Exploring Factors Influencing Behavior Intention for the Continuous Adoption of the Facebook in Jordan

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Abstract:

The purpose of this research is to develop and validate a conceptual model of factors influencing the continuous Facebook adoption. The results indicated a significant direct effect of privacy, trust, Facebook addiction, collectivism, masculinity, perceived usefulness and perceived ease of use on the behavioral intention for continuous adoption of the Facebook among Jordanian students. In addition, the results showed that the influence of these factors on behavior intention is moderated by gender and age.

Furthermore, the research provided useful insights and directions for understanding how and why Jordanian students adopt and use social networking sites, such as the Facebook.

Keywords: Technology Acceptance Model (TAM), Social Networking Sites (SNSs), web 2.0, Facebook.

1. Introduction:

Social networking sites (SNSs) have emerged as an increasingly influential media platform. Unlike other media SNSs are user generated and user centered (Zhang & Daugherty, 2010). SNSs have grown in popularity among all segments of society but particularly among younger social groups (Marsall et al., 2008). People around the world have integrated these SNSs into their daily practices (Lin and Lu, 2011). Facebook is one of the web-based social utility that was designed to facilitate dynamic social interactions in real time. According to the Alexa traffic rankings Facebook is the second most popular site in the world after Google, while it is the first social networking sites (Alomoush et al., 2012). Facebook has become the third largest and the most visited site on the Internet (Sardar, 2012; Champoux et al., 2012). With availability of Facebook in Arabic version in 2009, it became the most popular SNSs in Arab world. Unlike other sites Facebook offers users very granular control on the searchability and visibility of the personal information. Furthermore, it has a set of optional features which allow users to restrict access to their profiles (Yaseen and Alomoush, 2012).

In the information technology literature it is found that behavioral intention is critical variable in the adoption decisions. Therefore, it is vital to identify determinants influencing behavior intention for the continuous adoption of Facebook.

Although there has been a considerable body of literature in the field of SNSs the concept of the behavioral intention for the continuous adoption of the Facebook has recorded less attention (Boon Ooi et al., 2011; Ching Yang & Hung Lin, 2011). Moreover, there has been no systematic investigation of the cultural impact on the continuity of Facebook membership value. Most of the prior researches have discussed the cultural and behavioral impact on SNSs in western societies (Livingstone, 2008; Raacke& Raacke, 2008). While in the Arab world there is paucity in the literature on why and how people engage in social networking sites. The aim of this research is to shed light on the determinant factors that influence the continuous of the Facebook adoption in Jordan.

2. Literature Review

2.1. Social Networking Sites

Social network site is a web-based site that focuses on forming online communities or social relations among people (Kim et al., 2010). SNSs as a web services cite or platform overcome geographical distance and bring people together in just a click (Raskin, 2006; Aghazamani, 2010). Many social networking sites have changed the nature of online communities by visualizing social relations, conversations and interactions on a global scale. Due to this scale, valuable knowledge can be created by combining users information (Tapscott and Williams, 2006). While the popularity of SNSs has become a global phenomenon various websites have became market leaders in various countries and regions around the world. For example, in Latin American countries, lbibo in India, Mixi in Japan, Orkut in Barzil, Bebo in the United Kingdom or cyworld in south Korea. Each website contains

features that appeal to the various national cultures (Boyd & Ellison, 2007; Marshall et al., 2008). At the business level, social networking sites are one of the most important Internet business models that have emerged (Richter, et al., 2009). Organizations are using social networking sites to interact with potential customers and to encourage micro community and loyalty driving conversations (Jothi et al., 2011; Champoux et al., 2012). However, among all these SNSs, Facebook is the largest one and most visited site on the Internet. According to Alexa traffic data on December 2012, Facebook with one billion active users has established its leadership position in 127 out of 137 countries. With the availability of the site in Arabic version in 2009, Facebook has become the most popular SNSs in the Arab world (Alomoush et al., 2012). Facebook offers a variety of social media features that allows users to build relations, to view connections, to enhance users profile and control within the global Facebook society.

