**1.(article)**

**How does brand loyalty mediate the relationship between media richness on Instagram and consumers’ intention to purchase?**

Brand loyalty serves as a mediator between media richness on Instagram and consumers’ intention to purchase. This means that when consumers are exposed to social media platforms with high media richness, such as Instagram, their brand loyalty is strengthened, which in turn influences their intention to purchase products [**8a**]. The study found that brand loyalty partially mediates the relationship between social media richness and purchase intention [**8b**]. Therefore, the more media richness provided by Instagram, such as attractive visuals and engaging content, the higher the likelihood of enhancing brand loyalty and ultimately driving consumers’ intention to purchase [**4**].

**2.(article)**

**How do Greek small and micro-enterprises use social media for business?**

Greek small and micro-enterprises utilize social media as a means to enhance their business performance. The adoption of social media by these businesses is influenced by various demographic characteristics such as gender, age, education level, language proficiency, and IT knowledge. Social media platforms provide these businesses with an affordable and efficient alternative to traditional media for promoting their goods and services directly to potential customers [**3**]. Research shows that the use of social media in marketing strategies is acknowledged by the majority of companies, including small and micro-enterprises, with platforms like Facebook, Twitter, and LinkedIn being the most popular choices. Small businesses in Greece have also recognized the importance of social media in generating sales and enhancing brand exposure [**9a**]. However, it is worth noting that data and observations about the use of social media primarily focus on larger organizations and neglect micro-enterprises [**3**].

The perception and integration of social media in the marketing practices of Greek micro-enterprises have been studied through questionnaires administered to self-employed entrepreneurs. The findings indicate that most micro-enterprises are aware of social media and use it as a tool to generate sales. The demographic characteristics of micro-entrepreneurs, such as gender, age, education level, language proficiency, and IT knowledge, do influence their usage of social media [**9a**][**2**].

The use of social media can provide Greek micro-enterprises with an international perspective, enable customer communication, and promote their business, all of which contribute to enhancing business sales [**9a**]. However, despite the potential benefits, many small Greek businesses have not fully understood and internalized the international perspective of social media and thus fail to capitalize on the opportunities it presents [**9b**].

Further research is needed to examine the moderating effect of industry sector on the relationship between social media usage and sales performance. Additionally, cross-cultural comparisons should be conducted to test the context of this research in other countries [**10a**][**10b**].

**What are the factors that influence the usage of social media by self-employed and solo entrepreneurs?**

The factors that influence the usage of social media by self-employed and solo entrepreneurs include demographic characteristics such as gender, age, educational level, language proficiency, and IT knowledge. Studies have shown that females are more attracted to using social media than males, and the younger generation uses social media more frequently. Education level also plays a significant role, with educated managers being more likely to use social media for business purposes. Additionally, knowledge of a foreign language and IT literacy are positively correlated with social media usage. Overall, these factors contribute to the varying adoption rates of social media among self-employed and solo entrepreneurs in Greece.

**3.(article)** **Factors That Determine the Adoption Intention of Direct Mobile Purchases ....pdf**

Abstract:

The document titled "Factors That Determine the Adoption Intention of Direct Mobile Purchases through Social Media Apps" explores the factors that impact smartphone users' intention to adopt direct purchases through social media apps. With the increasing popularity of online purchases through mobile devices and the preference for surfing via smartphones, social media e-business models have introduced direct purchase abilities within their platforms. The document aims to investigate the determinants of individuals' behavioral intention to adopt direct mobile purchases through social media apps. It proposes a conceptual model based on the Unified Theory of Acceptance and Use of Technology (UTAUT) and includes additional factors such as convenience, reward, security, risk, and anxiety. The study uses convenience sampling to gather data and applies Structural Equation Modeling (SEM) to test the research hypotheses. The findings indicate that ICT facilitators significantly impact smartphone users' decision to adopt mobile purchases through social media apps, while anxiety has a negative effect. The document provides insights for both the academic community and practitioners and contributes to a better understanding of mobile social commerce.

**\*\*What factors have a positive effect on individuals' adoption intention of direct purchases through social media apps?\*\***  
  
The factors that have a positive effect on individuals' adoption intention of direct purchases through social media apps include convenience, reward, and security [1]. Convenience allows individuals to easily access the internet via their smartphones, making it convenient for them to make purchases anytime and anywhere [1]. Rewards, such as loyalty point discounts or special offers, can convince potential buyers to engage with a product or brand [1]. Security is also important, as individuals want to feel secure when making online purchases [1]. These factors play a significant role in influencing individuals' adoption intention of direct purchases through social media apps [1].

