



Impact of socio-economic factors on continuance intention to use social media

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Abstract

Drawing from the Uses and Gratifications Theory, this study aimed at exploring the impact of socio-economic factors on continuance intention to use social media. Data collected from a sample of 444 active users of social media in Kaduna metropolis Nigeria were used to test the proposed model. Partial Least Squares method was used to assess the relationships in the model. The results obtained shows that entertainment and socialization have significant positive impact on continuance intention to use social media. However, information-seeking has no insignificant effect on continuance intention to use social media. This research makes significant theoretical contributions and highlights several important implications for further study. Initially, the Uses and Gratifications theory was used to understand the motives behind social media utilization but limited investigations within the framework of the theory have explored the connections between motivational elements and users' intention to continue using social media. The study concludes that the findings have broaden the scope of the theory from focusing solely on the adoption of social media to examining the post-adoption phase of social media use. The paper therefore recommends that entertainment contents be directed to social media platforms and Socialisation process explore more of social media target audience.

Keywords: Social media, continuance intention, entertainment, information seeking, socialization,

1. Introduction

Technology has transformed the way and manner in which mass media products are purchased in Nigeria. The advent of technology using Social media platforms makes the purchases of mass media contents easier through online shopping. Nowadays, mass media editors place online editions of mass media contents such as newspapers, magazines, news bulletins, videos, films, commercials, advertisements and other entertainment products that can be read or purchased using Internet facilities. The innovation therefore makes it possible for information seekers to lay their hands-on vital information needed about issues and events. The easy accessibility to media contents as provided by the internet reinforces the belief in wider information dissemination and the increase in purchases

through online media (Sharabati, Al-Haddad, Al-Khasawneh, Nababteh, Mohammad & Abu Ghoush, 2022). This strategy has come to stay as evident in the increased utilization of online shopping businesses that include mass media sales.

The urge for Information-seeking by audiences and customers becomes acute with the advent of social media. Society gradually turns into information-seeking on diversified topics and issues of interest. Knowledge therefore increases with access to information through social media. At the initial stage of social media inception, people regarded it as merely for socialization but soon the opportunity to use it for entertainment, commercialization and information-seeking for diversified issues emanated (Naqvi, Jiang, Miao & Hasnain Naqvi, 2020). Entertainment and



socialization increase through the level of social media usage and utilization thereby reinforcing the continuous intention to use social media for socio-economic benefits. Social media thus become a key factor and useful in information-seeking, education and entertainment. The relationship between entertainment and continuous intention to usage of social media becomes prominent. Entertainment forms an important aspect used frequently by social media to undertake a lot of activities and social interaction (Ruangkanjanases, Hsu, Wu, Chen & Chang, 2020). The development of social media further afforded the users not only become information seekers but also to seek interaction, business, knowledge sharing, leisure and friendship (Yuan & Wu, 2020; Parra-López, Bulchand-Gidumal, Gutiérrez-Tañoc & Díaz-Armas, 2011). Thus, information seeking in social media influences and affects the intention to continuously use social media for socialization through frequent interactions.

2. Literature Review

2.1 Relationship between the variables and Hypothesis development

Entertainment and Continuance Intention to use social media become more popular nowadays and therefore emerge as vital sources of information (Westerman, Spence, Heide & Branden, 2014). Entertainment in any form gets prominence in the social media platforms. Youths and teenagers form most of the group of users of social media platform. In a study, 50% of online youths and over 80% of College students use Social media for daily life and academic (Sponcil & Gitimu, 2012). Music, football, boxing and other related sporting events attract large number of youths to the social media. Videos and other social media contents serve the interest and demands of the youth and hence the continuous intention to use social media platforms frequently. Films, entertaining programmes form part of the issues that attract youths to

the social media. The platform now gives the opportunities to the youth to showcase their talents and innovations through Facebooks, Tik Tok, WhatsApp and many platforms thereby breaking any communication barrier (Yang & Louisa Ha, 2021). Again, entertainment industries boom through the social media platforms as many people subscribe to YouTube and other platforms to watch media contents. Through YouTube platform, singing foxes and celebrities emerge where they showcase their talents, skills, entertaining roles and the creation of brand identity (Cunningham & Craig, 2019).

