above 35 years	28	16.3
	Total	169	100

The people involved in this survey were both men and women. Men were one hundred while women were 69. The men represented 59.2 percent and women 40.8 percent of the entire sample. Both men and women under 35 years represented 83.7 percent those above 35 16.3 percent. Therefore, the total number of respondents chosen for the survey were adequate and diverse.

Table 2. Income rate

Respondents	Age	Income rate
Female	Below 35 years	Over \$500 monthly
	Above 35 years	Over \$600 monthly
Male	Below 35 years	Over \$700 monthly
	Above 35 years	Over \$1000 monthly

From the findings, the respondents have different income rates women being paid the least compared to men. Females below 35 years earn an income of at least \$500 while males earn at least \$600 on monthly basis. Men above 35 years earn at least \$1000 and women at least \$700 each month. Therefore, men are paid slightly higher than women within the same age bracket.

Table 3. Education level

Gender	Frequency	Highest academic level
Male	82	Master's degree
	18	Undergraduate degree
Female	60	Undergraduate degree
	9	College diploma

Men are highly educated than women according to the findings. Majority of men who are part of the survey hold a master’s degree. That is, 82 out of 100 have a master’s degree with 18 holding an undergraduate degree. However, 60 females hold an undergraduate degree and the 9 possess a college diploma. In general, men are more educated than women.

Table 4. Doing m-commerce

Respondents	Doing m-commerce using social media	Doing m-commerce without using social media
Female	65	4
Male	51	49

Majority of women use social media to do m-commerce with 65 out of 69 embracing the technology. Men don’t use social media to do m-commerce like women. Only 51 percent of men use social media for m-commerce and 49 percent conduct m-commerce without using social media. Therefore, women use social media regularly to do mobile commerce.

Table 5. Social media usage in m-commerce and level of education

Respondents	Frequency	Doing m-commerce using social media	Doing m-commerce without using social media	Level of education	Number	Using social Media in m-commerce %	Without using social media in m-commerce %
Male	100	51	49	Master’s degree	82	51%	49%
				Undergraduate degree	18		
Female	69	65	4	Undergraduate degree	60	94.2%	5.8%
				Diploma	9		

In terms of education and the use of social media, men are highly educated than women but both use social media to conduct m-commerce though at different levels. Women use social media for m-commerce than men. Women who use social media to do m-commerce is 94.2 percent and those who do m-commerce without using social media is on 5.8 percent. Also, education plays an important role in the use of technology. 60 women out of 69 have an undergraduate degree and therefore the usage of social media for m-commerce is high. However, highly educated men do not regularly use social media to do mobile commerce. This is because 82 men have master’s degree and only 51 use social media for m-commerce.

Table 6. Mobile phones and usage

Respondents	With mobile phones	Using mobile phones to access social media	Using social media for marketing	Using mobile phone to do shopping
Males	100	42	21	49
Females	69	67	56	60

Both men and women who were part of the survey had mobile phones. However, women used their mobile phones to access social media and purchase products and services via m-commerce. Men on the other side, only a few utilize their mobile phones for social media, marketing, and mobile commerce. Therefore, from the findings, the majority of women use their mobile phones to access social media, conduct marketing, and purchase products using m-commerce, unlike men.

Table 7. Social media tendencies in Jordan (Ghazal, 2016, p. 4)

Platform	Usage in percentage
WhatsApp	71%
Facebook	89%
Twitter	33%
Instagram	34%
Google Plus	43%
YouTube	66%

From the research survey, statistics show that the utilization of social platforms in Jordan is spread across all platforms at various levels. “In Jordan, 2.7 million Facebook users make up to 5% of all Facebook users in the Arab world” (Alarabiat, 2015, p. 82). “89 percent of the social media users in Jordan is on Facebook. 93 % of the Facebook users access it daily. 71% of social media subscribers use WhatsApp” (Ghazal, 2016, p. 5). In terms of mobile phone ownership, “Nine out of 10 people own cell phones in Jordan, which ranks third in engagement in social networking sites among Arab states, according to the 2013 Spring Pew Global Attitudes Survey” (Ghazal, 2014, p. 1). E-commerce has indeed become common in Jordan and therefore, “E-commerce in Jordan amounted to \$200 million in 2014, growing by more than 30 percent compared to 2013, according to Tell” (Ghazal, 2015, p. 3). The more the media is used, the more likely is used to support the progress of mobile commerce. Therefore, based on the survey, Facebook and WhatsApp platforms are highly used in Jordan and therefore play a crucial role in the development of mobile commerce (m-commerce).

Table 8. Internet Development and Populace Statistics (Middle East Telecommunications Reports, 2018)

YEAR	Users	Population	% Pop. Internet usage
2000	127,300	5,282,558	2.4 %
2002	457,000	5,282,558	8.7 %
2005	600,000	5,282,558	11.4 %
2007	796,900	5,375,307	14.8 %
2008	1,126,700	6,198,677	18.2 %
2009	1,595,200	6,269,285	25.4 %
2010	1,741,900	6,407,085	27.2 %
2012	2,481,940	6,508,887	38.1 %
2015	5,700,000	6,623,279	86.1 %
2016	5,700,000	7,747,800	73.6 %

As per the “Middle East Telecommunications Reports” internet penetration in Jordan has progressively increased since 2000 and continues to grow (Middle East Telecommunications Reports, 2018). The table shows a consistent increase in internet penetration hence reduction in the digital divide. The internet penetration is mostly contributed by the use of smartphones while people are accessing WhatsApp and Facebook platforms. With that level of internet penetration, Facebook and WhatsApp usage, m-commerce is encouraged and therefore the social media platforms help spread information concerning the m-commerce concept.