**\*\*What potential abilities of mobile social commerce are highlighted in the article?\*\***  
The article highlights several potential abilities of mobile social commerce (MSC). First, it emphasizes that MSC allows individuals to make direct purchases without having to leave the social media platform [1a]. This means that users can buy products or services directly within the social media app, making it more convenient for them to complete their purchases [3].  
  
Furthermore, the article discusses the social characteristics of MSC, such as social knowledge formation, communication flexibility, and information sharing [2a]. These social features enhance the purchasing experience by allowing users to engage with others through online chat, ratings, comments, posts, and purchase recommendations [2b]. Additionally, users can rely on online reviews and user-generated content to make purchase decisions [2c].  
  
The article also highlights the significance of convenience, reward, and security in MSC. Convenience and reward are identified as factors that positively impact individuals' adoption intention of direct mobile purchases through social media apps [1b][1b]. This suggests that MSC provides users with a convenient and rewarding shopping experience. Moreover, the article emphasizes the importance of security in MSC, indicating that individuals are more likely to adopt direct mobile purchases if they feel that their personal and financial information is protected [1b].  
  
Overall, the potential abilities of MSC highlighted in the article include direct purchasing within social media apps, social engagement and interaction, convenience, reward, and security.

**4.(article) What is the objective of the article and what methods were used to achieve it?**

The objective of the article is to explore the evolution of research on the use of social media in business process management (BPM) and to provide practical recommendations for improving BPM through social media tools. The authors conducted a systematic literature review (SLR) to analyze relevant research articles and classified them based on various factors such as publishing frequency, article type, topics and sectors, methodological approaches, and BPM capability areas and subareas. The authors also used word frequency queries to better understand social media applications in business processes. The sample for analysis comprised 47 scientific articles that focused on the intersection of social media and BPM.

**What is the honeycomb framework and how does it relate to social media and business process management?**

The honeycomb framework, introduced by Kietzmann et al. [20], is a comprehensive model that describes the functional characteristics of social media and their business implications. It consists of seven blocks: identity, conversations, sharing, presence, relationships, reputation, and groups [3]. This framework helps understand the different aspects and functionalities of social media.

In the context of business process management (BPM), the honeycomb model is used to classify the capabilities of individual business processes. The capability areas of a business process, such as “PDCA” (plan-do-check-act) and “process management,” are closely related to the functional blocks of social media identified in the honeycomb model, including customer conversations, sharing, presence, relationships, and reputation [10].

The application of social media in BPM can improve communication and external relationships of a company, as well as process-oriented attitudes and behaviors [9]. For example, social media tools can facilitate information sharing, create better contact with partners and customers, enhance internal communication and knowledge distribution, and improve contact between organizational groups and communities [11a].

The honeycomb framework provides insights into how social media can be used in different aspects of BPM. It highlights the importance of considering various social media functionalities in order to optimize business processes and achieve customer satisfaction, loyalty, engagement, and increased sales [1]. By aligning social media actions with improved communication with customers and employees, companies can create value, foster relationships, and incorporate social media as an essential part of their BPM strategies [11b].

**What are some of the critical success factors in BPM as identified by Van Looy et al.?\*\***

Van Looy et al. identified six critical success factors for business process management (BPM) in their research. These factors are considered capability areas that contribute to the maturity of BPM:

1. Methods: This capability area focuses on the development and utilization of effective methods for BPM.

2. IT: This capability area emphasizes the importance of leveraging Information Technology to support BPM efforts.

3. Governance: The governance capability area involves the establishment of structures and processes to ensure the effective management of BPM.

4. Strategic Alignment: This capability area highlights the need for BPM to be aligned with the overall strategy and objectives of the organization.

5. People: The people capability area recognizes the significance of having skilled and engaged individuals who can contribute to BPM initiatives.

6. Culture: The culture capability area emphasizes the importance of fostering a process-oriented culture within the organization, where BPM is ingrained in daily practices and mindset.

These critical success factors encompass various aspects of BPM that are essential for its successful implementation and improvement .