2.2 Technology Acceptance Models

Behavior intention based theories of IT adoption are one of the most influential domain researches in the literature. However, the technology acceptance model (TAM) is generally referred to as the most influential and commonly used theory in information systems (Lee et al., 2003). The origins of TAM can be traced to the theory of reasoned action (TRA) (Fishbein and Ajzen 1975). The theory of reasoned action is a predictive model for behavior, attitude, and behavioral intention (Fishben, 1993). TRA assumed that the best predictor of a behavior (TPB) is behavioral intention which is in turn determined by attitude and social normative perceptions (Ajzen and Fishben, 1980; Ajzen, 1991). Theory of planned behavior (TPB) is an extension of the theory of reasoned action. TPB distinguishes between three types of beliefs; behavioral, normative, and control, and between the related constructed of attitude, subjective norm, and perceived behavioral control (Ajzen, 1991). Technology Acceptance Model was derived from the theory of reasoned action (Azjen and Fishbein, 1980), to address the issue of how users accept and use a technology (Davis, 1989; Willis, 2008; kate et al., 2010). Davis suggested two especially important determinants that may influence system use; these are perceived usefulness (PU) and Perceived ease of use (PEU) (Davis, 1989). The relation between PU and PEU is that PU mediates the effect of PEU on attitude and intended use (Moon and Kim, 2001). While PU has direct impacts on attitude and use; PEU influences attitude and use, indirectly, through PU (Lee et al., 2003). Whereas TRA posits only those beliefs affect attitudes, the TAM goes further in predicting that PU will influence both attitude and intention to use (Davis, 1989; Davis et al, 1989). The original TAM ignored the aspect of social influence related to adopting and utilizing a new technology. Social influence as a direct determinant of behavioral intention is represented as subjective norm in TRA, and TPB (Davis et al., 2003). Numerous extensions to TAM have enhanced our understanding of technology acceptance (Wixom and Todd, 2005). This has proven to be one of the most robust theories of behavior at work. Over the past fifteen years the model has effectively predicted or explained the acceptance of workplace innovations; but it sometimes does not predict acceptance as well for special populations or very specialized technology (Willis, 2008). The Unified Theory of Acceptance and Use of Technology (UTAUT) is a more recent instrument with synthesis of eight existing models of technology acceptance including TAM. It integrates elements from: Theory of Reasoned Action, Motivational Model, Theory of Planned Behavior, a combined TAM and TPB model, Model of PC Utilization, Innovation Diffusion Theory, and Social Cognition Theory. The unification of these models provides UTAUT with eight constructs: four constructs play a significant role as direct determinants of behavior intention (performance expectancy, effort expectancy, social influence, and facilitating conditions). While Gender, age, experience, and voluntariness of use are posited to mediate the impact of the four key constructs on behavior intention and usage (Venkatesh et al., 2003). In this research, an extensive literature review was achieved to infer the determinants factors influencing Facebook adoption, and to conceptualize the theoretical framework for the proposed model from the most significant relevant literature of factors influencing behavioral intention for the continuous adoption of Facebook.

3-Research Model

The research model was developed after the review of literature and the qualitative interviews with the Jordanian students. The qualitative interviews suggested seven factors that affected the continuous adoption of the Facebook. Important adjustment were added to the model upon the completion of the interviews. The in-depth interviews added practical and academic contribution in the context of Arab world.

Figure (1) illustrates a framework of seven important factors which are expected to affect behavioral intention to the continuous adoption of the Facebook. It proposes that the Trust, Privacy, Facebook addiction, Cultural Values, Perceived Usefulness and Perceived Ease of Use**,** have a direct

impact on behavioral intention to continuous adopt the Facebook. Furthermore, factors such as **age** and **gender** are included in the model as moderator variables that may have influence on the behavioral intention for the continuous adoption of the Facebook. The model also posits a direct impact of behavioral intention on the continuous Facebook adoption.