Table 9. Results from Interviews

Interviewee	Frequency	With mobile phone	Education level	Access social media	Using mobile phone to buy goods	Using social media and to do m-commerce	Percentage of social media use for m-commerce
Male	5	5	Undergraduate	4	1	3	60%
Female	5	5	Undergraduate	5	4	5	100%

The survey interviewed 10 people, 5 males and 5 females. All of them held an undergraduate degree. In response to the questions, all of them had a smartphone. Majority of the women (100%) interviewed use their mobile phones to access social media while only 80 % of men do. Just 2% of the men interviewed use their mobile phones to buy goods and services while 80 % of women use mobile phones to buy goods and services. Again, from the interview the survey established that 100% of women use social media for m-commerce while only 60% of men use social media for m-commerce. Therefore, from the interview, the majority of women use social media for m-commerce.

4.2 Discussion

As Internet availability shifts from fixed locations like work, home or school surroundings to on-the-go, all times connectivity, this unlocks the entrance to products engaging with customers in new methods along the pathway to leveraging and purchase emerging tools such as social media systems as they indeed do so. “The rapid developments of mobile communication technologies offered a strong infrastructure for a fast take-off of mobile commerce. Smartphones and personal digital assistants (PDAs) are becoming an important part of human lives. Such tools are becoming essential for communication from anywhere, anytime bypassing physical obstacles, and improving the use of m-commerce technology among online communities” (Al-Dwairi, 2018, p. 6). As a consequence, platforms of social media are becoming further assured in monetizing their scope in the business experience, especially like the world’s societal media base exceeds the two billion-subscriber milestones. Progressively, commerce is injected into the ordinary development of the discussion on platforms all across the world. M-commerce gadgets come with numerous advantages that improve the expediency of transacting business via the Internet devoid of having admittance to fixed internet connections and power portals. Besides providing utilizers with the benefit of prompt internet access even when away from their homes or workstations, the omnipresent nature of mobile commerce devices enables operators to access customized or personalized content services. Furthermore, the exclusive user documentation code of every m-commerce devices could provide operators with safety advantage through validating information and modifying content to favorite degrees of confidentiality.

The idea of mobile commerce is largely founded on the “WAP” technology. Mobile phones, dashboard phones, and smartphones are fortified with standardized structures tailored to cater for small-screen information displays. The utilization of mobile gadgets to perform commercial transactions could be used in amalgamation with other “wireless” technology applications like the wireless-fidelity (Wi-Fi) Bluetooth technology, mobile access, and “radio frequency identification devices (RFID)” that transmit information between mobile electronic devices and service terminuses without the necessity to “swap” card readers. Wi-Fi technology empowers Internet access via mobile gadgets in particularly designated areas commonly known as “hotspots”. Hotspots are typically high traffic zones like airports, cities, hotels and rail stations. Internet access through Wi-Fi could be simplified by supporting laptops with “mobile chips” that operate like routers from the hotspots. Just comparable to e-commerce, mobile commerce has eradicated the necessity for processing businesses through paperwork. Wide-ranging business dealings like content purchasing, ticketing, banking, electronic payments, advertising, and auctions could be undertaken via m-commerce devices. While mobile traffic flow has indeed been an actual driver for retailers, publications, bringing these figures to real sales happens to have been a distressed part for them. WhatsApp and Facebook’s commerce venture could be capable to bridge the gap between conversion and traffic. Offering a relaxed experience to aid with shopping recommendations and information that also permits users to buy directly in the app, devoid of having to circumnavigate away, could be an enormous sales driver. Facebook is attempting to render the practice as unified as possible. To appeal m-commerce industries to fit in Messenger, they’re tumbling them on “frictionless” conversion since clients don’t have to navigate through many hoops.

Social media platforms have the capability to point customers towards some decent deal or new product. Social networks make a sagacity of communal and engage persons in a method to make procurements. The reality is that numerous persons turn to social networks for assistance with a purchasing conclusion and that many people buy something because they seeing it on a platform of social media. In social m-commerce lies a massive opportunity for the owners of the business, basically if the approach is established well. Social networks have and would play a critical responsibility for the progress of online spending. Changing behaviors and innovative technology indicate that m-commerce is increasing in importance. Mobile gadgets are transforming the way people shop in different ways. “Mobile devices and social media constitute two rapidly evolving and expanding technologies, adopted and used globally, jointly contributing to shaping a dynamic and highly interactive mobile environment, where vendors can reach customers anytime anywhere” (Pelet, 2015, p. 72). As portable internet availability has exceeded desktop, its rising importance is mirrored in shopping traditions. Businesses can’t afford to disregard how the mobile phone is shifting the scene, and this development is projected to remain increasing. In Jordan, social networks have indeed played a crucial role in the development of mobile commerce. “Jordan is a small country located in the Middle East; it has borders with Syria, Iraq, and Palestine. Each of these countries is a standalone hot spot of struggle; The Arab spring in Syria, war in Iraq and Arab-Israeli conflict in Palestine” (Shdaifat, Obeidallah, & Ghazal, 2016, p. 291). M-commerce indeed experiences a massive increase in relation to the capabilities of mobile services, devices, applications, network, and standards achievement. Nevertheless, this fast development of mobile pieces of machinery and the advance of M-commerce representations are echoed in the comparatively low M-commerce implementation frequency in Jordan. Although there’s an inordinate potential for commercial ventures in m-commerce,