5.(article)

Abstract:

This document is a research study that focuses on the impact of social media marketing activities by Instagram influencers on online impulse buying. The study uses the Stimulus-Organism-Response (S-O-R) theory as the theoretical framework for investigating this relationship. The researchers collected data from 273 Instagram users, which was analyzed using partial least squares structural equation modeling.

The results of the study indicate that the perceived social media marketing activities of Instagram influencers have a significant positive influence on the perceptions of followers regarding source credibility, specifically attractiveness, expertise, and trustworthiness. Additionally, attractiveness and trustworthiness were found to have a significant positive influence on online impulse buying. The study also revealed that attractiveness and trustworthiness of Instagram influencers mediate the relationship between perceived social media marketing activities and online impulse buying.

The document highlights the significance of this study, as there is a lack of research exploring the mechanism through which Instagram influencers’ social media marketing activities influence online impulse buying. The research provides new insights into the importance of Instagram influencers’ activities in affecting followers’ online impulse buying through source credibility.

In summary, this document presents a research study that investigates the impact of social media marketing activities by Instagram influencers on online impulse buying, with a focus on the mediating effect of source credibility.

**\*\*How does source credibility, specifically attractiveness, trustworthiness, and expertise, affect online impulse buying in the context of Instagram influencers' social media marketing activities?\*\***  
Source credibility, specifically attractiveness, trustworthiness, and expertise, have a significant impact on online impulse buying in the context of Instagram influencers' social media marketing activities. According to a research study, the perceived social media marketing activities of Instagram influencers influence followers' perceptions of source credibility. When followers view Instagram influencers as attractive, expert, and trustworthy, they are more likely to engage in online impulse buying [4].  
  
The study found that both attractiveness and trustworthiness have a significant positive influence on online impulse buying, indicating that followers are more likely to make impulsive purchases towards products and services advertised by Instagram influencers who are perceived as attractive and trustworthy [11a]. However, expertise was not found to have a significant influence on online impulse buying [11a].  
  
Furthermore, the study revealed that the perceived attractiveness and trustworthiness of Instagram influencers mediate the relationship between their social media marketing activities and online impulse buying. This means that the social media marketing activities of Instagram influencers impact followers' perceptions of attractiveness and trustworthiness, which in turn influence their impulse buying behavior [11b].  
  
In summary, source credibility, specifically attractiveness and trustworthiness, plays a crucial role in followers' online impulse buying behavior in response to Instagram influencers' social media marketing activities. It is important for Instagram influencers to be perceived as attractive and trustworthy in order to effectively influence their followers' impulse buying decisions [11a].

**\*\*What are some of the limitations and challenges associated with using Instagram influencers for marketing and promoting products or services?\*\***  
  
Some of the limitations and challenges associated with using Instagram influencers for marketing and promoting products or services include:  
  
1. Selection of appropriate influencers: Marketers often face a dilemma in selecting the most appropriate Instagram influencers to endorse their products or services. It can be challenging to identify influencers who align with the brand values and target audience.  
  
2. Authenticity and trust: The authenticity of Instagram influencers can be a concern. Followers expect influencers to be genuine and trustworthy in their endorsement of products or services. If influencers are not perceived as authentic, it can impact their credibility and the effectiveness of the marketing campaign.  
  
3. Transparency and disclosure: Proper and clear disclosure of sponsorships or partnerships is crucial in building perceptions of honesty and enhancing an influencer's source credibility. If influencers fail to disclose their relationships with brands, followers may perceive their content as manipulative or inappropriate.  
  
4. Cultural and generational differences: It is essential to consider the differences in interpreting attractiveness and trustworthiness among consumers of different cultures and generations. What is perceived as attractive or trustworthy may vary, and marketers need to account for these variations when selecting influencers.  
  
5. Limited expertise: While attractiveness and trustworthiness of influencers have been found to influence online impulse buying, expertise may not be as significant. Instagram influencers may not be regarded as real experts in the products or services they endorse. The focus should be on their competence in disseminating information rather than being the "real" experts.  
  
6. Impact on buying patterns: While this study focused on online impulse buying, there are other possible responses in buying patterns that can be explored, such as purchase intention, word-of-mouth, and ongoing search behavior.  
  
7. Limited scope: This study specifically examined the impact of Instagram influencers, limiting the exploration of the impact of social media marketing activities of influencers from other platforms such as Facebook, YouTube, and Snapchat.  
  