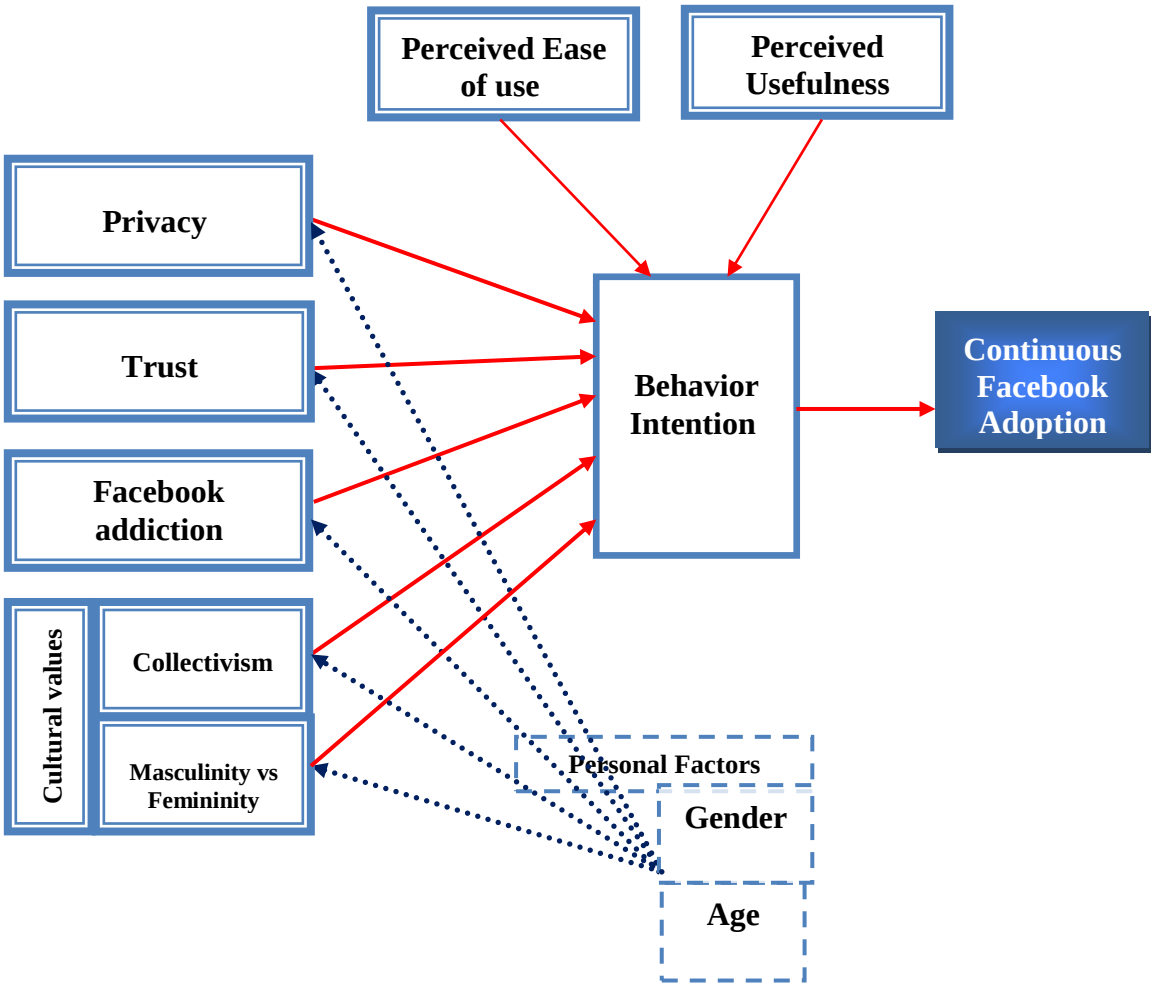

Figure (1), Research Model.