compared with industrialized countries like South Korea and Japan, Jordan's mobile commerce is at its initial phase.

In Jordan, mobile commerce has turned out to be the latest drift to run business in place of electronic commerce used earlier. Mobile commerce is thought to have better opportunities, more powerful, faster access, further effective and unequivocally accessible anywhere, anytime, for its subscribers. Dissimilar from e-commerce, mobile commerce is connected and conducted wirelessly via the utilization of mobile gadgets. This happens to be the greatest benefit of m-commerce. Therefore, m-commerce could provide better accessibility and ubiquity to its members, unlike e-commerce. Certainly, m-commerce is truly capable to offer a higher degree of customization anywhere and anytime. "The world has recently witnessed a sort of social communication among humans in electronic virtual space, shorting the distances between people and abolishing borders" (Yousef, 2018, p. 339). The social media mainly Facebook and what's up play a great role in the development of m-commerce in Jordan. This is because these platforms are prevalent in use and many people utilize them for various purposes all times. Currently, persons just go on the mobile devices and connect to internet then check evaluations of any service or product that they're desirous of buying. Similarly, persons check out guesthouse reviews before reserving one. The same happens when an individual is planning to call at a new residence. Digital media indeed has the ultimate authority to ruin or make business reputations. Hence, the development of Facebook and WhatsApp in m-commerce could not be denied. Business always trails where there's people's concentration. Earlier these areas of attention were places like cities, and towns but nowadays it's the platforms of Social Media like what's up and Facebook. Persons spend so ample time on the platforms to an extent that the industries were compelled to take practical steps to embrace them. They indeed had to transform their strategies to incorporate this dynamic and evolving market. These days, platforms of social media and m-commerce association have turned out to be quite strong.

Social media began as a network to link with persons that would wish and like to stay in touch. However, it has converted to be an area where industries get new customers, offer efficient client service, promote their old and new products among others. It could rightly be stated that businesses look at the platforms of social media like a channel that could help them upsurge sales. It is now period to comprehend how Facebook and WhatsApp as social media platforms are a compelling transformation in commerce across the world. Facebook and What's up social media platforms make an online presence for business mandatory. For any brand or business to thrive it is essential that they've got a robust online presence. Having a devoted website isn't enough. Businesses need to foster brand existence on all social media platforms to become a power to count. "Popular business and technology journals are especially optimistic about the positive impacts that these technologies will have on the organizations that adopt them" (Farrag & Nasr, 2017, p. 48). The notion is to guarantee that the businesses are constantly in the sight of prospective clients. A robust online presence, consequently, serves the double purpose of growing company's goodwill and increases sales. When products of a company are constantly available on the social media where people keep posting and chatting, there is a probability that the people will require a way to purchase the products through the platforms hence encouraging M-commerce. Clients are the key guiding force behindhand every business. They control the imminent period of new services and products. Customer service and feedback play an extremely significant role in choosing the structures of any application.

Similarly, numerous times packaging fluctuations because the clients wanted something more and new appealing. Social media offers a large client base to M-commerce and at the similar time, it empowers these patrons so that they're intolerable to ignore. Due to the presence of brands and business in the WhatsApp and Facebook platforms, there is always mobile commerce which leads to impulsive purchasing hence increasing sales. Many customers need instant gratification. Things happen to be so simple to purchase that not abundant thought drives into buying anything. Furthermore, the customer doesn't have to travel to a "storefront" to collect whatever they've purchased. It gets transported to the residence. With great convenience accessible only a "click away" it turns out to be a duty of the product to confirm that they've easy appealing and loading websites. M-commerce encourages the use of the private messaging facility. Additionally, applications are developed to be mobile compatible, error-free, simple to load, and offer an amusing experience. It has indeed been observed that those platforms that aren't user-friendly and consume a longer period to load tend to have a complex bounce rate. Having an extremely high bounce frequency is not decent for any business and results to a negative effect on sales. Social media could be utilized to circulate in-app procurements and advertise the company's user-friendly website and its m-commerce technology. WhatsApp and Facebook boost SEO ranking. Advertisements and comments on social media sites are often shared, liked and more commented upon. These acts aid build the product and business image and therefore customers can be comfortable to purchase the products using their mobile phones hence enhancing mobile commerce. "Therefore, having an online option for sales is dramatically increasing in developing countries" (Makki & Chang, 2015, p. 8).