8. Cross-sectional data: The study collected cross-sectional data, which has limitations. Future studies could benefit from collecting longitudinal data to analyze the model over time.  
  
Overall, while Instagram influencers can be a powerful marketing tool, marketers need to carefully consider these limitations and challenges to optimize their use in promoting products or services.

**\*\*What are some of the new insights and contributions that this study provides to our understanding of the role and influence of Instagram influencers on online impulse buying, especially in terms of source credibility?\*\***  
This study provides several new insights and contributions to our understanding of the role and influence of Instagram influencers on online impulse buying, with a particular focus on source credibility.  
  
Firstly, the study identifies that the perceived social media marketing activities of Instagram influencers have a significant positive influence on the perceptions of followers regarding source credibility, specifically attractiveness, expertise, and trustworthiness. This finding highlights the importance of Instagram influencers' activities in building trust and credibility among their followers [1].  
  
Secondly, the study reveals that attractiveness and trustworthiness of Instagram influencers have a significant positive influence on online impulse buying. Followers are more likely to engage in online impulse buying towards products and services advertised by Instagram influencers perceived as attractive and trustworthy. This highlights the role of source credibility in influencing consumer behavior and purchase decisions [1][4a][11].  
  
Furthermore, the study identifies that attractiveness and trustworthiness of Instagram influencers mediate the relationship between perceived social media marketing activities and online impulse buying. This suggests that the effectiveness of Instagram influencers' marketing activities on online impulse buying is influenced by their perceived attractiveness and trustworthiness, emphasizing the importance of building a positive perception among followers to drive purchasing behavior [1][4b][11].  
  
Overall, this study contributes to our understanding of the role and influence of Instagram influencers on online impulse buying by highlighting the importance of source credibility, specifically attractiveness and trustworthiness. It provides insights into the mechanism through which Instagram influencers' social media marketing activities influence consumer behavior, and suggests that businesses should consider utilizing social media influencers, particularly on platforms like Instagram, as a means to market their products and services [12].

6.(article) Marketing Strategies on Social media Platforms.pdf

Abstract:

The main topic of the document is marketing strategies on social media platforms. The document discusses the importance of social media platforms in today's digital economy and their role in strategic marketing. It highlights the fact that half of the world's population is present on social media platforms, making them a valuable tool for organizations to gain market insights and improve business intelligence. The document emphasizes that social media is a flexible medium that companies can utilize in their marketing strategies to engage with customers, communicate their brand, products, and services, and monitor performance. However, the document also notes that research on social media strategy is currently fragmented and hindered by the lack of a cohesive body of knowledge in this area. Therefore, the document sets out to conduct a literature review and categorization of studies on social media marketing strategies to identify research themes and contribute to the development of this promising research domain. The document also provides insights into the methodology used for the literature review and presents findings on the distribution and impact of publications on social media marketing strategies.

**\*\*How can companies utilize social media strategy to create a unique and valuable position in the industry?\*\***  
  
Companies can utilize social media strategy to create a unique and valuable position in the industry by implementing various activities and approaches. First, companies should focus on engaging with their target audience through real-time and two-way communication on social media platforms [10]. By understanding the needs, interests, and expectations of their customers, companies can tailor their business processes, products, and services to address specific consumer needs and create value [10]. This engagement should be based on a communication strategy that builds a strong psychological and emotional connection with stakeholders through higher consumer engagement and proper communications [10].  
  
In addition, companies can use social media platforms to ensure the effective and convenient delivery of quality products and services [10]. By providing a positive consumer experience, companies can build positive consumer perceptions, which in turn lead to higher publicity through positive reviews and recommendations about their brand [10]. Peer reviews and recommendations have a significant influence on online consumer behaviors and purchasing decisions [10]. Therefore, companies should leverage social media to encourage consumers to become brand ambassadors by co-creating products and making them part of the marketing process [15]. This approach improves consumer commitment and loyalty, leading to long-term relationships with customers [15].  
  
Moreover, companies can use social media as a tool for innovation and knowledge by leveraging crowdsourcing and integrating consumer preferences in product design [15]. By actively involving their target audience in the ideation, development, and launching stages of products or services, companies can improve their product and service quality, customization, and appeal to the target audience [15]. Social media also provides an opportunity for virtual product testing and observing consumer reactions and responses, enabling companies to gain valuable insights into their products or services [15].  
  