3-1 Privacy

The rapid growth of contemporary SNSs has coincided with an increasing concern over personal privacy. Privacy is an important issue for the users of online social network (Rahman et al., 2011). Many studies have concluded that the awareness level of privacy concerns is very important determinant of online practices and behavior (Dinev and Hart, 2006, Dwyer et al., 2007, Tuuainen et al., 2009, Lachello and Hong, 2007, Stutzman et al., 2010, Marshall et al., 2008). SNSs are based on the idea that people will create and share content about themselves as a result of voluntary disclosure among multiple users. (Joinson, 2008, Tufekc, 2008). While personal information becomes social capital which is traded and exchanged on global markets for different purposes, a number of authors considered social networks as surveillance mechanism and complicit risk societies (Ibrahim, 2008; Debatin et al., 2009; Fogel and Nehmad, 2009; fuchs, 2010). SNS administrators are challenged to implement technologies and policies that address user privacy issues while enabling the free flow of self presentation and sharing information (Tufekci, 2008, Acquisti and Gross, 2006, Dwyer et al., 2007, Yassen and Al Omoush., 2012).

Privacy behavior is an upshot of both social influences and personal incentives; and the choice of a privacy level can be seen as an act of intrinsic interest, expressing a personal taste (Lewis et al, 2008). One of the features that have differentiated Facebook from other social network sites is the way in which it manages privacy (Boyd and Hargittai, 2010). Facebook, unlike other online networks, offers its members very granular and powerful control on the privacy of their personal information

(Acquisti and Gross, 2006). Therefore, privacy would play an important role in the intention to use Facebook. Hence, we hypothesize.

- ***H1:*** There is a significant relationship between privacy and behavior intention for the continuous adoption of Facebook.

3-2Trust

With the advancement of technologies that facilitate social interaction over distance and time, there are inherent uncertainties and risks involved in the use of virtual environments. Thus, developing user trust in virtual world appears to be the key for its usage (Pavlou, 2003; Gefen, 2000; Gefen et al., 2003; Chandra et al., 2009). Trust exists when one party has confidence in the exchange partner's reliability and integrity (Luo and Lee, 2011). User trust has been empirically tested and verified for IT usage behavior in several contexts (Pavlou, 2003; Awad and Ragowsky, 2008). Studies on online environments have shown user trust to be an important factor not only for its adoption (Pavlou, 2003; Gefen, 2000; Gefen et al., 2003). It is a salient belief for developing positive behavioral intention to use among the users (Chandra et al., 2009); (Jarvenpaa et al., 2000; Jarvenpaa and Tractinsky, 1999). Thus, we hypothesize:

- ***H2:*** There is a significant relationship between trust and behavior intention for the continuous adoption of Facebook.

3-3 Facebook Addiction

According to psychologists, Internet addiction is characterized by the compulsive behaviors of the addict in uncontrollable use for variety of activities (Yaseen et al., 2012). Compulsive behaviors lead to impairment or distress (Shaw and Black, 2008). It has been associated with dimensionally measured depression and indicators of social isolation (Shaw and Black, 2008). Yao-Guo et al, 2006, surveyed 476 Chinese junior high school students and found that around 11% suffered from Internet addiction disorder. When compared with their peers, adolescents addicted to the Internet had more emotional and personality problems (Hardie and Tee, 2007). Thus, Facebook addiction would play a remarkable role in the behavior intention to use Facebook, we hypothesize:

- ***H3:*** There is a significant relationship between *Facebook Addiction* and *Behavioral intention* for the continuous adopt of Facebook

3-4 Cultural values

Culture is an elusive term with multiple and sometimes different definitions. It is the way individuals think, act and perceive the world. It is the collective programming of the mind which distinguishes the members of one group or category of people from another (Hofstede, 1991). Several studies have shown that differences in cultures may lead to differences in perceptions adoption and diffusion of IT (Veltri and Elgharah, 2009; Marcus, 2009; Rosen et al 2010; Jorge et al., 2011; Al Omoush et al., 2012). In cross-cultural values and practices research, most researchers rely on the cultural dimensions developed by Geert Hofstede (Marshall 2008; Marcus and Krishnamurthi, 2009; Al Omoush et al., 2012). Hofstede, identified four cultural dimensions, including, uncertainty avoidance, power distance, collectivism vs. individualism and masculinity vs. femininity. Many researchers have investigated the impact of cultural values focusing on individualism dimension as the most influential culture dimension on IT adoption. (Cardon et al.; 2009, Posey et al., 2010; Rosen et al., 2010). Collectivism vs. individualism focuses on the degree to which the society reinforces individual or collective achievement or interpersonal, relationships (Marcus and Krishnamurthi, 2009). It refers to the strength of ties people have to others within the society