If there're decent things being stated about a business on m-commerce and social media site is shared more regularly than the contestants then it raises the SEO ranking. A great SEO ranking would automatically drive further traffic and heads to M-commerce. A businesses' social media page support M-commerce in a great way. A dedicated commercial website isn't sufficient anymore. Prospects don't know about a company's brand so first and therefore the businesses have to establish awareness. The best method to undertake this is by directly going to the persons who are indeed on the platforms of social media. Persons who frequent societal networking sites need to see if the firm's brand is for any decency and whether the company has any services or products that entice them. All this information and more is made obtainable for clients who visit the business's page on social media. A well attractive and designed page would serve like a display place that offers honest brand evaluations while at the same period generating curiosity in other materials that are sold via m-commerce. Correspondingly, these pages on social media give the companies an opportunity in proactively resolving customer end matters and responding to their inquiries promptly. Honestly speaking, pages on social media allow a business or a product to advance their goodwill hence helping in m-commerce purchases.

M-commerce helps in measuring results. If results aren't measurable then it's not conceivable to know if a company's social media promotion strategies are functioning in the businesses' favor or not. Almost each social networking platforms such as Facebook and WhatsApp are equipped with elements that allow companies to measure and see these results. This feature allows the business to perform comparative research of all platforms on social media that are used for advertising and marketing. It becomes simple to classify those platforms where policies need a slight tweaking and the ones that are pure money pits. In Jordan, social media and m-commerce are intricately entangled in the people's daily lives. This interdependence between m-commerce and social media (WhatsApp and Facebook) is going to grow in the years to come. Artificial bots would be utilized to instantly respond to customer queries. In-app payment incorporation would become entirely evolved and m-commerce enhanced. In addition, customer grievances would be handled instantly.

Social media can help mobile commerce brands to identify behaviors of the individual to create further targeted advertising drives. For example, by collecting information points such as search inquiries, social behaviors, purchase history, geographic location, and demographic client segmentation, brands could advance themselves fully with the buying audience interests. These information points could help brands establish customized Facebook and WhatsApp social media platforms in Jordan and m-commerce messaging that indeed reverberates with the target audience. Social media surveys are utilized in various methods for m-commerce. They assist to gather evidence about WhatsApp and Facebook users that could positively influence how a subscriber moves via the funnel of sales. If you are not certain how clients are retorting to a specific product, enquire because loyal customers would feel like they have a say in a portion of the process of decision-making of the product. Companies should take action founded on the m-commerce data they receive. Social media influence the use of M-commerce. This could be just a micro-influencer that has a few supporters or a well-known individual who offers millions of sights. Persons, not ads are the today's influencers.

The influence of the platforms of social media offers the informal access gateway to the internal lives of the current most dominant individuals. M-commerce products should partner with the influencers who happen to be authentic when representing their particular products in an optimistic light. Social media could ignite serious discernibility for almost any m-commerce brand, as long as the appropriate tactical elements are utilized. Social media platforms play a great responsibility in any product's general marketing plan and encouraging m-commerce in Jordan, but even further for products that are firmly on the network and whose communication channels are more restricted devoid of having a mortar and brick shop. Social media platforms in Jordan have rendered the conversion procedure extra seamless by letting users imitate a purchase despite the fact that they are in the application. Whereas the ultimate objective is indeed to have persons visit the company's website, numerous users need speed and convenience hence m-commerce facilitation. What that suggests is they do not need to be directed to a different page to finish their transaction. They need it quickly and they like it easy. Being capable to provide those needs would put a business in a better position. When it making a decision to purchase, clients want responses and they need it any time. With the upsurge of messaging application and "chatbots," it has been simple to connect and give a degree of client service that was not always accessible earlier. Facebook and WhatsApp as social media platforms help in informing people and advertising m-commerce in Jordan and hence playing a great role in developing and creating confidence for people to use mobile commerce.

In Jordan, many people use Facebook and WhatsApp platforms to communicate and interact with one another. "Young Jordanians in the 18 to 24 age groups enjoy widespread access to ICT, and their accessibility has been steadily increasing over the past years" (Alkhatib, 2013, p. 112). The two applications are popular and therefore used by business people to market their products. The businesses provide ways to pay for the products using mobile phones a concept referred to as mobile commerce. Through WhatsApp and Facebook application, people can learn about businesses offering products they need on their mobile phones and hence help in mobile

commerce. The reasons that m-commerce is developing in Jordan is because of various reasons. Mobile commerce is moving at a rapid speed that they're having exponential development every year which is indeed incredible. This development is because of their customer-centric method to business instead of just profits. The sum of mobile phone consumers in Jordan is increasing because of the need to access Facebook and WhatsApp. Mobile Commerce application that is indeed the most significant in Jordan provide functions such as Payment transactions, banking, and online marketplace apps. The revolution of the conservative cell phones to smartphones happen to have dynamically improved the responsibility of the application of mobile phones. Mobile apps have influenced an m-commerce industry. The mobile applications could aid in multiple methods to impact the corporate profit. In contrast to a normal website, a mobile application is enhanced with features that could be unified with phone elements like Wi-Fi, Camera, GPS, and that make them further usable. Mobile channels nowadays are not only an option for custom M-commerce platforms but they're a vital necessity. It isn't always conceivable to visit disconnected stores, therefore, mobile-ready online stores give priceless chances to purchase everything required whenever, wherever. No need for walking or driving. people just sit happily and relax as they utilize m-commerce. The nearer the vendor is to clients, the more probable their revenues would grow. "The beginning of social media and its spread around the world has affected and still affecting people in terms of behavior" (Alnsour, 2018, p. 10).