Overall, companies should use social media platforms strategically to engage with customers, communicate their brand, products, and services, and monitor their performance. By actively involving and understanding their target audience, companies can create a unique and valuable position in the industry [10][15].

7.(article)

**\*\*How do B2B companies currently use social media in their marketing strategies?\*\***  
  
B2B companies currently use social media in their marketing strategies in various ways. Research has found that social media is commonly used by B2B companies to enhance customer relationships, support sales, build their brands, and recruit employees [9][13a]. It is also used as a tool for product information, service support, and global collaboration [9][13a].  
  
B2B companies use social media to improve marketing optimization and customer experience, resulting in increased revenue. They monitor and listen to customer feedback, engage and empower employees, create compelling content, stimulate electronic word-of-mouth, evaluate and select social media channels, and integrate social media to enhance brand presence [13b][8].  
  
Social media is seen as a facilitator of relationships between B2B companies and customers, enabling effective dialogues with buyers, and leading to digital transformation [2][13a]. It also plays a role in improving customer satisfaction, value creation, sales, and corporate credibility [16a][16b].  
  
Moreover, social media usage allows B2B companies to acquire new customers, enhance employee brand management, and contribute to sustainability efforts by communicating their activities more effectively and integrating business practices with sustainability [16a][16b].  
  
It is important for B2B companies to design engaging and informative content on social media, including industry news, team information, humor, images, infographics, and videos [16c].  
  
However, it is worth noting that research on the use of social media by B2B companies is still in its early stages, and there is a need for further studies to understand its full potential and impact across different countries and contexts [2][16d].  
  
Overall, social media has become an important marketing tool for B2B companies, enabling them to connect with customers, enhance relationships, improve branding, and drive business success.

**\*\*What are the main barriers to the adoption of social media by B2B companies?\*\***  
  
The main barriers to the adoption of social media by B2B companies include perceived usability, technical skills of employees, pressure from stakeholders, perceived usefulness, and innovativeness [8a]. Lack of staff familiarity and technical skills, as well as the perception that internet marketing is not beneficial, are common hurdles for B2B companies [8b]. Other factors such as perceived relative advance, compatibility, organizational innovativeness, competitor pressure, and customer pressure also influence the adoption of social media by B2B companies [7]. Additionally, uncertainty about how to use social media to achieve objectives, lack of knowledge about social media among employees, and high cost of investment required for adoption are identified as barriers [8c].  
  
Note: All the information provided above is sourced from the document snippets provided.

8.(article)

**\*\*What are the four categories that the remaining 41 articles that employ a theoretical perspective fall into?\*\***The remaining 41 articles that employ a theoretical perspective fall into four categories. These categories include:  
1) Articles that focus on the decision to adopt social media, often using behavioral theories to explain the motivations behind social media adoption.  
2) Articles that emphasize the technological functionality of social media platforms and adopt technology-related theories to examine their effectiveness in the B2B setting.  
3) Articles that highlight the significance of relationships in B2B marketing and use relationship-oriented theoretical lenses to explore the connectivity of social media in the digital world.  
4) Articles that take a strategic or management perspective and propose that the use of social media influences resource acquisition, generation, and mobilization within B2B firms, thereby impacting their performance. These articles often employ theories that focus on the resource and capability base of the corporation.

**\*\*How does adopting social media within B2B organizations enhance dyadic relationships?\*\***Adopting social media within B2B organizations enhances dyadic relationships in several ways.  
  
Firstly, social media platforms allow salespeople to connect with customers and build interpersonal ties [8a]. This initial connection on social media can serve as the first step towards building a relationship between the salesperson and the customer [8a]. While face-to-face communication may still be preferred in the B2B context, social media provides a starting point for establishing the relationship [8a].  
  
Secondly, social media enables B2B organizations to identify new business opportunities, accumulate professional networks, and develop interpersonal relationships [11]. By being present and active on social media platforms, salespeople can better execute their service behaviors, share information, and support customers, thus creating value for both parties [8b][8c]. Social media also allows sales employees to reach a wider network of potential customers at a lower cost, expanding business networks [8c].  
  
Thirdly, the integration of social media into B2B sales strategies can enhance sales performance and efficiency. Social media platforms serve as a sales facilitation tool, enabling salespeople to build peer-to-peer relationships and increase inter-organizational trust and commitment [7]. By aligning social media sales activities with marketing activities, organizations can adopt a consultative selling approach and generate insights about potential customers [7].  
  