Users from individualistic culture are more likely to participate more actively in SNSs activities (Veltri and Elgharah, 2009). In contrast, the collectivists tend to maintain close contact with a small group of family and friends and, thus, are less likely to seek connections out of their existing group and provide details about their personality. Opening ones personal life to the entire world or community is not compatible with a modest and less assertive culture. Gudykunst (1997) identified individualism-collectivism as the most influential cultural dimension on trust and communication (Marshall et al., 2008).

Masculinity vs. Femininity focuses on the distribution of roles between the genders. It indicates the extent to which the dominant values of a society are "masculine" (Hofstede, 1991), as opposed to feminine cultures in which the roles are more closely related (Marcus and Krishnamurthi, 2009). The more the roles are equally distributed and equal opportunities are provided to both genders, the more the culture is feminine and vice versa (Altaf and Ali, 2011).

High masculinity countries tend to disclose more information and contribute to SNSs through lots of activities and tend to have high tendency to be more deceptive on SNSs. (Yoo and Huang, 2011; Al Omoush et al., 2012) According to Hofstede model of cultural dimensions, the Arab countries were classified to have high masculinity, low individualism, high power distance and high uncertainty avoidance.

Therefore based on the above mentioned discussion, this research proposed the following hypotheses:

- ***H4:*** Cultural values represented by *collectivism vs. individualism* have a significant relationship with *Behavior intention* for the continuous adopt of Facebook
- ***H5:*** Cultural values represented by *masculinity vs. femininity* have a significant relationship with *Behavior intention* for the continuous adopt of Facebook.

3-5 Perceived Usefulness and Perceived Ease of Use

The technology acceptance model (TAM) suggests that perceived usefulness (PU) and perceived ease of use (PEU) are beliefs about a new technology that influence an individual's attitude toward and use of that technology (Davis et al., 1989). These two beliefs are considered as fundamental determinants for predicting user acceptance (adoption) of new technology. Perceived usfulness is defined as "the degree to which a person believes that using a particular system would enhance his or her job performance, while PEU refers to "the degree to which a person believes that using a particular system would be free of effort" (Davis, 1989, Willis, 2008). There is extensive empirical evidence accumulated over decade that PEU is significantly linked to intention, both directly and indirectly via its impact on PU (Venkatesh and Davis, 2000). TAM posits that behavioral intention is a significant determinant of actual system use, and that PU and PEU are determinant of the behavioral intention of users (Davis, 1989; Davis et al., 1989; Venkatesh & Davis, 1996; Venkatesh and Davis, 2000). Furthermore, TAM posits that the impact of other external variables on behavioral intention is fully mediated by these two beliefs (Venkatesh and Davis, 2000). These relationships have been examined and supported by many prior studies (Davis, 1989; Davis et al., 1989; Venkatesh & Davis, 1996; Venkatesh and Davis, 2000). Behavior Intention is a motivational factor a subject possesses in forming a plan or commitment to perform or not to perform the targeted behavior (Ajzen & Madden, 1986, Ajzen, 1991). Behavioral intention refers to the person's subjective probability that he will perform the behavior in question" (Fishbein and Ajzen, 1975, Hur et al., 2011). The present research proposed the following hypotheses that demonstrate the direct effect of these two beliefs, PU and PEU behavior intention to adopt of the Facebook. Behavior as below:

