

COVID-19: EMPIRICAL STUDY OF FACTORS INFLUENCING THE USAGE AND ADOPTION OF SOCIAL MEDIA MARKETING IN UZBEKISTAN

Khodieva Gulmira Bakhodirovna^a, Khodieva Shirina Alisher qizi^b

^aAssociate Professor, School of Logistics, Inha University in Tashkent, g.khodieva@inha.uz

^bUndergraduate student, Department of Pediatrics, Tashkent Pediatric Medical Institute, shirinasaidkarimova@icloud.com

Abstract

The need for evaluating the implications of the coronavirus outbreak for the global businesses and civil society, as well as to understand how organizations are collaborating to meet the challenges presented by the pandemic is becoming crucial. Rapidly changing marketing environment and constantly changing consumer behavior is quickly outdated the traditional marketing strategies of businesses. To overcome these challenges, businesses are expanding their marketing communication horizons through intervening in social media platforms. However, studies about the usage and adoption of social media through the firm's perspective of the local companies have been less studied in the academic literature. Therefore, the current paper investigates the factors influencing the adoption of social media by businesses in Uzbekistan in the wake of coronavirus outbreak, through conducting qualitative study and justifies the empirical findings with the existing technology acceptance theories.

Keywords: coronavirus outbreak, COVID-19, usage and adoption of social media marketing, technology acceptance theories, firm's perspective.

1. INTRODUCTION

The challenges stemming from the COVID-19 global pandemic, and the economic disruption posed by it, presents the organizations, as well as their leaders with critical considerations to reformulate their corporate strategies that will support the company in a present and post-pandemic landscape. The coronavirus outbreak has served to highlight the importance of understanding the corporate purpose of the organizations, as many of them have rapidly repurposed their operations to fit the challenges of the global pandemic and its consequences. More specifically, COVID-19 pandemic and the ensuing business responses and economic uncertainty underlines the importance of developing clear corporate strategies for the organizations to survive in the current dynamic environment and compete for advantage in different markets they operate. Indeed, building a coherent strategy in such an unpredictable and uncertain economic condition entail the need to protect the company's IT infrastructure and ensure continuing deployment of the digital technologies, as there is a constant demand for managing the business decisions that frequently requires navigating a constantly changing information under tremendous time pressure and unpredictable facts. Responding to such a fast-moving development requires the businesses to maintain a commitment to align their business activities to embrace the opportunity for positive change.

The global pandemic has influenced not only the way businesses operate, but also the way how they communicate with the market and consumers, highlighting the growing importance of using the new communication channels, especially digital ones for establishing effective relationships. The boundaries of marketing discipline have significantly expanded with the emergence of innovative

marketing communication technologies (such as the internet, social media, and smart technologies), that profoundly changed consumers' thoughts and behaviors in the marketplace. Thus, today people are no more bound to geographical proximity, as the ideology of the new web is based on the mass collaboration that assumes to pursue economic democracy as an outcome of creating value for individuals by individuals and promoting the sharing economy. Subsequently, this has brought to the shift in the power of consumers – as present consumers do not only consume the information generated by servers, but actively participate in producing them, that are referred as user generated content (UGC) or consumer generated media (CGM) (Close, Online Consumer Behaviour, 2012).

The increasing power of consumers in the market, and the growth of digital media pushes business to rethink their marketing communication strategies in order to increase the efficiency and credibility of the marketing activities. One of the key major opportunities enabled with the emergence of social media is the establishment of interactive two-way communication between the company and consumers, while lowering the costs of traditional communication channels, which is generally maintained through social networking sites (Facebook, Friendster, MySpace), blogging sites (Twitter) and geo-location sites (Foursquare) (Close, Online Consumer Behaviour, 2012).

Furthermore, the global market analysis show that internet access and user penetration rates are growing in an extremely rapid pace. According to the estimates 53.7 percent of the global population will have access to the internet by 2021, in comparison to 46.8 percent in 2017 (Statista, 2018). Interestingly, the growth shown in the last few years (2011-2016) underline the progressive increase of internet access among the population in developing

Covid-19: Empirical Study Of Factors Influencing The Usage And Adoption Of Social Media Marketing In Uzbekistan

countries (around 67 percent), highlighting the growing potential of internet related markets in developing countries. In this line, this trend enables businesses in developing economies to increase their power through internet networks.

The popularity of social media among users and businesses are continuing to grow. Today, people use social media applications like Facebook to create an online network, that allow users quickly receive feedback, share ideas, and keep friends up-to-date on current projects, whereas, businesses mostly implement social media to attract attention of consumers and increase website traffic. The auditorium of social networks cover more than a billion active users¹, with each user viewing up to 100 pages a day² (Халилов, 2017). The wide variety and unevenness of the audience of social networks make it a unique platform that no other Internet platform managed to offer since the emergence of Web applications.

Such rapid technological progress, and followed ultimate social trends promote a more collaborative mode of doing business, as well as wide proliferation of social media marketing in the global market is derived through the increasing need to stay connected with consumers in the online platforms, that will allow effectively and efficiently engage with them (Close, 2012).