The feeling of enjoyment by the youth as provided by the social media reinforces their continuous intention to use social media. The youth access entertainment information and share it to their colleagues through the social media and hence their frequent experiences with the entertainment media. For example, through Tik Tok platform, the youth successfully send messages to reach millions of people regularly (Hautea, Parks, Takahashi, & Zeng, 2021; Rochford & Palmer, 2022). These entertainment messages make them interact, connect and socialize with their colleagues, like-minds and friends far and wide.

H1: There is a significant relationship between entertainment and Continuous Intention to use Social Media.

2.2 Information-seeking and Continuance Intention to Use social media

The social media has become a reality today and very few people can afford to live without getting access to its various platforms. The young and elderly make it a duty to peep or scroll through the social media platforms for update, information seeking, socialization, commerce of entertainment. The development of Social Media challenges people's interest to seek for more information on issues and events that affect the society (Shu, Bhattacharjee, Alatawi, Nazer, Ding, Karami & Liu.

(2020). The way and manner people interact has changed significantly with social media. Access to valuable information and information-seeking is now easier. The network becomes a platform where people mingle and socialize. These social media platforms begin to serve as library and encyclopaedia of knowledge where people reach out on daily basis to seek for information. The society gradually becomes information society (Hautea, Parks, Takahashi, & Zeng, 2021; Rochford & Palmer, 2022).

H2: There is a significant relationship between information seeking (IS) and Continuous Intention to use Social Media

2.3 Socialization and Continuance Intention to use social media

Social media platforms facilitate the formation of connections among individuals with similar interests, fostering a sense of belonging, value, and acceptance. This continuity is particularly advantageous for maintaining relationships within geographically distant family and friends. The positive relationships established

through social media contribute to the reinforcement of socialization and acceptance within society. Consequently, social media serves as a valuable avenue for users to enhance their information, stay updated, and engage with the world conveniently (Yang & Louisa, 2021). Prior research has identified that motivations such as entertainment, information seeking, socialization, and self-presentation play crucial roles in guiding Information Systems (IS) usage, including the use of social media (Hsu, Tien, Lin, & Chang, 2015). However, there is a scarcity of studies that specifically delve into the factors influencing users' intentions to persistently engage with social media. Thus, it is hypothesis that:

H3: There is a significant relationship between Socialization (SC) and Continuous Intention to use social media.

Conceptual Framework

From the literature reviewed, the following conceptual frame work is developed

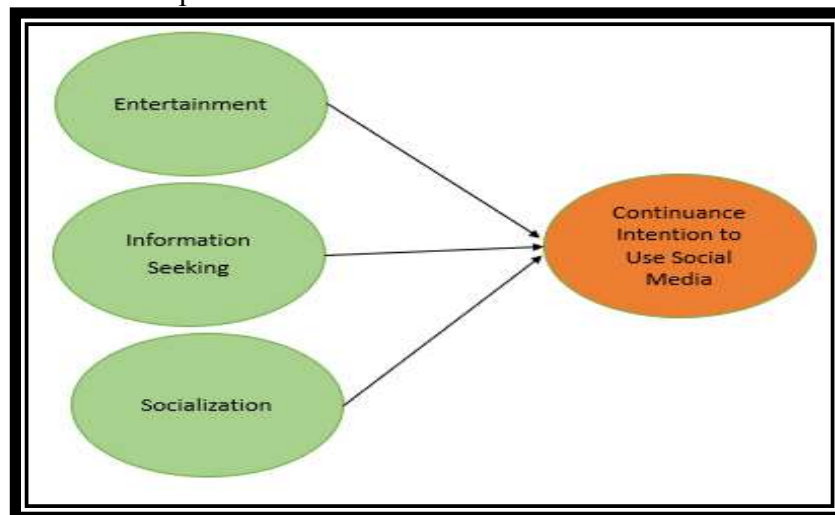


Figure 1: Conceptual Framework

2.4 Theoretical Framework (Use and gratification Theory)

The long-standing use and gratification theory of media use helps to explain why users choose to utilize a certain social media

platform (Stafford et al., 2005; Xu & Wunsch, 2005). According to the U&G theory, users are driven to choose or keep using a medium based on their demands, usage satisfaction, or gratifications (Barton, 2009). According to Luo et al. (2011) and Marikyan and Papagiannidis (2021), the