This benefit turns out to be valueless if the trade app's consumers experience is missing. It is critical to reason out each phase of the user drive, beginning from the initial page, to the closing checkout. This is further than just modest responsiveness. As the massive majority of possible customers possess smartphones these times, attracting fresh visitors and increasing the audience faithfulness becomes very modest. Almost fifty percent of Facebook and WhatsApp searches are done with smartphones. Moreover, utmost mobile shoppers discover online shops via penetrating in the browser. Through social media, business people in Jordan use numerous promotional features to attract fresh mobile customers. Like mobile advertisement networks, there are abundant of them in the marketplace. "The realm of business has been profoundly revolutionized by the global spread of electronic communication technologies, particularly the internet" (Masarweh & Hunaiti, 2016, p. 198). A business or company can opt for the mobile retargeting. This happens to be an advertisement appearing on websites and showing products that are recently revised by the guest. Combining a perfect-looking mobile utilizer experience with promotion tools establishes a powerful foundation for the progress of the corporate. Firstly, the physical shop cannot place all product data next to a brand because a shop would appear cluttered. Second, talking to advisors isn't always cooperative as they could forget to notify about some discounts and details. M-commerce resolutions, however, don't overlook as the statistics in them gets updated automatically. Mobile Commerce is indeed the accessibility of unique promotion channels. These are distinct devices placed physically someplace that could send emails to adjacent smartphones. A mobile application becomes an individual shopping assistant. There are m-commerce instances of brands transforming the marketplace with mobile phone technologies. "Recently, social media technologies have gained a lot of popularity among global citizens" (Kokash & Al-Adwan, 2018, p. 16).

Facebook and WhatsApp have accelerated the popularity of M-commerce in Jordan. Mobile commerce in developing countries like Jordan is a quickly rising subgroup of electronic-commerce. During the previous decade, people utilized online sites to purchase services and products. Today, persons are inclining towards the technology that is wireless. With the growth of concepts such as the on-demand services, internet of things, cross-platform promotion, services, mobile software, and products are beginning to blend flawlessly with day-to-day aspects of people's lives. "The increased mobility of people in the present society has catalyzed the growth of mobile commerce (m-commerce)" (Cao, 2015, p. 62). Today, people in Jordan barely stride down a solitary block devoid of utilizing their cell phone. That is why concepts such as close-range and mobile marketing are so influential for increasing sales. If persons are utilizing mobile further and mobile phone platforms are very seamless for advertising, then the subsequent logical stage is clearly to establish M-commerce platforms in Jordan so people could actually purchase stuff. Due to swiftly changing technology and massive use of Facebook and WhatsApp for messaging and chatting, the need for M-commerce in Jordan has increased quicker than the demand for e-commerce. Where before, people were bound to heavy computers, nowadays, a user in any part of the globe can comfortably book tickets, purchase products, pay bills, and accurately do anything a human being can imagine utilizing location-based M-Commerce facilities.

Mobile commerce service providers in Jordan depend heavily on social media platforms such as Facebook and WhatsApp. "Social media's sway on public opinion continues to increase in Jordan at a time when the influence of traditional media, specifically print, is retreating" (Sharif, 2016, p. 15). This is indeed a huge chance for small, large, and medium industries to get money from. Technology analysts have predicted that possibly in the approaching years, "over half" of the numeral retail revenues would be earned via m-commerce. This makes sagacity because the marketers and advertiser are taking notice of mobile commerce platforms. Marketing is not just mobile receptive web platforms. Mobile is indeed an emergent platform for a

swerve of marketing actions which can include everything from Mobile tournaments to Web Pictures to SMS Promotion to video MMS and Mobile Audio Advertising. M-commerce in Jordan has fueled the advent of an economy that is cashless by letting the consumers transfer money amongst accounts and collect information associated with their individual accounts from banks or other financial institutions. "Today e-commerce is growing rapidly on a global level affecting all business organizations and subsequently changing the way organizations conduct their business" (Hussein, 2017, p. 88). More lately, M-commerce has developed itself in the money management and stock-trading services. What this suggests for industries is that it's much simpler for their clients to buying online. Another method M-commerce apps target persons are via push notices from Facebook and WhatsApp as well as entertainment applications such as video streaming, games platforms or tune platforms. Since consumers are probable to be chatting on social media platforms, playing games, watching videos, or listening to music with attentive attention, aiming at these consumers at the appropriate time can lead to improved sales for industries. Mobile commerce has rendered it ridiculously simple to give location-based facilities to the clients in Jordan. "The current expansion of the internet in the developing countries has open the door to online entrepreneurs for more digital contributions. Jordan is no exception" (Yaseen, 2016, p. 1208). Currently, hyperlocal targeting could be done via mobile gadgets that allow consumers to establish the services accessible at the adjacent location. What this suggests for industries is that the extent of time amid a consumer bearing in mind the service or product and making an acquisition has been expressively shortened. M-commerce happens to be an evolving platform in Jordan for businesses to offer services indeed at the connection of the purchaser's want identification and monetary convenience. "Organizations are consistently exploring into new areas where m-commerce can be exploited to generate additional revenues or create value" (Litondo, 2016, p. 15). By rendering the payment procedure hassle-free, getting to where consumers are, and reducing the sales procedure, M-commerce apps have established a win-win condition for both customers seeking expediency in the buying experience and industries wanting to accommodate these customers' needs.