- ***H7:*** There is a significant relationship between *Perceived Usefulness* and *Behavior intention for the continuous adoption of Facebook.*
- ***H8:*** There is a significant relationship between *Perceived Ease of use* and *Behavior intention for the continuous adoption of Facebook.*.
- ***H9:*** There is a significant relationship between *Behavior intentions and the continuous adoption of Facebook.*

4- Research Methodology

4-1 Research Instrument

The questionnaire was adapted from prior literature with appropriate modifications to make them specifically relevant to behavior intention for the continuous adoption of Facebook. Most of the constructs in this research are measures from the literature that were adapted to the context of the research. Many of the survey items had been widely validated in a variety of populations and organizational settings. The questionnaire was prepared both in Arabic and English language copy. It is divided into three parts. The first part contains personal questions including age and gender. The second part consist of the five-point Likert-type scale ranging from 1 (Strongly disagree) to 5 (strongly agree) to identify the relationship between the determinants factors and behavioral intention for the continuous adoption of Facebook The third part included the five-point Likert-type scale ranging from 1 (never) to 5 (always) to identify the relationship between the behavior intention and the continuous adoption of Facebook.

5- Data Analyses and Results

Descriptive data has revealed that the targeted sample consisted of (33.2%) of female participants, and (66.8%) of male participants**.** The statistics of the sample has shown that the age group "**18-24**" years old consisted the highest percentage (89.3%). While, "**25-34**" years old group consisted the second and much lower percentage of (7.7%). Then, "**35-44**" years old group consisted (1.3%), and those "45" years old or above represented (1.7%) of the participants. Table 1 shows on illustrates the means and standard deviations for both the dependent and independent constructs.

Table 1: Descriptive Statistics for dependent and independent constructs:

Construct	Mean	Std. Deviation
Privacy	**4.0000**	**0.89471**
Trust	**4.0629**	**0.77288**
Facebook Addiction	**3.8403**	**0.84995**
Individualism	**4.6532**	**0.83541**
Masculinity	**3.8389**	**0.88307**
Perceived Usefulness	**4.1181**	**0.87802**
Perceived Ease of Use	**3.9356**	**0.80979**
Behavioral Intention	**4.0123**	**0.91145**
Respondents rated each statement on a scale of 1 to 5, where 1 = strongly disagree; 2 = disagree; 3 = neutral; 4 = agree; and 5 = strongly agree.		
Continuous Adoption	**4.0512**	**0.7989**
Respondents rated each statement on a scale of 1 to 5, where 1 = always; 2 = often; 3 = somewhat; 4 = rarely; and 5 = never.		

5-1 Assessing the Measurement Model

The measurement model was examined for internal consistency, convergent, and discriminat validity. **Cronbach's alpha** was employed to evaluate the reliability of the model constructs by examining their internal consistency. An estimate greater than 0.70 is generally considered to meet the criteria for reliability (reference). Cronbach's alpha was high above the acceptable threshold. (Table 2).

Table 2: illustrates the results

Table 2: The Reliability of Constructs Measures

Constructs	No. of Items	Cronbach's alpha
Privacy	**4**	**0.862**
Trust	**4**	**0.798**
Facebook Addiction	**5**	**0.928**
Cultural Values/ Individualism	**3**	**0.904**
Cultural Values/ Masculinity	**3**	**0.792**
Perceived Usefulness	**5**	**0.888**
Perceived Ease of Use	**5**	**0.903**
Behavioral Intention	**3**	**0.885**
Continuous Adoption	**8**	**0.929**

Factor analysis was conducted to assess the construct validity of the measurement scales and to determine what items should be included in the next step of analysis. High correlations considered to indicate construct validity based on Eigenvalues, factor loading, and cross loading. **Kaiser-Meyer-Olkin (KMO**) was used to assess the homogeneity of variables. Kaiser (1974) recommended accepting values greater than 0.5 as barely acceptable. The Eigenvalue demonstrate the overall strength of relationship between a construct and the variables. Only factors with an eigenvalue <1 should be extracted. The items that had factor loadings < 0.5, which is the cut-off limit for loading items, should be considered low and any low items should be eliminated from the analysis for the underlying factors that explain joint variation in the items measured. The result is typically acceptable when 50-75% of the variance explained. Table 3 summarizes the results of factor analysis.