U&G theory has been extensively employed to describe the motives in broad media contexts (such as newspapers, radios, and telephones). According to studies, the U&G theory has been utilized to explain the motives for the use of interactive media, such as social media and Internet communication technologies (Luo et al., 2011). In order to explain people's motivations and interpersonal self-presentation techniques, Jung et al. (2007) use the U&G theory.

3. Methodology

The present study is quantitative in nature. 444 questionnaires were administered to collect the information for analysis and testing the hypothesis. The questionnaires used were close-ended and the study adapted Celik (2016) which contained items associated with information seeking, entertainment and socialization as well as continuance intention to use social media. Using a 5-point Likert scale, which runs from strongly agree (5) to strongly disagree (1), the study questionnaire was evaluated. The unit of analysis in the study is the consumers that actively patronize Social media platforms for purchases or subscriptions including mass media products/services like the newspapers, magazines, radio and television contents. The target population of the active users of the Online Social Media platforms ranged from 18 years old and above in Kaduna metropolis Nigeria.

3.1 Data collection and sample

Table I Characteristics of the Respondents

	Demography	Frequency	Percent
Gender	Male	236	53.2
	Female	208	46.8
	Total	444	100.0
Age of the Respondent	21-30	187	42.1
	31-40	154	34.7
	41-50	58	13.1
	51 and above	45	10.1
	Total	444	100.0
Academic Qualification	Higher School Cert.	147	33.1
	Bsc/HND	179	40.3

The questionnaires were sent using google form link to active internet users through the online social networking sites such as Facebook, WhatsApp, twitter, and so on. They contained brief notes that stated the objectives of the study and how to fill and submit to designated email address. The characteristics of the sample of responders are listed in Table I. The discussion, development of the study framework, and formulation of the hypotheses were all built on the review of the literature. 444 questionnaires were administered in order to gather the information required for the testing and validation of hypotheses regarding the continued desire to use social media in Nigeria.

The survey was conducted using Google forms through social networking sites (e.g. Facebook, WhatsApp, Twitter, etc.), along with a cover letter outlining the purpose of the study and the survey's guidelines. Social media is a relatively new technology tool that is suitable for gathering data, (Efthymiou & Antoniou, 2012). In line with Sarstedt and Mooi (2014) and Neuman (2014), respondents were requested to share the survey with their friends and co-workers as well as to post the link, which led to the selection of the snowball sample (also known as network or respondent driven sampling).

4. Results and Discussion

The characteristics of the sample of responders are listed in Table I.



	Masters	74	16.7
	PhD	44	9.9
	Total	444	100.0
Social Media Usage by Hour	1 Hours	131	29.5
	2-7 Hours	166	37.4
	8-15Hours	77	17.3
	Above 15 Hours	70	15.8
	Total	444	100
Social Media Usage in a Week	1 in a week	110	24.9
	2-4 Days in a week	150	33.9
	5-6 Days in a week	85	19.1
	Almost Everyday	99	22.3
	Total	444	100.0
Social Media Usage in Months	1-5 Month	159	35.9
	6-11 Month	166	37.5
	Every Month	118	26.6
	Total	444	100.0

4.1 Data Analysis

The SEM-PLS strategy, which is based on the SmartPLS version 3.2.7 and involves numerous phases, is the data analysis technique employed. The evaluation of the measurement model, which looks at the validity and reliability of the constructs, is the first phase. The structural model is evaluated in the second stage, which looks at the direct connection between exogenous and endogenous variables (Hair et al., 2017; Ramayah et al., 2018). All proposed relationships investigate the notions' validity and dependability. The analysis of the structural model using the bootstrapping approach with 500 bootstrap resampling is evaluated in the second stage.