Mobile devices in Jordan are fast-tracking the journey of shopping for consumers. Facebook and WhatsApp still demonstrated to be an appreciated platform for vendors. M-commerce has indeed been on the increase in the previous several years. M-commerce will truly turn out to be the future of selling, as approximately all of the development in the merchandising sector now happens in the space of digital. "The main objectives behind the adoption of m-commerce would be the financial benefits that a company expects to get as a result of using this technology while maintaining the competitive advantage" (Alrawabdeh, 2014, p. 154). Since mobile commerce refers to any transaction, including the transmission of possession or privileges to use services and goods, which is started and/or accomplished by utilizing mobile admission to computer-mediated systems with the aid of an automated device. With speedy demand for mobile internet and Smartphones to access Facebook and WhatsApp, m-commerce is self-assured for exponential development and would be ordinary for a mass marketplace in some years. Mobile commerce involves primarily travel, retail, advertising, nearness payments, and application downloads. "Social media marketing is changing rapidly than ever because there is a new communication platform every day" (Tawara, 2017, p. 122). Swing of services and applications that are probably reachable from the network-enabled mobile gadgets. m-commerce is mainly about that. Convenience, discounts, and access have directed to the enormous growth in electronic-commerce and m-commerce take expediency to a fresh tangent in overall causing its stark standing in the marketplace for mobile gadgets are universal and could be joined to the situation of location, people and time. With added user-friendly applications getting introduced and people becoming more conversant with mobile internet usage in Jordan, m-commerce has cemented its system well.

Many businesses in Jordan have developed mobile applications for their products. These applications are installed in mobile phones and form the applications a customer can search and purchase an item. "Till the advent of the Internet, societies were limited by geographic boundaries, where they utilized traditional mail to interact" (Al-Tarawneh, 2013, p. 159). Knowing the customers equals affluence in commercial dealings these days is important. Understanding that clients require information, at least basic statistics like sex, age, shopping history, and location would increase customer base through appropriate strategies. Within the mobile app, companies are building and setting user analytics at various degree of sophistication. Mobile applications make it easy for businesses to reach their audience sooner and obviously reduce marketing campaign expenses. Mostly, applications are integrated with WhatsApp and Facebook social media platforms and this makes it possible for users to do their portion by sharing the application and spreading the information. Mobile applications have a better competitive advantage in relation to advertising opportunities. Back and front camera, compass, scanning codes, accelerometer, positioning scheme for location, gyroscope, and many other built-in structures can be utilized for commercial drives. Among the top advantages of mobile commerce, resolutions are navigating consumers to nearest supplies in their neighborhood via GPS. This cuts the period for consumers to find the store and initiate a purchase. The attractiveness of online shop apps is suitability. People can go shopping when they need, at home or anywhere. This is indeed a whole dissimilar buyer-seller self-motivated

than it was a few years ago. This introduced customer empowerment. Customers need enjoyable shopping through mobile gadgets whenever they choose. In brief, clients benefit from m-commerce in many ways like trendy and smart shopping models, faster purchasing process, the authority of Facebook and WhatsApp, and tracking shipments.

Smart shopping means that retailers and brands provide relevant information to users as per their shopping favorites. Customers love receiving special deals, promotions, and coupons via mobile apps. With push announcements, they get data in real-time. For instance, alerts concerning goods in wait turned out to be available. Apps also could assist in rendering buying at physical supplies easy and convenient. Instead of traveling to a shop and standing in a queue, with a mobile application people can buy easier and faster. Today's customers like to look for products online before traveling to the shop. A website may be good. However, mobile applications are better personalized for mobile gadgets. Besides, applications can be modernized anytime. All this suggests that shopping m-commerce apps are comfortable. Apps also inspire sharing on Facebook and WhatsApp in Jordan and other developing countries, and persons love sharing fresh amazing acquisitions with other people. M-commerce apps fit in social media. Moreover, Facebook has already added purchase buttons in pages and posts. Social media promotion strategies constantly have something exciting and new to place forward. In Jordan, a rapid technological progression continues to move digital integration within each facet of society. The retail business is experiencing a direct impact. The shopping future has already begun, and it comprises an Omni channel advertising strategy helping shops that are prepared for the m-commerce to maintain a modest edge.