This paper investigates factors influencing the usage and adoption of social media marketing by business in Uzbekistan from the firm's perspective, and reviews existing technology acceptance theories in the academic literature.

2. METHODOLOGY

Taking into account the exploratory nature of this research, the qualitative approach is employed. The data for the present research were collected through conducting an open-ended interview in Uzbek language with the managers of three SMM agencies currently operating in Uzbekistan – The Leader, Napa Advertising and The Button. The intention to adopt social media marketing by businesses' and firm's social media performance are investigated through observing the brand pages of businesses operating in the Uzbek market in five social media platforms – Facebook, Pinterest, Twitter, Odnoklassniki.ru and Vkontakte. The collected finding of the research are then justified with the existing technology acceptance theories in the academic literature.

3. The usage and adoption of Social Media Marketing (SMM) by businesses

3.1 the global perspective

The rapid technological progress that stimulated the emergence of digital and social technologies, promoted the fast and easy information exchange³ and extended the width of marketing's potential. Indeed, the progressive technological evolution (Web 2.0) that promoted the emergence of social platforms and blogs, the growth of the

¹ Active users are those which have logged in to SNS during the last 30 days.

² Nielson research findings show that adults in Western World consume content on average of 10 hours per day (Schaefer, 2015).

³ According to the market estimates, information on the web will increase 500 times between 2015 and 2020. Remarkably, 75 percent of this information increase will come from brands and individuals (UGC) (Schaefer, 2015).

role of content and the shift in the power of consumers have turned the social media marketing as one of the most effective marketing channels (Close, 2012). Social media marketing and its aftereffects are discussed by many academics in their works. Tajvidi & Karami (2017) investigate the influence of social media to the firm's performance, focusing on the analysis of SMEs operating in the hotel industry. The research found a positive influence of social media use on hotel's overall performance and marketing capability (particularly branding and innovation). Social media marketing found to be effective in organizing influencer marketing activities as well, in particular, the positive connection of celebrity endorsement on social media fan pages on purchase intention of consumers (Fink, Koller, Gartner, Floh, & Harms, 2018). Further studies include the notable study of social media usage in public relations conducted by Curtis, et al., (2010), that found men being more active and confident in using social media, while women find it more useful.

Recent trends underline the expanding use of social media in consumer interaction by retailers (Szolnoki, Dolan, Forbes, Thach, & Goodman, 2018), the positive role of consumer involvement (creation of eWOM, UGC and feedback) and on the purchasing intention of other users (Zhang & Yoon, 2018; Erkan & Evans, 2016). The study of (Chen & Lin, 2019) have investigated the influence of social media marketing activities on the user continuance, participation and purchase intention through the mediation of three determinants - social identification, perceived value and satisfaction. The results of the study highlight the direct influence of social identification and perceived value on satisfaction, that ultimately pursues the continuance intention, participation intention and purchase intention. In this line, Alalwan, Rana, Dwivedi, & Algharabat (2017) highlight that Facebook is one of the most commonly analysed social media platforms and reveal four key topics discussed in the literature that are related to the issues concerning the promotional, advertising efforts, e-WOM and CRM in social media marketing.

3.2. The national market review

In the contemporary digital age, social media became a key marketing channel for the majority of companies, considering that today around 37 percent of the world's population actively engage in the social media platforms (Spredfast, 2018). This is related with the line of opportunities that SMM offers, such as: 1) e-WOM; 2) targeting; 3) non-advertising format; 4) interactive communication possibilities; 5) mass and diversified auditorium; 6) minimum required budget expenditures.

Currently, Facebook became as one of the most popular social media platforms in the world, and consequently most popular global business arena, with more than 2.2 billion monthly active users (Sehl, 2018). In fact, Facebook is considered as the most popular social media platform in the national market with 47 percent out of all local social media users are in Facebook (see Picture 1 a), and thus becoming a powerful marketing communication channel. The analysis of the national market of Facebook found that the majority of users access the social media platform through mobile phones (54 percent) and tablets (43 percent) (See Picture 1 b, c).

In this line, Pinterest and Instagram are also gaining an increasing popularity in the national market, with approximately 18 percent and 9 percent of access rate

Covid-19: Empirical Study Of Factors Influencing The Usage And Adoption Of Social Media Marketing In Uzbekistan

respectively. The majority of users, access Pinterest through tablets (around 39 percent), rather than through desktop computers (around 19 percent) or mobile phones (around 18 percent). Comparably, YouTube (approximately 17 percent) and VKontakte (around 13 percent) are mostly

viewed through desktop computers. Therefore, and importantly, brands undertaking marketing activities on social media should consider the users' social media accessing device preferences and design marketing campaigns accordingly.