Measurement model results

Through the use of individual item reliability, internal consistency and reliability (Cronbach's alpha coefficient or

composite reliability coefficient), convergent validity, and discriminant validity, the measurement model was used to determine the rate at which observed latent variables are loaded on their underlying constructs (Hair et al., 2014; Hair et al., 2011; Henseler et al., 2009).

Table 1 shows that, out of the 22 items, 1 item loads below the suggested range of 0.40, which is used to establish the reliability of each individual item. As a result, just 21 articles are kept. The composite reliability coefficient or Cronbach's alpha coefficient can also be used to gauge internal consistency and dependability. In accordance with the advice given by Hair et al. (2011), the values of internal reliability for these constructs (Cronbach =.676 to.844) and (Composite reliability =.811-.915) are within the acceptable range.

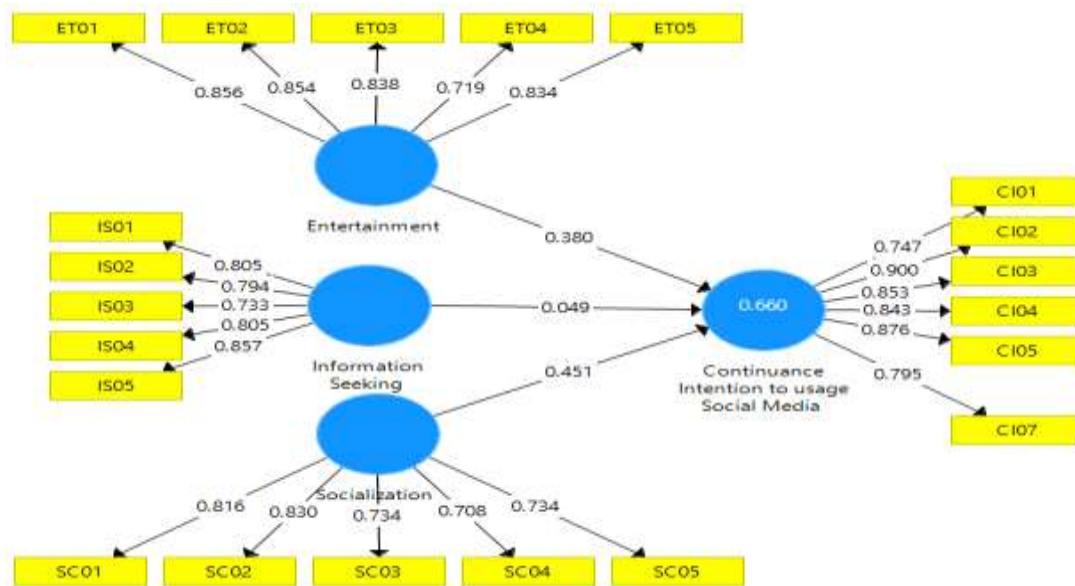


Figure 2 Measurement Model

Convergent validity, on the other hand, demonstrates that all of the items accurately reflect the suggested latent construct and

that they correlate with other measures of the same latent construct (Hair et al., 2006). The AVE values varied from .591 to .773, which is higher than the indicated acceptable range of .50 recommended by (Bagozzi & Yi, 1988; Hair et al., 2010).

Table 2 Construct Reliability and Validity

Laten Variables	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Continuance Intention to use social media	0.914	0.933	0.701
Entertainment	0.879	0.912	0.675
Information Seeking	0.860	0.899	0.640
Socialization	0.823	0.876	0.587

The Fornell-Larcker criterion was applied in order to establish the discriminant validity. The square root of each construct's AVE is higher than its maximum association with any other construct in either group, as seen in Table IV. This indicates that a latent variable already

accounts for the variation of its own indicators in this study, and does so more effectively than other latent variables do (Hair et al., 2017). Thus, the measurement model has been successfully verified based on the assessments of both validity and reliability.