5. Limitations of the Research

I do acknowledge that there're various limitations in the research survey. First, the number of respondents or sample size used was relatively small hence restricting this survey from reaching undoubted results, mainly from a measurable analysis viewpoint. Therefore, it is not absolutely accurate to generalize the results. Second, the exploration study didn't examine the entire original technology reception model in the country and the trust the people of Jordan have in online transactions. The survey only concentrated on the responsibility of social platforms in the establishment of m-commerce which depends mostly on smartphones and internet penetration. Third, the research survey did not look at other important facets of consumer's conduct like social effect, income, risk, previous experience in buying via the internet, cultural and psychological factors. Future scholars are recommended to target bigger sample size of the respondents so as to acquire more dependable information and guarantee generalization of the discoveries.

6. Conclusion and Recommendations

One hundred men and sixty-nine women were selected as the respondents in the survey research. From the questionnaire's data, men happen to be highly educated compared to women. 82 out of 100 men have a master's degree with 18 holding an undergraduate degree. However, 60 females hold an undergraduate degree and others 9 possess a college diploma. In general, men are more educated than women. From the findings, the respondents have different income rates women being paid the least compared to men. Females below 35 years earn an income of at least \$500 while males earn at least \$600 on monthly basis. Men above 35 years earn at least \$1000 and women at least \$700 each month. Therefore, men are paid slightly higher than women within the same age bracket. Majority of women use social media to do m-commerce with 65 out of 69 embracing the technology. Men don't use social media to do m-commerce like women. Only 51 percent of men use social media for m-commerce and 49 percent conduct m-commerce without using social media. Therefore, women use social media regularly to do mobile commerce. Both men and women who were part of the survey had mobile phones. However, women used their mobile phones to access social media and purchase products and services via m-commerce. Men on the other side, only a few utilize their mobile phones for social media, marketing, and mobile commerce. Therefore, from the findings, the majority of women use their mobile phones to access social media, conduct marketing, and purchase products using m-commerce, unlike men.

From the research survey, statistics show that the utilization of social platforms in Jordan is spread across all platforms at various levels. "In Jordan, 2.7 million Facebook users make up to 5% of all Facebook users in the Arab world" (Alarabiat, 2015, p. 82). "89 percent of the social media users in Jordan is on Facebook. 93 % of the Facebook users access it daily. 71% of social media subscribers use WhatsApp" (Ghazal, 2016, p. 5). In terms of mobile phone ownership, "Nine out of 10 people own cell phones in Jordan, which ranks third in engagement in social networking sites among Arab states, according to the 2013 Spring Pew Global Attitudes Survey" (Ghazal, 2014, p. 1). E-commerce has indeed become common in Jordan and therefore, "E-commerce in Jordan amounted to \$200 million in 2014, growing by more than 30 percent compared to 2013, according to Tell" (Ghazal, 2015, p. 3). The more the media is used, the more likely is used to support the

progress of mobile commerce. Therefore, based on the survey, Facebook and WhatsApp platforms are highly used in Jordan and therefore play a crucial role in the development of mobile commerce (m-commerce).

As per the "Middle East Telecommunications Reports" internet penetration in Jordan has progressively increased since 2000 and continues to grow (Middle East Telecommunications Reports, 2018). The table shows a consistent increase in internet penetration hence reduction in the digital divide. The internet penetration is mostly contributed by the use of smartphones while people are accessing WhatsApp and Facebook platforms. With that level of internet penetration, Facebook and WhatsApp usage, m-commerce is encouraged and therefore the social media platforms help spread information concerning the m-commerce concept. The survey interviewed 10 people, 5 males and 5 females. All of them held an undergraduate degree. In response to the questions, all of them had a smartphone. Majority of the women (100%) interviewed use their mobile phones to access social media while only 80 % of men do. Just 2% of the men interviewed use their mobile phones to buy goods and services while 80 % of women use mobile phones to buy goods and services. Again, from the interview the survey established that 100% of women use social media for m-commerce while only 60% of men use social media for m-commerce. Therefore, from the interview, the majority of women use social media for m-commerce.

People of Jordan spend more period on Facebook and WhatsApp social media platforms compared to other main internet activity. Retailers could better exploit the social m-commerce trend by embracing the ever-emerging incorporation of social media. The integration of social media into m-commerce is a key reason how and why omnichannel advertising is evolving. Supervising it could lead to a missed chance to reach many consumers who happen to be already dynamically using it. Businesses need to use the correct social setting for their brand. Retailers should be tactical in utilizing social media. A product's user base, context and offer, and product category are all features to consider. The disposable products realm, Facebook purposes as an actual place to retell consumers to purchase certain items. M-commerce in Jordan is indeed taking shape due to the presence of Facebook and WhatsApp applications. Business, on the other hand, is attempting to deliver a unified shopping practice from beginning to finish. Any platform that is chosen, the utmost important portion of taking part in m-commerce is indeed to guarantee that the client has an uninterrupted experience. Preparation is critical, particularly in that viral standard for sales. Retailers require to prepare their fulfillment scheme to provide a smooth procedure, from the initial visit to the transaction to lastly getting the product into a client's hands. Mobile and social outlets provide an overarching chance for cross-platform incorporation that would result in a seamless customer experience where doing shopping is ubiquitous. Consumers would not even consciously appreciate they are being given an item due to their indirect activities of liking, buying and sharing are all engaged into an uninterrupted, natural, societal activity. Provided retailers integrate social media platforms like WhatsApp and Facebook into mobile commerce and utilize it to their benefit, the retail future is on a path to a complete Omni channel takeover.