Overall, adopting social media within B2B organizations enhances dyadic relationships by facilitating initial connections, expanding networks, and improving sales performance and efficiency.

**\*\*How does employee engagement on social media contribute to the development and sustainability of relationships with customers in the B2B context?\*\***  
  
Employee engagement on social media contributes to the development and sustainability of relationships with customers in the B2B context in several ways.  
  
Firstly, research has shown that engaged employees act as brand ambassadors on social media, which helps organizations develop a favorable brand identity and project a positive brand image in the online environment [10a]. This endorsement by employees enhances customers' trust in the brand and boosts corporate brand awareness [10a][10b].  
  
Secondly, engaged employees extend beyond sales or marketing personnel and include employees from other departments, such as finance and R&D. Their active participation on social media allows for collaboration, lead generation, and the incorporation of value-adding content for current and potential customers [9]. This means that all employees, regardless of their job description, can contribute to social media marketing efforts, making them vital internal stakeholders in the organization [9].  
  
Moreover, employee engagement on social media facilitates effective internal and external communication, creating consistency and cohesiveness in the organization's messaging [9]. This alignment between the firm and its employees contributes to the development of meaningful relationships with customers and other external stakeholders [12]. Engaged employees on social media act as "go-to-advisors" for their organizations and reinforce their connections with suppliers and customers [10c].  
  
Furthermore, employee engagement on social media platforms allows organizations to establish a positive impression among customers and other stakeholders in the online environment, enhancing the organization's image [12]. It also positions the organization and its employees as thought leaders in their respective fields, showcasing their expertise and know-how [10d].  
  
Overall, employee engagement on social media in the B2B context helps organizations develop and sustain relationships with customers by enhancing brand identity, boosting trust, facilitating collaboration, and showcasing expertise. By actively participating on social media platforms, employees contribute to the development of meaningful engagement, strengthening connections with customers, suppliers, and other external stakeholders [10e].

9.(aricle)

Abstract:

The article discusses the impact of the COVID-19 pandemic on e-business practices and consumer behavior in Pakistan. The research applies the theory of acceptance model and uses a structural equation modeling approach to examine the interrelationship of variables. Results show that COVID-19 has significantly impacted both e-businesses and consumer buying behavior in Pakistan, leading to a growing scope for online businesses and an increase in digital payment. The article provides insight into the rapidly evolving e-commerce trends in Pakistan and highlights the need to address cultural and other barriers to digital payment adoption in developing economies. The research also notes that the pandemic has disrupted the supply chain and export-import facilities of the country, which may result in increased product prices. The article presents a unique perspective on the impact of the pandemic on e-commerce in Pakistan and aims to fill the gap in available literature.

**\*\*How has Covid-19 impacted the economy and social system of the country?\*\***The COVID-19 pandemic has had a significant impact on the economy and social system of countries, including Pakistan. The pandemic has caused a disruption in various sectors, leading to a fall in demand for goods and services and a reduction in operations for many businesses [2]. As a result, there have been disruptions in the supply chain, loss of export orders, financial issues, and job layoffs in enterprises [2]. The lockdown measures implemented to prevent the spread of the virus have resulted in a decline in economic activities and revenue loss for businesses [2]. Additionally, the pandemic has affected the country's macroeconomy, with a negative impact on the manufacturing and production sectors [2]. The closure of schools, restrictions on movement, and the overall health crisis have also contributed to the economic toll [2]. The pandemic has changed consumer behavior, leading to a growing scope for online businesses and an increase in digital payment in Pakistan [13]. However, it is important to address cultural and other barriers to digital payment adoption in developing economies [13]. Overall, the COVID-19 pandemic has disrupted the economy and social system of Pakistan, with implications for various industries and the livelihoods of individuals.

**\*\*What are the barriers faced by developing economies in adopting e-commerce, despite its potential for economic development and growth?\*\***  
  
Developing economies face several barriers in adopting e-commerce, despite its potential for economic development and growth. These barriers include:  
  
1. Lack of Trust: Trust is crucial in e-commerce transactions, and developing economies often face challenges in building trust in online platforms and payment systems [4]. This lack of trust can hinder the adoption of e-commerce by consumers and businesses.  
  