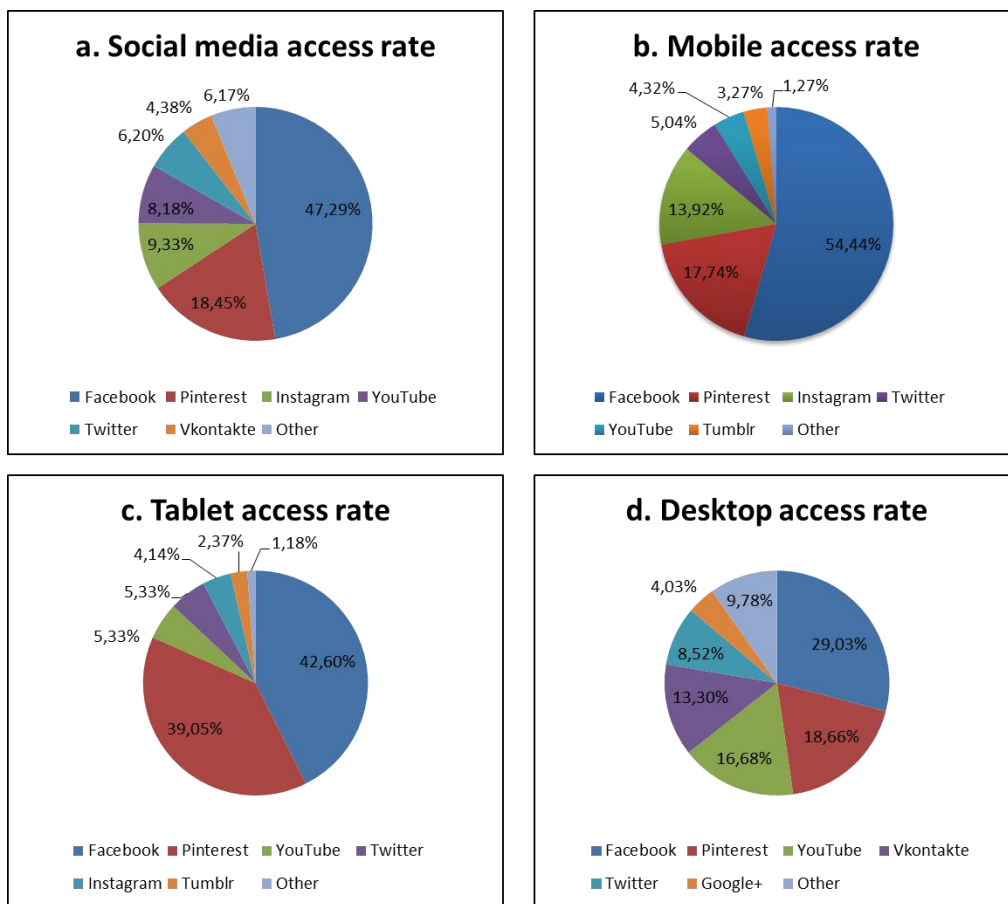


Figure 1. Social media use in Uzbekistan.⁴

⁴ Developed by author; Data received from Statcounter.com, valid for October 2018.

Covid-19: Empirical Study Of Factors Influencing The Usage And Adoption Of Social Media Marketing In Uzbekistan

Further market trends signpost that the Russian social media platforms, such as *Odnoklassniki.ru* is being gradually replaced by *Vkontakte* (4.38 percent in October, 2018). At the beginning of 2017, *Odnoklassniki.ru* had around 2.2 million registered Uzbek users (men - 72 percent; women – 28 percent) between the ages of 18 to 35, with 82 percent access rate through mobile phones (Sputnik Узбекистан, 2017). Indeed, the popularity of *Odnoklassniki.ru* still remains significant in regions, and among older generation. This can be described with the following two reasons: 1) *Odnoklassniki.ru* offers Uzbek language option that is convenient for people who does not own sufficient knowledge of Russian language; and 2) considerably simpler interface of the social media platform, that creates additional convenience for elder people⁵; 3) The majority of the *Odnoklassniki.ru* audience is Russian and Uzbek speaking users, that feels inviting for most traditional people.

The analysis of the user activities on *Facebook* in the national market found that the top three types of groups with the largest auditorium include communities (24 percent), media (20 percent) and brand pages (19 percent). Moreover, celebrity pages and society groups also claim to comprise the significant portion of audience in the national market, with 12 percent and 11 percent respectively (see Figure 2).

⁵ The results of the experiment undertaken by the research group during the completion of the book “Marketing in social media” by Halilov (2017) found that the interface of the *odnoklassniki.ru* is significantly easier than other Russian social media platforms (particularly, *Vkontakte*).