The notion of the messaging application acting like an M-commerce platform is not new, In Jordan, these applications are fueling the development of M-commerce. The marketing on Facebook in the country provides returns on a bigger scale, but it is also challenging to reach sufficient people to impact change without recompensing to expand the company's presence. Competition for "News Feed" exposure is violent, and corporations that wage to increase their posts are receiving better outcomes compared to competitors that do not. Facebook offers numerous different advertising features businesses can utilize, depending on their goals. A company can target posts at viewers using advertising sifters like income, behavior, and interests driving persons to the website or apps where they could learn more concerning the products and eventually make an acquisition. Facebook advertising is mandatory for every business operation on the m-commerce platform today. The businesses that match the experience persons hunt on the social media platform will receive the most from their efforts. Instead of vending people, products need to attend on making content that spurs the thoughts with creative ideas and good storytelling. By helping persons with expertise, it is possible to eventually receive their corporate and loyalty.

Brands regularly forget that announcement on Facebook happens to be a two-way path. Replying and commenting on what other people post is an influential way to prove that the brand listens and talks. Engaging people renders a company more approachable and human and may stimulate interest in understanding more concerning what the company produces and the interest of the clients. Innovation is indeed vital in today's M-commerce space, where business competition is becoming sharper by each. New methods to improve client experience, decrease costs and upsurge the profits is continuously on the brains of the M-commerce companies. WhatsApp also is playing a role in the development of m-commerce in Jordan. The m-commerce businesses in Jordan are using WhatsApp to improvise the distribution system. M-commerce firms are pursuing new delivery methods to decrease their expenses, enhance spending and cut the total product delivery cycle. Various new methods are being implemented. WhatsApp is helping invent the delivery scheme of M-commerce businesses. Customers could be requested to provide their place of residence on WhatsApp. Getting the particular

coordinates of the location of delivery helps the businesses in faster transfer by selecting the shortest path to improve their operational expense. They could plan multiple transfers along the path to further optimize the mechanism of delivery. WhatsApp is massively popular amongst the mobile operators and has many active users on daily basis. With WhatsApp's user sociable call and chat and facilities, m-commerce firms can contact the clients quicker and in a well-organized manner. Customers could share the pictures or images of the spoiled goods devoid of having passed through the annoyances of the present procedure which comprises possibly sending an email for the support team to read, contacting customer care countless times and preparing to give the point of discomfort. With WhatsApp, it could be effectively communicated through the chat.

In addition, groups could be established for impulse marketing. Groups could be on the foundation of customer sections targeted and marketing could be realized at minimal expense. For example, discount coupons could be communicated to price delicate clients and brand mindful customers could be informed concerning the sale, promotional offers, and discounts relevant on their preferred brand. Groups can also be established on the foundation of geographical areas and location exact information could be provided on the created group. Email-marketing is indeed losing its efficiency as the clients today are blasted with advertising emails from online stores, restaurants, banks and also recruitment companies. Innovative avenues to capture the mind of the "ever-mobile" customer requires to be discovered and Facebook and WhatsApp certainly have the latent to help in developing m-commerce in Jordan. Jordan is one of the developing countries where Facebook and WhatsApp platforms play a great role in the development of M-commerce. The two social media platforms make it possible for the businesses in Jordan to reach potential customers, communicate with them and provide information like new brands, and discounts. Therefore, m-commerce businesses in Jordan are getting a boost from WhatsApp and Facebook.

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Appendix
Questionnaire questions

Section A

- i. Please tick your gender appropriately
 - a) Male
 - b) Female
- ii. How old are you?
 - a) Below 35 years
 - b) Above 35 years
- iii. What is your level of education?
 - a) Master's degree
 - b) Undergraduate degree
 - c) Diploma
- iv. What is your monthly income?

Section B

- i. Do you own a mobile phone or Smartphone?
 - a) Yes
 - b) No
- ii. Do you access social media using the mobile phone?
 - a) Yes
 - b) No
- iii. How often do you access social media (Facebook and WhatsApp)?
 - a) Throughout the day
 - b) After every two hours
 - c) Once per day
 - d) Once per week
 - e) Other
- iv. Have you ever transacted business over the mobile phone?
 - a) Yes
 - b) No
- v. Do you use social media for m-commerce?
 - a) Yes
 - b) No
- vi. How faster is m-commerce on social media?
 - a) Very fast
 - b) Moderate
 - c) Slow
- vii. How secure is m-commerce?
 - a) Secure
 - b) Unsecure
 - c) I don't know

Interview Questions

1. Do you have a mobile phone?
2. What is your highest level of education?
3. Do you use your mobile phone to access social media?
4. Have you ever used it to purchase or pay for goods or services?
5. How often do you use the mobile phone to access social media (Facebook and WhatsApp)?
6. Do you use social media for m-commerce?