



Does Life Satisfaction influence the intention (We-Intention) to use Facebook?



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ABSTRACT

Several studies have investigated a variety of factors affecting use of social networking sites (SNSs), but the investigation of these factors is still under development. In this study, we aim to contribute to the literature by extending and testing an existent conceptual model in a new context, including Life Satisfaction as an independent variable to explain the intention (We-Intention) to use Facebook. The previous models has Subjective Norm, Group Norms, Social Identity, Purposive Value, Self-Discovery, Maintaining Interpersonal Interconnectivity, Social Enhancement, Entertainment Value and Social Presence as the predictor variables. An online survey with Brazilians ($n = 1111$) was conducted. Our structural equation modeling reveals that Life Satisfaction influence on We-Intention is mediated by Subjective Norm, Group Norm, Social Identity, Entertainment Value, and Maintaining Interpersonal Interconnectivity (R -squared value is 0.36). Our findings, while consistent with existing literature in terms of theories, reveal different arrangements among factors influencing Brazilian consumers' behavior.

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1. Introduction

Companies are using SNSs with little knowledge about how and why consumers join these sites. With the growth of SNSs, it is essential for any company to optimize its marketing strategy in social media (Souza, 2013), and understand the motivations of consumers to use SNSs is therefore important (Hoffman & Fodor, 2010). It has been proven that the need of communication motivates the use of SNSs such as Facebook (Ross et al., 2009). In general, research on this regard produce insights about predictors of use, users' practices, and consequences of the use SNSs, doing the knowledge to evolve quickly (Smock, Ellison, Lampe, & Whon, 2011).

From a behavioral perspective there are two types of factors affecting consumer decisions (Anderson & Kleiner, 1995): psychological (i.e. personality, perception, attitudes, motivation and learning) and sociological (i.e. socio-economic class, ethnic groupings, family and peer groups). A variety of variables have been studied (i.e. age, gender, personality and utility) in prior studies about SNS use, nevertheless, there are other theories that could be useful to explain the use of SNSs (Cheung, Chiu, & Lee, 2011). Therefore, in this paper, we aim to explain some psychological and sociological factors affecting the intention for using SNSs by people in Brazil. For this purpose, we use four theories: Life

Satisfaction (Diener, Emmons, Larsen, & Griffins, 1985), Uses and Gratifications (Katz, 1959), Social Influence (Kelman, 1958), Social Presence (Short, Williams, & Christie, 1976).

Orkut dominated in Brazil (Marshall, Cardon, Norris, Goreva, & D'Souza, 2008; Wang, Norice, & Cranor, 2011; Zubcsek & Sarvary, 2011) until August of 2011, when the growing of Facebook surpassed Orkut in number of users (Barbosa, 2011). The particular social character of Facebook (Kaplan & Haenlein, 2010), and lack of studies on the use of SNSs in other environments, outside Asia and North America (Cho & Park, 2013) emphasize the relevance of the proposed objective: to analyze the factors psychological and sociological as motivators for the intention to use Facebook in Brazil. In this study, a survey was conducted using part of the proposed model by Dholakia, Bagozzi, and Pearo (2004) for Virtual Communities in the United States, then extended and tested by Cheung et al. (2011) for a SNS in Hong Kong. The focus of the research was on Facebook and young Brazilians. We extended those models, including Life Satisfaction as an independent variable to explain intention to participate in this social network.

2. Psychological and sociological factors to use of social network sites

Factors affecting consumer's behavior and intentions regarding SNSs are: (i) demographics, such as age, gender and, income; (ii) SNSs characteristics, such as utility, connectivity, security, trust,

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privacy and network externalities; (iii) psychological, such as personality, mental health, need for cognition, satisfaction with life, internal and external motivations, uses and gratification factors, involvement and self-esteem; and (iv) sociological, such as social influence factors, social connectivity; social presence, networking and social capital.

There is only one study simultaneously studying variables related to Social Influence, Uses and Gratifications and Social Presence Theories, to explain the intention for using SNSs (i.e. Cheung et al., 2011). These authors constructed their model based on Dholakia et al. (2004), which focus on Uses and Gratifications and Social Influence as determinants to virtual communities' participation. The variables of the study of Dholakia et al. (2004) explained 54% of its dependent variable. Following this research model, Cheung et al. (2011) proposed a similar study including also Social Presence variables as motivations to use Facebook. They found that only 28% of the variance on dependent variable was explained, less than expected. Despite the differences between the models were tenuous (inclusion of variables related to Social Presence in the second study) the explanatory power of the model fell considerably (from 54% to 28%). A replication of the Cheung's et al (2011) model in Brazil (Oliveira, Huertas, and Lin, 2013) found that 42% of the variance on dependent variable was explained, more than the previous study. Pursuing the understanding about the use of Facebook, we argue that the proposed model could improve its explanatory power adding Life Satisfaction as an independent variable.