Covid-19: Empirical Study Of Factors Influencing The Usage And Adoption Of Social Media Marketing In Uzbekistan

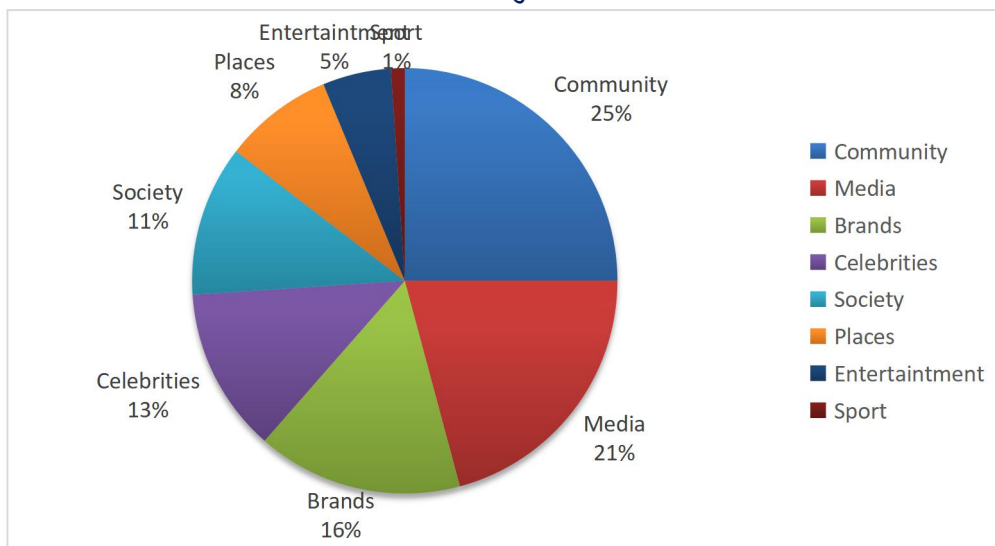


Figure 2. Share of Facebook pages.⁶

⁶ Developed by author; Data received from Socialbakers.com. *Calculation: The percentage of the total national followers of the top ten Facebook pages/communities for each group.

Covid-19: Empirical Study Of Factors Influencing The Usage And Adoption Of Social Media Marketing In Uzbekistan

The SMM of the country is still young and there is a lack of academic researchers in the field, as the national SMM activities have started to massively develop with the proliferation of Facebook in the country. It is crucial to note that although the number of national businesses applying SMM techniques has relatively increased over the past several years, the quality and the effectiveness of SMM strategies remain low. The key issues related with the usage and adoption of SMM in the country is described with the absence of pre-approved SMM strategic plans, clearly identified target audience's demographic and behavioral characteristics, clearly defined key objectives of the social media campaigns; social media marketing effectiveness evaluation and measurement metrics, the lack of effective communication (interaction) between the business and consumers, inconsistency of the quality of product/service promised (through promotional campaigns) and their actual delivery, as well as the implementation of social media as a sole marketing channel of the brand's strategic marketing orientation in the small enterprises.

This is primarily the outcome of insufficient well-informed SMM professionals available in the local market, and the lack of resources to train staff and finance the SMM projects. At the same time, the demographic factors of the business owner or the manager of departments also influence the itetion to adopt SMM. This can justified with the activities of the brands like MyTaxi, MyTaxi Express, Asaxiy.uz, Kanishka Design and others, who actively involve in social media and engage with the online audience. Furthermore, the environmental factors (such as growing competition) and the businesses openness to train staff also pushes forward the engagement of SMM within the firms. For instance, the growing competition have increased the usage and involvement in social media of national telecommunication brands (UMS, Beeline, Ucell and Uzmobile).

The empirical study through short interview surveys of the national brand using social media have identified a set of

factors that influence the business's intention to adopt the SMM, which are the factors related to the end user, organization, environmental factors and budget (cost). The factors influencing the usage and adoption of SMM are also reviewed on the basis of technology acceptance theories in the academic literature.

4. Review of existing technology acceptance theories

The literature provides a number of theories and models that have been widely applied to investigate the usage and adoption of technology, and to develop the concept of how and why users accept the new technologies. The current study reviews widely used technology acceptance theories, including the Theory of Reasoned Action (TRA), and its extended version - the Theory of Planned Behavior (TPB), that was further improved to the Decomposed Theory of Planned Behavior (DTPB); the theory of Technology Acceptance Model (TAM), the extended TAM and the Unified Theory of Acceptance and Use of Technology (UTAUT); and the theory on social studies - Innovation Diffusion Theory (IDT) with the purpose to theoretically test the identified factors influencing the social media adoption from empiric analysis of the national market.

4.1 Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA) is developed by Fishbein and Ajzen in 1975 and is considered as one of the earliest attempts to describe the human behavior. According to the TRA theory individual's behavior is influenced by their intention to perform the behavior. The TRA is described with two constructs – attitude toward behavior and subjective norm. Attitude toward behavior is defined as “person's evaluation of a specified behavior (Momani & Jamous, 2017). And Subjective norm is described as “person's perception that most people who are important to him think he should or should not perform the behavior in question” (Williams, Dwivedi, & Rana, 2015).