2. Security Concerns: Many consumers in developing economies have concerns about the security of online transactions and payments [13]. They worry about the risk of fraud and unauthorized access to their financial information, which can make them hesitant to engage in e-commerce activities.  
  
3. Limited Access to Banking Services: In some developing economies, a significant portion of the population does not have access to banking services, including bank accounts [13]. This lack of access to traditional banking services makes it difficult for individuals to participate in e-commerce activities that often rely on digital payment systems.  
  
4. Digital Divide: Developing economies may also face challenges related to the digital divide, which refers to disparities in access to and usage of digital technologies [13]. Limited internet connectivity, lack of access to smartphones or computers, and low digital literacy rates can all hinder the adoption of e-commerce in these economies.  
  
5. Cultural Barriers: Cultural factors can also impede the adoption of e-commerce in developing economies [4]. Traditional commercial methods and a preference for face-to-face transactions may be deeply rooted in the culture, making it difficult for e-commerce to gain traction.  
  
6. Infrastructure Challenges: Developing economies may have inadequate infrastructure, such as reliable logistics and transportation systems, to support e-commerce operations [3]. The lack of a robust supply chain and export-import facilities can disrupt the e-commerce ecosystem, resulting in supply shortages and potential price spikes.  
  
Addressing these barriers is essential for promoting the adoption of e-commerce in developing economies. Strategies to overcome these challenges may include improving cybersecurity measures, expanding access to banking services, investing in digital infrastructure, providing digital literacy training, and educating consumers and businesses about the benefits and safety of e-commerce [4][13][3].

10. (article)

**How do gender and age impact the frequency of Instagram use?**  
  
According to the research findings, both gender and age have an impact on the frequency of Instagram use among university students. Female students expressed higher values of Instagram use compared to male students [8]. The study also revealed age-related differences, with the youngest groups (18–24, 25–35) reporting significantly higher values of frequency of use, while the third age group (36–45) had the lowest values [6]. These results suggest that gender and age play a role in determining the frequency of Instagram use among university students.

**\*\*What are the gender differences in online activities and social media preferences?\*\***  
Gender differences in online activities and social media preferences have been observed in various studies. Female users tend to use social media platforms such as Instagram more frequently compared to males [8]. This aligns with the finding that there are more female Instagram users than male users [14]. Women often use social media for communication, text messaging, and video calls [8]. On the other hand, male users tend to access social media for seeking information, reading news, making commercial transactions, entertainment, or personal development [8]. However, it should be noted that these gender differences may vary depending on age and other demographic factors, and further research is needed in this regard [8].

**\*\*What is the relationship between social media use and students' digital skills?\*\***  
The relationship between social media use and students' digital skills is explored in the document. The study conducted with university students in Greece examines the links between social media use (specifically Instagram, Facebook, and YouTube) and students' digital skills in six components: communication, collaboration, sharing; searching, finding, accessing; storing, managing, deleting; evaluating; protecting; and developing, applying, modifying [1].  
  
The research findings reveal that there is a strong positive association between the use of YouTube and students' digital skills, particularly in content evaluation and protection. However, the generic use of Facebook and Instagram does not significantly affect students' digital skills [7a].  
  
Age, gender, educational level, and grade differences were also identified in both social media use and digital skills components. Female students showed significantly higher frequency of Instagram use, and significant group differences were found in digital skills components based on age and educational level [6] [8].  
  
Overall, the study suggests that while the generic use of Facebook and Instagram may not have a significant impact on students' digital skills, the use of social media for educational purposes could potentially influence students' perceived levels of digital skills. It emphasizes the need for individuals to develop digital skills in order to thrive in the digital age [1] [7b].

**\*\*Why might Instagram be more favorable to the female population compared to other social media platforms?\*\***  
According to the document, Instagram may be more favorable to the female population compared to other social media platforms due to its photo-centric characteristics. The document suggests that women tend to use social media for communication, text messaging, and video calls more often than men, while men use social media mainly for seeking information, reading news, making commercial transactions, entertainment, or personal development. The photo-centric nature of Instagram may align well with the preferences of females, who may be more inclined to engage with visual content and use Instagram as a platform for personal expression and communication. Additionally, age-related results indicate that most Instagram users are young females, further supporting the notion that Instagram resonates with this demographic [8]. Please note that this explanation is based on the observations made in the document and further research is suggested to examine the statistical significance of gender differences in the frequency of Instagram use.