Table 3: The Results of Factor Analysis for All Constructs and Variables

Constructs and Variables	KMO	Eigenvalue	Cumulative Variance %	Factor Loading	Notes
Privacy	0.593	**2.829**	**70.717**		
PR1				0.960	
PR2				0.962	
PR3				0.952	
PR4				0.960	
Trust	0.564	**2.506**	**62.646**		
TR!				0.907	
TR2				0.912	
TR3				0.927	
TR4				0.925	
Facebook Addiction	0.784	**3.928**	**78.567**		
FA1				0.820	
FA2				0.852	
FA3				0.831	
FA4				0.832	
FA5				0.593	
Cultural Value/ collectivism	0.733	**2.557**	**85.237**		
CI1				0.896	
CI2				0.805	
CI3				0.856	
Cultural Value/ Masculinity	0.588	**2.154**	**71.786**		
CM1				0.421	Excluded
CM2				0.878	
CM3				0.855	
Perceived Usefulness	**0.725**	**3.478**	**69.568**		
PU1				0.928	
PU2				0.938	
PU3				0.952	
PU4				0.961	
PU5				0.892	
Perceived Ease Of Use	**0.766**	**3.634**	**72.677**		
PEU1				0.420	Excluded
PEU2				0.774	
PEU3				0.697	
PEU4				0.880	
PEU5				0.863	
Behavioral Intention	**0.476**	**2.477**	**82.550**		
BI1				0.731	
BI2				0.971	
BI3				0.774	
Facebook usage	**0.853**	**5.445**	**68.067**		
BU1				0.958	
BU2				0.877	
BU3				0.910	
BU4				0.863	
BU5				0.887	
BU6				0.926	
BU7				0.919	
BU8				0.887	

According to the results of Factor analysis (Table 3), KMO and initial Eigenvalue results indicated that the data was suitable for factor analysis, being that KMO values for all constructs are <0.5 and the initial Eigenvalue for all guidelines as the cut-off point for identifying significant factor loadings (>0.5), most of items across research constructs were included. A limited number of items did not meet the above accepted criteria of factor loading, and had to be excluded from the analysis.

The results of KMO tests indicated that the data was suitable for factor analysis. KMO was greater than 0.5 for all constructs, and ranged from 0.5 (Behavioral Intention) to 0.8 (Facebook usage); which means that each of the factors predicts an adequate number of items that are bonded to them.

Eigenvalues for all constructs were greater than one, and ranged from 5.445 (behavioral usage) that explained 68.076% of the total variance to 2.154 (cultural values/ masculinity) that explained 71.786% of the total variance, which means that all factors were retained in the factor loading. Factor loading for all the variables of research constructs was more than 5% and ranged from 0.971 (behavioral intention) to 0.420 (perceived ease of use). Therefore, we chose to keep and retain all variables of ten constructs except the variables which are not meet the accepted criteria of factor loadings (>0.5). In setting up the factor analysis, we chose to exclude tow variables of constructs which are CM1 "I respect our norms, values and tradition when using Facebook", PU4 "Facebook reduces the time spend on unproductive activities", PU5 "learning to use Facebook is easy".

5-2 Testing Research Hypotheses

The hypothesized conceptual model was tested by using **SPSS** version **18**, which included the test of overall model, as well as the individual tests of relationships among the constructs. The absolute value of R^2 indicates the strength, with higher absolute values indicating stronger relationships.

As hypothesized, the results of linear regression analysis showed a significant relationship between independent and dependent variables in terms of standardized coefficient, *t*-test, and p-value of each construct. The proposed relationships among privacy, trust, Facebook addiction, perceived usefulness, perceived ease of use, collectivism vs. individualism, masculinity vs. femininity, behavioral intention and Facebook usage are significant at a level of p-value < 0.05.