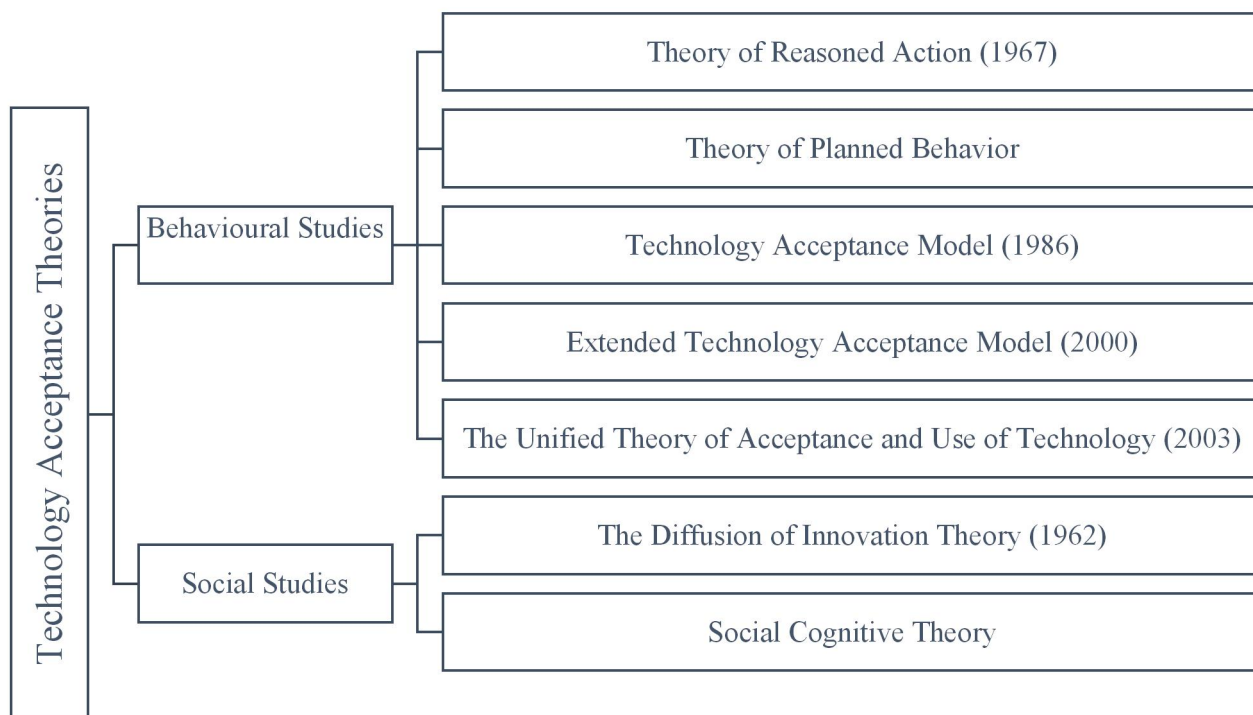


Figure 3. The evolution of technology acceptance theories

Covid-19: Empirical Study Of Factors Influencing The Usage And Adoption Of Social Media Marketing In Uzbekistan

4.2 Theory of Planned Behavior (TPB)

TPB is an extension of TRA with the introduction of additional construct – Perceived Behavioral control, that was largely applied in the study of individual acceptance and usage of different technologies. Later, TPB was further extended with three constructs originally defined in the Innovation Diffusion theory (IDT) – (1) relative advantage – “the degree to which an innovation is perceived as being better than its precursor”, (2) compatibility – “the degree to which an innovation is perceived as being consistent with the existing values, needs and past experiences of potential adopters” and (3) complexity – “the degree to which an innovation is perceived as relatively difficult to understand and use” (Taherdoost, 2018) (Momani & Jamous, 2017).

4.3 Technology acceptance model (TAM)

The issues of technology usage and adoption by businesses and consumers have been widely reviewed in many scholarly articles (Bailey, Bonifield, & Arias, 2018). TAM model is considered as one of the most effective approaches to investigate the adoption and usage of Social Media Marketing by businesses, that was originally presented by Davies in 1986 (Fei, Ozgur, & Bernhard, 2015). TAM model has been widely used by many scholars in understanding the behavioral context of technology usage and adoption by consumers and businesses. TAM focuses on establishing relationship between the level of technology acceptance and user factors, and is considered as the powerful model for predicting user acceptance. The classic TAM has three constructs – Perceived Usefulness (PU), Perceived Ease of Use (PE) and User Acceptance (UA). the traditional TAM is considered to be more effective in evaluating the technology adoption by businesses.

4.4 Extended Technology Acceptance Model (ETAM)

The extended TAM was developed with the aim to further advance the initial model, specifically, improve the predictive power of perceived usefulness and improve the constructs of perceived ease of use. ETAM was proposed in two different studies. The early study, defined as TAM2 expands two groups of additional constructs, namely: (1) social influence, that is represented by image, subjective norms and voluntariness; and (2) cognitive influence, that is described with the result demonstrability, job relevance and output quality. Subsequent study proposed to divide the constructs of perceived ease of use into two categories - adjustments and anchors (Taherdoost, 2018).

