



An empirical study on factors affecting continuance intention of using Facebook



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ARTICLE INFO

Article history:

Keywords:

Uses and gratification theory
Information system continuance
Attitude
Satisfaction
Entertainment
Status seeking

ABSTRACT

The main purpose of this study is to analyze the effects of the motivational factors on continuance intention of using Facebook. A Structural Equation Modeling approach was applied to identify the factors that significantly affect the continuance intention to use Facebook. Using LISREL, data collected from 209 Facebook users were used to test the proposed model. Results indicated that 62% of Facebook users' continuance intention to use Facebook is explained by attitude and satisfaction. Between them, attitude has the strongest effect. Besides this, entertainment and status seeking have been found to have indirect significant effects on continuance intention to use, whereas information seeking and self-expression have been found to have insignificant effects. The study concludes with the discussions of the findings and recommendations for possible future research.

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1. Introduction

Social networking sites (SNSs) have become very popular in the last decade. SNSs enable individuals to create a personal profile in an online system, make connections, and interact with other users. They are mainly used for keeping in touch with friends or family, making a network, sharing information such as news, ideas, photos, and events, and being informed about news, latest trends, and activities.

Facebook is one of the social networking sites that was founded on February 4, 2004 by Mark Zuckerberg and his friends from the University of Harvard. Individuals use Facebook to keep in touch with family and friends, to get news about the things happening in the world, to share the things that are important to them, and to express themselves to others (Facebook Newsroom, 2014). Facebook is currently the most popular social networking site in the world. Worldwide, the number of daily and monthly active users of Facebook are 757 million and 1.23 billion, respectively, as of December, 2013 and the daily users of Facebook outside the United States and Canada are around 81% of the total users (Facebook Investor Relations, 2014). Therefore, the question to be asked is what needs are fulfilled by Facebook and what motivational factors make individuals continue to use Facebook. In the literature, Uses

and Gratification Theory (UGT) seeks an answer to those questions (Katz, 1959).

UGT is a mass communication research paradigm that explains the media usage behaviors of individuals. It differs from other perspectives in asking "What do people do with media?" instead of "What do the media do to people?" (Katz, 1959). Therefore, this theory is interested in how and why people utilize the media and it looks for an answer to what social and psychological needs of users are being met (Katz, Blumler, & Gurevitch, 1974; Katz, Gurevitch, & Haas, 1973). UGT emphasizes the consumers' role in choosing a form of media that could be used to satisfy their social and psychological needs rather than the media's effects on them. Individuals are goal oriented and play an active role in choosing a particular media tool, as they are aware of their needs that should be fulfilled (Rubin, 1993). It is the main assumption of the theory which assumes that consumers purposely and intentionally use mass media to satisfy specific needs (Eighmey & Mccord, 1998). Severin and Taknard (1997) have also pointed out that UGT is "a psychological communication perspective that focuses on individual use and choice by asserting that different people can use the same mass medium for very different purposes." Since the development of the Internet, individuals meet their specific needs through media consumption in terms of the Internet rather than by using traditional media tools such as the television or radio that were used in the past. In today's world, users have many alternatives to satisfy their needs (Ruggiero, 2000). In the literature, several studies have investigated the uses and gratifications of various types of media tools such as the Internet (Joorabchi, Hassan, &

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Hassan, 2011; Roy, 2009; Stafford, Stafford, & Schkade, 2004), Facebook (Bumgarner, 2007; Joinson, 2008; Karnik, Oakley, Venkatanathan, Spiliotopoulos, & Nisi, 2013; Papacharissi & Mendelson, 2010; Park, Kee, & Valenzuela, 2009; Sheldon, 2008; Smock, Ellison, Lampe, & Wohn, 2011), social networking sites (Kim, Sohn, & Choi, 2011), twitter (Johnson & Yang, 2009; Liu, Cheung, & Lee, 2010), and Yelp.com (Hicks et al., 2012).

The main purpose of this study is to analyze the effects of motivational factors such as entertainment, self-expression, information seeking, and status seeking on continuance intention to use Facebook. These motivational factors are selected because of their potential effect in explaining the motivation of using Facebook. In the literature, several studies explore the motives mentioned earlier for using Facebook (Dhaha & Igale, 2013; Papacharissi & Mendelson, 2010; Park et al., 2009; Valentine, 2011). This study makes a contribution to the existing literature in several ways. First, this study provides evidence to the influence of entertainment and status seeking on continuance intention to use through satisfaction and attitude and shows the insignificant effects of self-expression and information seeking on continuance intention to use Facebook. In the literature, several studies also researched the impact of factors on continuance intention to use SNSs. (Chang & Zhu, 2012; Kim, 2011; Shi, Lee, Cheung, & Chen, 2010). However, to our knowledge, there has been no study in which motivational factors mentioned above are modeled together with satisfaction and attitude. In the study of Shi et al. (2010), factors such as disconfirmation of maintaining offline contacts, disconfirmation of meeting new people, disconfirmation of information seeking, disconfirmation of entertainment affecting continuance intention of Facebook through user satisfaction are examined. Chang and Zhu (2012) conducted a study to understand the antecedents of continuance intention of using SNSs. The core of the research model is the relationship between satisfaction and SNSs continuance intention, however they use different factors such as perceived bridging social capital, perceived bonding social capital, confirmation, flow experience, age, and gender rather than motivational factors. Kim (2011) analyzed the factors affecting continuance intention to use SNSs. They propose a research model including perceived usefulness, perceived enjoyment, interpersonal influence, media influence, confirmation, and satisfaction. So, the research model that is presented in this study differs from the other research models related to continuance intention of SNSs.