Table 3 Fornell-Larcker Criterion

Laten Variables	CI	ET	IS	SC
Continuance Intention to use Social Media (CI)	0.837			
Entertainment (ET)	0.742	0.822		
Information Seeking (IS)	0.675	0.734	0.800	
Socialization (SC)	0.764	0.722	0.767	0.766



Comparing the indicator loadings with the cross-loadings correspondingly allows one to ascertain the discriminant validity (Chin, 1998).

Table 4 demonstrates that all loadings were higher than the cross-loadings, indicating that the model's discriminant validity was sufficient.

Items	CI	ET	IS	SC
CI01 I will use Facebook when I am online every time.	0.747	0.591	0.464	0.528
CI02 I am very satisfied with services provided by Facebook.	0.900	0.605	0.585	0.663
CI03 I feel very comfortable when I use Facebook.	0.853	0.593	0.532	0.628
CI04 I am interested in continuing to use Facebook.	0.843	0.628	0.570	0.617
CI05 Compared with other online social sites, I have more interests in using Facebook.	0.876	0.630	0.615	0.688
CI07 Past experience makes me want to continue using Facebook.	0.795	0.673	0.605	0.691
ET01 Using Facebook makes me feel pleasure	0.674	0.856	0.577	0.618
ET02 Using Facebook makes me feel relaxed	0.610	0.854	0.570	0.586
ET03 Using Facebook can let me escape life's unpleasantness	0.638	0.838	0.536	0.612
ET04 Using Facebook can let me kill time	0.482	0.719	0.657	0.528
ET05 Using Facebook makes me feel enjoyable while playing games or interacting with friend	0.624	0.834	0.704	0.619
IS01 Facebook allows me to effectively seek information which I am interested in.	0.598	0.668	0.805	0.646
IS02 I check Facebook friends' requests and messages very often	0.625	0.689	0.794	0.660
IS03 I use Facebook to keep up with the latest news and events	0.412	0.481	0.733	0.478
IS04 Facebook information can provide helpful advice to me	0.459	0.490	0.805	0.558
IS05 Facebook information is up to date on the current information.	0.551	0.553	0.857	0.682
SC01 I have a friends' community on Facebook.	0.659	0.634	0.698	0.816
SC02 Facebook is a useful communication channel to connect with people.	0.644	0.565	0.637	0.830
SC03 Facebook provides a platform for me to contact people easily.	0.522	0.592	0.658	0.734
SC04 I have used Facebook to reconnect with friends who I had lost contact for long time.	0.541	0.458	0.434	0.708
SC05 Facebook makes it easier for me to keep in touch with my friends. Self-Presentation	0.543	0.511	0.494	0.734

Assessment of the Path Coefficient Using the Structural Model

The structural model was used to evaluate the importance of the path coefficient after determining the measurement model's validity and reliability. As seen in Figure 2, the significance of the path coefficients was evaluated using a conventional bootstrapping approach with 5000 bootstrap samples (Hair et al., 2014; Hair et al., 2011; Hair et al., 2012; Henseler et al., 2009). As a result, the estimates of the latent variables for the structural model are shown in Figure 2 and Table 4.