4.5 The Unified Theory of Acceptance and Use of Technology (UTAUT)

The UTAUT is introduced by Venkatesh et al. in 2003 that combines alternative views on user and innovation acceptance. The UTAUT theory consists of main four constructs, that includes performance expectancy, effort expectancy, social influence and facilitating conditions. The theory considers additional constructs - gender, age, experience and voluntariness of use that are considered to influence the user's behavior. The theory is derived based on the integration of previously developed theories on technology acceptance such as Theory of Reasoned Action (TRA), the Technology Acceptance Model (TAM), the Motivational Model (MM), the Theory of Planned Behavior (TPB), Innovation Diffusion Theory (IDT), a combined TBP/TAM model, the Model of PC Utilization and Social

Cognitive Theory (SCT) (Williams, Dwivedi, & Rana, 2015).

4.6 The Diffusion of Innovation Theory (DOI)

The DOI theory was developed by (Rogers, 2010) in 1962. DOI consists of four constructs focused on identifying the human innovation adoption behavior, that are innovation, communication, channels, time and social systems (Momani & Jamous, 2017). According to Rogers (2010) diffusion is “the process by which an innovation is communicated through certain channels over time among the members of social system”, while innovation is defined as “an idea, practice, or object that is perceived as new by a individual or other unit of adoption” (Zhang X., 2018). Furthermore, DOI evaluates the spread of innovation through integrating three major constituents – adopter characteristics (early adopters, innovators, laggards, late majority and early majority), characteristics of innovation (relative advantage, compatibility, complexity, trialability and observability) and innovation decision process (confirmation, knowledge, implementation, decision and persuasion) (Taherdoost, 2018).

4.7 Social Cognitive Theory (SCT)

SCT is introduced by Bandura (1986), and is the improved view of original Social Learning Theory (SLT) introduced by Miller and Dollard in 1941 (Momani & Jamous, 2017). SCT assumes that people learn by observing each other, and is influenced with three determinants (personal, behavioral and environmental factors). Subsequently, the theory assumes that previous experiences create expectations of certain outcomes concerned with certain human behavior (Momani & Jamous, 2017). The application of the SCT in the investigating the usage and adoption behavior of technology was discussed in the works of Compeau and Higgins (Compeau & Higgins C. A., 1995), that proposed improved list of constructs to apply in the technology field.

The reviewed seven theories and models focused on the study of technology acceptance by users from two distinct viewpoints – behavioral and social viewpoints, that have been widely applied and studied in the scholarly researches. Although, the majority of the theories on technology acceptance behavior have been developed over the years and were extended into new models and approaches, the limitations still exist. TRA and TPB are the general models that are not valid in investigating the behavioral characteristics of technology acceptance nature of individuals. On the other hand, TAM and TAM2 being also a basic model is effective in understanding a general picture of user's intention to adopt the technology, while both are ineligible in describing the user expectations on their technology adoption behavior (Momani & Jamous, 2017) (Aidemark & Askenas, 2018). Furthermore, DOI investigates the innovation adoption behavior from the organizational and environmental perspective, and less effective in practical evaluation of the process compared to other technology acceptance models. In general, different terminologies are adopted to define the constructs of the model by different theories, while the majority are found to represent the same components (Momani & Jamous, 2017).

6. Social media marketing adoption factors: identifying determinants

The present study reviewed the academic literature on the issues related on investigating the factors influencing the

Covid-19: Empirical Study Of Factors Influencing The Usage And Adoption Of Social Media Marketing In Uzbekistan

usage and adoption of social media, as well as conducted empiric analysis of the current issue on adopting and using the SMM by businesses in Uzbekistan. As a result of the qualitative analysis, the following factors (issue) are identified as limiting the companies to engage in social media and affecting the company's intention to adopt in this platform, that include the factors related to the end user, organization, environmental factors and budget (cost). In this line, Dahnil et. al. (2014) have reviewed these issues in his research as influencing factors on the adoption and usage of social media by SMEs using the TAM model. Dahnil identified a set of internal and external factors that influence the adoption and usage of social media as part of the business's marketing communication program, that covers the openness of the enterprise to organize trainings to increase the efficiency of the usage of innovative technologies by end users, costs involved, as well as competitive environment that increases the businesses interest to adopt the technology. The crucial impact of end-users on technology adoption within the firms have also been admitted by El-Gohary (2012) and Qashou & Saleh (2018).

Furthermore, the academic literature on the social media adoption by businesses in the B2B market have revealed that perceived usefulness (Siamagka, Christodoulides, Michaelidou, & Valvi, 2015; Lacka & Chong, 2016), organizational innovativeness (Siamagka, Christodoulides, Michaelidou, & Valvi, 2015), and usability (Lacka & Chong, 2016) are key drivers of social media adoption in B2B organizations. At the same time, B2B companies perceive social media as a less effective marketing communication channel and less important customer relationship management technique, rather than B2C and mixed business models (Iankova, Davies, Archer-Brown, Marder, & Yau, 2018; Wang & Kim, 2017).