Second, attitude is taken into account in this research, because it is an important factor in explaining the behavioral intention of individuals (Ajzen, 1991; Ajzen & Fishbein, 1977). In the literature, many studies have investigated the effect of attitude on behavioral intention to use a particular information system for the first time (Blanco, Blasco, & Azorín, 2010; Huang, 2008; Karaali, Gumussoy, & Calisir, 2011) but a few studies determine the effect of attitude on continuance decision (Ho, 2010; Lee, 2010). Therefore, attitude is included in this study.

Third, satisfaction is chosen, as it has been a critical factor in explaining continuance intention of an information system (IS) in the literature (Bhattacharjee, 2001; Oliver, 1980, 1981). In the literature, two most important theories explain the behavioral intention to continue using an IS. One of them is the Expectancy Disconfirmation Theory (EDT), which is proposed by Oliver (1980, 1981). The EDT explains the behavioral process of individuals' continuance intention to use IS and suggests that user satisfaction is the most important component in explaining the behavior of continued use (Oliver, 1980, 1981). The EDT suggests that the satisfaction level of a system which is determined by users' pre-use expectation of the system and post-use disconfirmation determines the intention to continue using an IS (Liu et al., 2010). The other important theory is the Expectation Confirmation Model (ECM), which is developed by Bhattacharjee (2001). The ECM is

used to explain users' continuance intention to use IS, and this theory also suggests that satisfaction has a key role in determining intention to continue using an IS (Bhattacharjee, 2001). The ECM suggests that an individual's intention to continue using an IS depends on three variables: the user's level of satisfaction, the extent of user's confirmation of expectations, and perceived usefulness (Lee, 2010). Several studies investigate the effect of satisfaction on continuance intention in different tools such as e-learning (Chiu, Hsu, Sun, Lin, & Sun, 2005), online shopping (Lee & Kwon, 2011), World Wide Web (Lin, Wu, & Tsai, 2005), social networking sites (Chang & Zhu, 2012; Kim, 2011), web 2.0 (Chen, Yen, & Hwang, 2012), and micro-blogging sites (Zhao & Lu, 2012), that is why satisfaction is also included in this study as an important antecedent of continuance intention to use Facebook.

The last contribution of this study is that data was collected from Turkish Facebook users. To our knowledge, no study has investigated the factors affecting continuance intention to use Facebook in Turkey. The related studies mainly determine the uses and gratifications of Turkish Facebook users (Alemдар & Köker, 2013; Gülnar, Balci, & Çakır, 2010; Koc & Gulyagci, 2013; Tosun, 2012), but they are not interested in their effects on continuance intention of using Facebook. Cultural differences also play an important role in motivating people for using SNSs. In the literature, there are studies that examine the cultural differences in using SNSs (Jackson & Wang, 2013; Kim et al., 2011; Vasalou, Joinson, & Courvoisier, 2010). Therefore, we believe that motivational factors affecting continuance intention to use Facebook may differ from culture to culture. So, this empirical study will fill the gaps in the literature owing to the contributions presented earlier.

The next section of this article discusses the literature review of the related studies. This is followed by a research model and the hypotheses and methodology. Then, the results of the analysis are presented in the fifth section, and this article concludes with a discussion of the findings.

2. Research model and hypotheses

2.1. Continuance intention to use

Continuance intention refers to “the users' intention to continue using an IS after its initial acceptance” (Bhattacharjee, 2001). The success of an information system depends on its continued use rather than on its acceptance, because when individuals start using an information system, psychological motivations, which affect their continuance decisions, emerge (Bhattacharjee, 2001).

2.2. Attitude

Attitude is defined as “the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question” (Ajzen, 1991). Ajzen and Fishbein (1977) confirm the positive effect of attitude on behavioral intention and then, many studies examined its relationship with behavioral intention (Blanco et al., 2010; Huang, 2008; Karaali et al., 2011). However, a previous study by Oliver (1980) investigated the attitude's effect on continuance intention to use an IS. As he asserts, attitude directly affects continuance intention. In the study by Ho (2010), it is found that users' attitude toward the e-learning platform positively influences continuance intention of using the same platform. Since attitude is an evaluation of experience related to the system, it is expected that users with a positive attitude toward an information system will more likely continue to use it. Lee (2010) also investigates the factors affecting continuance intention of e-learning systems. In his study, it is also found that attitude is a predictor of continuance

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