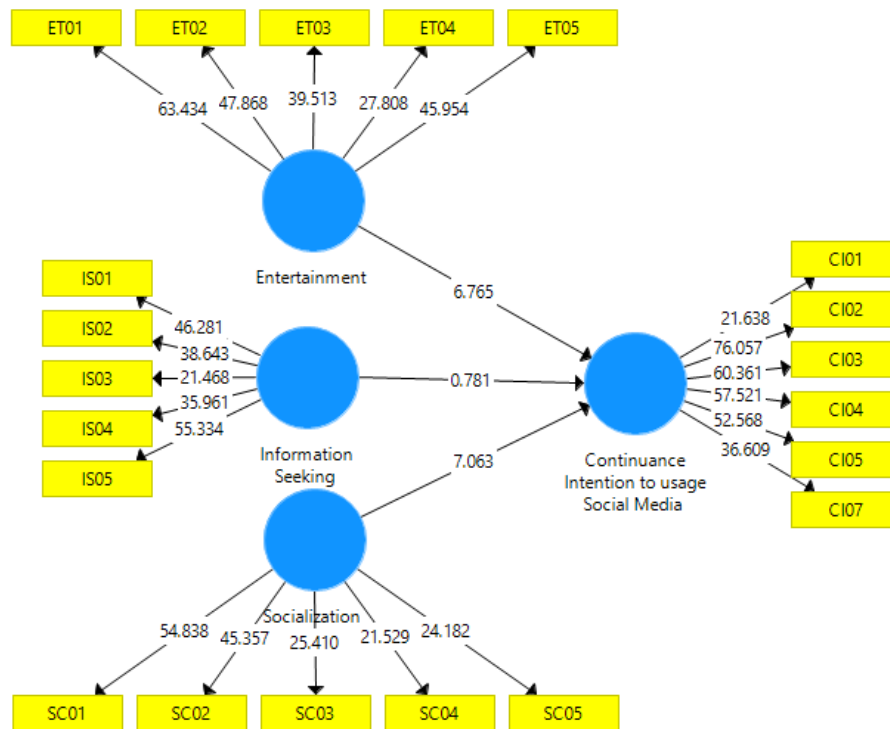


Figure 3: The Structural Model

H1 was supported by the link between entertainment and continued intention to utilize social media ($\beta = 0.380$, t -value = 6.765, $P < 0.05$). As predicted, socialization

significantly increases the likelihood that someone will continue to utilize social media (t -value = 7.063, $p < 0.05$, $\beta = 0.451$). As a result, supporting hypothesis 3. However, information seeking had no effect on the intention to continue using social media ($t = 0.781$, $P > 0.05$, $\beta = 0.049$).

Table 4: Assessing the significance of the relationship in the Structural Model

Hypothesis	Path Coefficient	Beta Coefficient (β)	Standard Error	T Statistics	P Values	Decision
H1	Entertainment -> Continuance Intention to use Social Media	0.380	0.056	6.765	0.000	Supported
H2	Information Seeking -> Continuance Intention to usage Social Media	0.049	0.063	0.781	0.435	Not Supported
H3	Socialization -> Continuance Intention to use Social Media	0.451	0.064	7.063	0.000	Supported



Discussion of Findings

This study aims to investigate how socioeconomic factors influence people's intentions to use social media in the future. Three socioeconomic factors—enjoyment, information seeking, and sociability—were identified in this study as the key motivators of continuous intention to use social media. Overall, the study's results provide important new information and support the model's two theorized linkages.

First, the findings indicated that entertainment had a more favorable impact on users' intentions to keep using social media. The findings are consistent with prior study (Bataineh, Al-Abdallah, & Alkharabsheh, 2015), which showed that subjective norms and perceived enjoyment had a positive and significant impact on users' contentment and intention to keep using Facebook.

Second, the results show that knowledge acquisition has no positive influence on the intention to continue using social media. The findings are consistent with those of Basak and Calisir (2015), who argued that information seeking and self-expression have been shown to have little influence on future intention to use social media.

The results also demonstrate that socialization significantly and favourably influences the propensity to continue using social media. The findings confirm other studies that show socializing services, particularly online groups (Elloumi, Bejjnum, & Hermens, 2018) and gamification services, can encourage users to stick with their goals (Wang, Fan, Zheng, Wang, Liang, An, & Lei, 2021; Song & Kim, 2006).

5. Conclusion and Recommendations

5.1 Conclusion

Numerous important theoretical developments and scientific ramifications are offered by this study. First, while U&G theory has been used to examine the motivations behind social media use (Kim et al., 2011), there haven't been many

studies that examine the relationship between motivating factors and users' desire to keep using social media. Based on the results of this study it was concluded that the findings have broadened the scope of the theory from focusing solely on the adoption of social media to examining the post-adoption phase of social media use.

5.2 Recommendation

The study made the following recommendations:

1. The entertainment contents generated for socio-economic development be directed to social media platforms.
2. The Socialisation process should explore more of social media to reach out to diverse target audience.

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