Furthermore, TRA model was applied in the empiric study of social networking behavior conducted by Peslak, Ceccucci, & Sendall (2012). The research found that both constructs of the model – attitude and "subjective norm" are positively interconnected with the intention to use the social media (social networking platforms). Another study conducted by Karnowski, Leonhard, & Kumpel (2017) have investigated the user's intention to find, connect and share news through applying the TRA model. The findings of the study admit the positive effect of attitude and subjective norms on the intention to use the social media sites and engage within these platforms.

Although, the TPB and TRA have the same roots, the application of the TPB model in the study of social media marketing adoption behavior of businesses is wider than TRA. McLaughlin & Stephens (2015) studies the intention to adopt social media by SME through applying the TPB theory, that concludes the positive influence of attitude, subjective norms and perceived behavioral control on the intention of SME managers to use the social media as part of their marketing activity. Further researches include the research conducted by (Zoonen, Verhoeven, & Elvig, 2014) that focuses on work related social media use intentions, and the investigation of SME's intention to adopt social media marketing using the UTAUT framework, and found that the owner's age, habit, gender and also experience have a large impact on their choice to adopt social media marketing (Chang, Wahid, & Ismail, 2015; Mandal, 2012).

7. CONCLUSION AND FUTURE RESEARCH

This research set out to investigate the intention to adopt social media as part of the marketing strategies of businesses. Although, the academic literature provides a number of studies regarding the social media research, the majority of these studies investigate the issue from the consumer's perspective rather than from the organizational perspective. The current paper has conducted empiric analysis on the factors influencing on the intention to use the social media from the firm's perspective. Furthermore, the study has justified the empiric views of the market analysis with existing technology acceptance theories in the literature.

Although, the research has identified a set of issues and barriers for the companies to adopt the SMM that are further justified with the available academic literature, the more detailed investigation of internal and external factors would add to the academic literature in the field. Particularly, factors related to the internet speed (El-Gohary, 2012), the cultural factors (Pookulangara & Koesler, 2011), government influence (Sag, Sezen, & Guzel, 2016), satisfaction (Chen, Yen D. C., & Hwang, 2012). Furthermore, the comparative analysis of different geographical markets is an important future research direction, as the finding of the current research found that social media audience differs in various geographical locations.

REFERENCES

1. Aidemark, J., & Askenas, L. (2018). Motivation for adopting fall prevention measures: a literature review searching for technology acceptance factors. *International Conference on ENTERprise Information Systems / ProjMAN - International Conference on Project Management / HCist - International Conference on Health and Social Care Information Systems and Technologies* (срр. 3-11). Elsevier Ltd.
2. Alalwan, A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (November 2017 r.). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, 34(7), 1177-1190.
3. Bailey, A. A., Bonifield, M. C., & Arias, A. (July 2018 r.). Social media use by young Latin American consumers: An exploration. *Journal of Retailing and Consumer Services*, 43, 10-19.
4. Bao, Y., Zhou, K., & Su, C. (2003). Face consciousness and risk aversion: Do they affect consumer decision-making. *Psychology and Marketing*, 20(8), 733-755.
5. Chang, A., Wahid, N., & Ismail, I. (2015). A conceptual framework on the social media adoption among small and medium enterprises' managers in Indonesia. *Journal of Comoutational and Theoretical Nanoscience*.
6. Chen, S., Yen D. C., & Hwang, M. (2012). Factors influencing the continuance intention to the usage of Web 2.0: An empirical study. *Computers in Human Behaviour*, 933-941.
7. Chen, S.-C., & Lin, C.-P. (March 2019 r.). Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. *Technological Forecasting and Social Change*, 140, 22-32.
8. Cheung, M., & To, W. (2016). Service co-creation in social media: An extension of the theory of planned behaviour. *Computers in Human Behaviour*, 260-266.
9. Chong, A. Y.-L., Chan, F. T., & Ooi, K.-B. (April 2012 r.). Predicting consumer decisions to adopt mobile commerce: Cross country empirical examination

Covid-19: Empirical Study Of Factors Influencing The Usage And Adoption Of Social Media Marketing In Uzbekistan