Below, are the results of the relevant hypothetical relationships to show what this research has proved and what other studies have suggested, as shown in table (4).

Table 4: the Results of Linear Regression Analysis

Path	Standardized Coefficient	R^2	t Value	p- value Sig	Hypothesis	Result
Privacy	0.939	0.882	47.105	0.000	**H_1**	Supported
Trust	0.882	0.777	32.137	0.000	**H_2**	Supported
Facebook addiction	0.875	0.765	31.049	0.000	**H_3**	Supported
Collectivism	0.753	0.568	19.713	0.000	**H_4**	Supported
Masculinity	0.775	0.601	21.111	0.000	**H_5**	Supported
Perceived Usefulness	0.930	0.865	43.614	0.000	**H_8**	Supported
Perceived Ease of Use	0.888	0.788	33.204	0.000	**H_9**	Supported
Behavioral intention	0.949	0.900	51.723	0.000	**H_{10}**	Supported

On the other hand, **One-Way Analysis of Variance** (**ANOVA**) was used to test moderating relationship between personal factor (age and gender) and the five independent variables (privacy, trust, Facebook Addiction, collectivism and masculinity) based on the values of F statistic and the observed significance level p-value (Sig < 0.05).

These results have shown that the influence of privacy, trust Facebook Addiction, collectivism vs. individualism, and masculinity vs. femininity are moderated by gender, where **F statistic** for the aforementioned independent variables accounted for (14.962, 11.590, 12.327, 14.140, 7.238, respectively) and the significance level accounted for (0.000, 0.001, 0.001, 0.000, 0.000, 0.008, respectively).

While the results have shown that the influence of privacy, trust Facebook Addiction, and collectivism vs. individualism are not moderated by age, with exception of masculinity vs. femininity, where **F statistic** for the aforementioned independent variables accounted for (0,767, 1.222, 2.417, 0.935, 3.312, respectively) and the significance level accounted for (0.514, 0.302, 0.067, 0.424, 0.020, respectively).

Discussion, Conclusion and Implications

The purpose of this research is to develop and validate a conceptual model of the relationships between the essential factors (privacy, trust, Facebook addiction, cultural values, perceived usefulness, perceived ease of use) and behavior intention for the continuous adoption of Facebook in Jordan. The results proved that the significant proportion of the total variation in **Behavioral Intention** was predicted by **privacy, trust, Facebook addition, collectivism, masculinity, perceived usefulness and perceived ease of use**.

The results of the current research suggested that students use privacy in order to protect themselves when they are using Facebook. Students who expressed concerns related to privacy tended to manage their concerns by either untagging or removing images or by making use of the limited profile to restrict certain contacts or groups of contacts from viewing specific types of personal information. Moreover, results suggested the significance of users trust for the continuous adoption of the Facebook. The essential impact of the Facebook addiction confirmed the importance of "Facebook" as a phenomenon of everyday life of students. The results revealed a significant effect of Facebook addition on the user's behavioral intention to adopt Facebook.

People who are from individualistic cultures tend to focus on themselves as unique entities, but people from collectivistic cultures see themselves as members of a group (Triandis, 1988, You, and Huang, 2011). In youthful Jordanian societies, young people face a lot of cultural, social, religious, andmoral restrictions. The social norms, values and traditions have been respected. Furthermore, the parents and men have more authority, and males have more power and freedom and have a more positive attitude towards adopting and using the Facebook. The results of this research indicated the significant impact of cultural values represented by collectivism and masculinity that influence the behavioral intention of the Jordanian students to adopt and use Facebook. Furthermore, this research provides useful insights and directions for understanding how and why individuals adopt and use Facebook and to what extent it will continue its success and sustainable growth. The research will help to understand the broader issues of Arab joining Facebook, especially after the Arab spring and the critical roles of the electronic societies in the organizing coordinating, and publicizing protests. Moreover, the results of the research have meaningful implications for policy makers. Finally, the research suggests investing in SNSs as a new business model enabling new tools for promoting, connecting with current and potential users.

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