Life satisfaction is considered subjective happiness or personal satisfaction (Diener et al., 1985) and is determined in part by the social ties of the individuals (Kahneman & Krueger, 2006). This concept is also associated with interpersonal communication (Diener, Sandvik, & Pavot, 1991). According to Chan (2014) empathic social skills (related to social influence factors) are positively related to life satisfaction. Contrary this finding, Valkenburg, Peter, and Schouten (2006) point out that who actively participates in social networks, like Facebook, is more likely to experience connection, feeling happier. In front of those different positions, the objective of this research is to explain the relations of some psychological (Uses & Gratification and Life Satisfaction), and sociological (Social Influence and Social Presence) factors affecting the intention for using SNSs by people in Brazil.

3. Constructs and variables of the model: development of hypotheses

In this study, the model is an extension of Cheung's et al. (2011). The constructs included in the model are shown in Fig. 2. There are four groups: Social Influence (SI: Social Influence, GN: Group Norm, SN: Subjective Norm), Use & Gratification (SE: Social Environment, SD: Self Discovery, EV: Entertainment Value, MII: Maintaining Interconnectivity Intercultural, PV: Purposive Value), Social Presence (SP) and Life Satisfaction (LS). We-Intention (We-INT) is the dependent variable. The Table 1 presents the definition of the variables of our research.

When two or more participants are involved, the study of behavioral intentions must change its traditional approach (Bagozzi, 2000). This recommendation is valid to study motivations to participate in SNSs. For this reason, Bagozzi (2000) considers that philosophical writing on collective intentionality (Gilbert, 1989; Tuomela, 2005) has provided a research opportunity for this issue: the concept of *We-Intention*. It would be a special kind of intention where those involved intend to perform an action together with others (Tuomela, 1995).

Specifically about SNSs, we assume that the intentions of participants to engage in it are not only individual ones. There are also

Table 1
Constructs of the model.

Constructs	Definition
We-Intention (INT)	A special kind of intention where those involved intend to perform an action together with other (Tuomela, 1995)
Life Satisfaction (LS)	Considered subjective happiness or personal satisfaction (Diener et al., 1985) which is determined in part by the social ties of the individuals (Kahneman & Krueger, 2006)
Subjective Norm (SN)	Perceived social pressure to engage or not to engage in a behavior, which drives the individual behavioral intention (Ashford & Lecroy, 2013)
Group Norm (GN)	Based on processes of internalization and manifestation as values or goals (Eagly & Chaiken, 1993) shared and refer to the use of common self-guides to achieve goals and shared by a group of people, because they coincide with their own goals (Dholakia et al., 2004)
Social Identity (SI)	Based on knowledge of belonging to a social group and not to others. In an online environment, the main task of the individual is to find, create and define their place in existing networks (Tajfel, 1982)
Purposive Value (PV)	Informational and instrumental values, derived from performing some predetermined instrumental purpose (including giving or receiving information), through participation in virtual communities (Dholakia et al., 2004)
Self-Discovery (SD)	Understanding and deepening salient aspects of yourself through social interactions, able to help the person to form, clearly define and develop their own preferences, tastes and values (Dholakia et al., 2004)
Maintaining Interpersonal Interconnectivity (MII)	Social benefits derived from establishing and maintaining contact with other people, such as social support, friendship and intimacy (Dholakia et al., 2004)
Social Enhancement (SE)	Value that a participant derives gaining acceptance and approval of the other participants, and improve their social status within the community because of their contribution (Dholakia et al., 2004)
Entertainment Value (EV)	Associated with fun and relaxation through games or otherwise interact with others (Dholakia et al., 2004)
Social Presence (SP)	The feeling of being present at a meeting with another person. This can be seen when connecting with others in social situations, because it creates a social presence and even a degree of interpersonal contact (Gunawardena & Zittle, 1997)

joint intentions (Tuomela, 2005), since one of the goals of SNS is social interaction. In other words, to participate in a SNS is a collective social action (Cheung et al., 2011). For this reason, the dependent variable of the model proposed in this research is 'We-Intention': a commitment of an individual to participate in a joint action involving an agreement among participants, whether implicit or explicit (Dholakia et al., 2004).

Life Satisfaction is related to the degree to which an individual judges the overall quality of his life as a whole favourably (Veenhoven, 1996). This theory has been used to study the Internet and SNS (Valenzuela, Park, & Kee, 2009). The theory of Life Satisfaction is incorporated in this study to analyze its relationship specifically with Social Influence (Subjective Norm, Group Norm and Social Identity). An significant effect of Life Satisfaction was observed in actions like "shares" and "check in" of Facebook users (Wang, 2013). Consequently, we hypothesized:

H1. Life Satisfaction will positively influence the Subjective Norm to a higher level of We-Intention to participate in a SNS.

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