- between China and Malaysia. *Decision Support Systems*, 53(1), 34-43.
10. Close, A. G., & Kukar-Kinney, M. (2010). Beyond buying: Motivations behind consumers' online shopping cart use. *Journal of Business Research*, 63(9/10), 986-992.
 11. Compeau, D., & Higgins C. A. (1995). Application of Social Cognitive Theory to Training for Computer Skills. *Information System Resources*, 6(2), 118-143.
 12. Curtis, L., Edwards, C., Fraser, L. K., Gudelsky, S., Holmquist, J., Thornton, K., & Sweetser, D. K. (March 2010 r.). Adoption of social media for public relations by nonprofit organizations. *Public Relations Review*, 36(1), 90-92.
 13. Dahnil, I. M., Marzuki, M. K., Langgat, J., & Fabeil, F. N. (2014). Factors influencing SMEs adoption of social media marketing. *Social and Behavioral Sciences*, 148, 119-126.
 14. El-Gohary, H. (2012). Factors affecting e-Marketing adoption and implementation in tourism firms: An empirical investigation of Egyptian small tourism organisations. *Tourism Management*, 33(5), 1256-1269.
 15. Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumer's purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61, 47-55.
 16. Fei, L., Ozgur, D., & Bernhard, K. (2015). Coalition formation during technology adoption. *Behaviour & Information Technology*, 34(12), 1186-1199.
 17. Fink, M., Koller, M., Gartner, J., Floh, A., & Harms, R. (2018). Effective entrepreneurial marketing on Facebook - A longitudinal study. *Journal of Business Research*.
 18. Iankova, S., Davies, I., Archer-Brown, C., Marder, B., & Yau, A. (January 2018 r.). A comparison of social media marketing between B2B, B2C and mixed business models. *Industrial Marketing Management*.
 19. Karnowski, V., Leonhard, L., & Kumpel, A. (2017). Why Users Share the News: A Theory of Reasoned Action-Based Study on the Antecedents of News-Sharing Behaviour. *Communication Research Reports*, 1-10.
 20. Lacka, E., & Chong, A. (April 2016 r.). Usability perspective on social media sites' adoption in the B2B context. *Industrial Marketing Management*, 54, 80-91.
 21. Mandal, D. (2012). Title Extending UTAUT to explain social media adoption by microbusinesses. *New Zealand Information Systems Doctoral Consortium*. New Zealand.
 22. McLaughlin, C., & Stephens, S. (2015). The theory of planned behavior: the social media intentions of SMEs. *Irish Academy of Management*.
 23. Momani, M. A., & Jamous, M. (April 2017 r.). The Evolution of Technology Acceptance Theories. *International Journal of Contemporary Computer Research*, 1(1), 51-58.
 24. Peslak, A., Ceccucci, W., & Sendall, P. (2012). An empirical study of social networking behaviour using Theory of Reasoned Action. *Journal of Information Systems Applied Research*, 5(3).
 25. Pookulangara, S., & Koesler, K. (2011). Cultural influence on consumer's usage of social networks and its' impact on online purchase intentions. *Journal of Retailing and Consumer Services*, 348-354.
 26. Qashou, A., & Saleh, Y. (2018). E-marketing implementation in small and medium-sized restaurants in Palestine. *Arab Economic and Business Journal*, 13, 93-110.
 27. Rogers, E. (2010). *Diffusion of Innovation*. New York: The Free Press.
 28. Sag, S., Sezen, B., & Guzel, M. (2016). Factors that motivate or prevent adoption of open innovation by SMEs in Developing Countries and Policy Suggestions. *12th International Strategic Management Conference*, (стр. 756-763). Kocaeli.
 29. Sarosa, S. (2012). Adoption of social media networks by Indonesian SME: A case study. *International Conference on Small and Medium Enterprises Development with a Theme "Innovation and Sustainability in SME Development"*. Indonesia: Elsevier Ltd.
 30. Siamagka, N.-T., Christodoulides, G., Michaelidou, N., & Valvi, A. (November 2015 r.). Determinants of social media adoption by B2B organizations. *Industrial Marketing Management*, 51, 89-99.
 31. Szolnoki, G., Dolan, R., Forbes, S., Thach, L., & Goodman, S. (2018). Using social media for consumer interaction: An international comparison of winery adoption and activity. *Wine Economics and Policy*, 109-119.
 32. Taherdoost, H. (2018). A review of technology acceptance and adoption models and theories. *Procedia Manufacturing*, 22, 960-967.
 33. Tajvidi, R., & Karami, A. (2017). The effect of social media on firm performance. *Computers in Human Behavior*.
 34. Wang, Z., & Kim, H. (2017). Can Social Media Marketing Improve Customer Relationship Capabilities and Firm Performance? Dynamic Capability Perspective. *Journal of Interactive Marketing*, 39, 15-26.
 35. Williams, M., Dwivedi, Y. K., & Rana, N. (April 2015 r.). The unified theory of acceptance and use of technology (UTAUT): A literature review. *Journal of Enterprise Information Management*.
 36. Zhang, D., & Yoon, S. (January-February 2018 r.). Social media, information presentation, consumer involvement, and cross-border adoption of pop culture products. *Electronic Commerce Research and Applications*, 27, 129-138.
 37. Zhang, X. (2018). Frugal innovation and the digital divide: Developing an extended model of the diffusion of innovations. *International Journal of Innovation*, 2, 53-64.
 38. Zhao, Q., Chen, C.-D., & Wang, J.-L. (2016). The effects of psychological ownership and TAM on social media loyalty: An integrated model. *Telematics and Informatics*, 33(4), 959-972.
 39. Zoonen, W., Verhoeven, J., & Elvig, W. (2014). Understanding Work-Related Social Media Use: An Extension of Theory Planned Behaviour. *International Journal of Management, Economics and Social Sciences*, 164-183.
 40. Халилов, Д. (2017). *Маркетинг в социальных сетях*. Москва: Манн, Иванов и Фербер.