

Chapter 5

MOTIVATION TO USE ONLINE SOCIAL NETWORK WEBSITES

Online social network have become an integral part with most of Internet users. Improving internet connectivity coupled with enhanced smartphone usage is leading to increase in use of social media spearheaded by online social network websites. Today for marketers, an online social network based strategy is one of the prime parameters in deciding an inclusive marketing strategy. But depending on geographic region or nation, there exists immense variances in why individuals use online social network sites. So, for a global marketers it is important to understand why people engage with online social networks at a micro level. The purpose of this chapter was to identify the user motivation for using online social network sites. Quantitative as well as qualitative analysis was performed to identify underlying user motivations.

5.1 Motivation to use online social network websites

Exploratory factor analysis (EFA) was applied considering its primary objective of curtailing large set of items into relatively small number of factors. Variables identified after application of exploratory factor analysis were lesser in number compared to original variable set, but had been found proficient of accounting to a large portion of variability in the items. Based on these variables different factors were identified and the identity of each factor was determined considering the items correlation with that factor. Factor identification was based on the fact that items having highest correlation with a factor would define the conceptual meaning of that factor. Identified factors were named based on the portfolio of items that correlate the highest with them respectively. Different items were found to have internal structure evidence showing a validity evidence suggesting that items line up in a predictable manner i.e. when similar items were added, the factors cap clearly predict one's overall motivation to use online social networking web sites.

Table 5.1 depicts the descriptive statistics of items related to motivations for using social networks. In table the mean values were higher than the respective standard deviations and none of the value for standard deviation stood out as unusually larger than other items.

Table 5.1: Descriptive statistics

I use social networking sites:	N	Mean	Std. Deviation
to meet new people	1000	3.2310	1.18703
to find other people like me	1000	2.9890	1.19260
to talk to people with same interests	1000	3.1840	1.18133
to establish long lost contacts	1000	3.5790	1.14764
to let out my emotions to others who will understand	1000	2.7320	1.20981
to express my anger to others who will sympathize	1000	2.4150	1.17309
to talk out my problems and seek advice	1000	2.9350	1.22649
to support social causes	1000	3.2610	1.15768
to let other know I care about their feelings	1000	3.1360	1.22188
to learn about unknown things	1000	3.7690	1.09948
to do research	1000	3.3530	1.25218
to learn about useful things	1000	3.8230	1.05583
to share new ideas and my achievements	1000	3.6460	1.09995
to get new ideas	1000	3.7400	1.06843
to relax by releasing work or other pressure	1000	3.5970	1.12688
to feel excited	1000	3.2130	1.17772
to pass time	1000	3.7350	1.12073
because I can use it anytime and anywhere	1000	3.5060	1.22125
because it is free	1000	3.3710	1.25735
because I can use it easily	1000	3.6030	1.13960
because I can find information related to jobs easily	1000	3.1450	1.22371
because people who are important to me think that I should use social networking sites	1000	3.0960	1.20093
because people who influence my behavior think that I should use social networking sites	1000	2.9640	1.20339
to create my social identity	1000	3.3460	1.17459
because of the feeling of social warmth on social networking sites	1000	3.1780	1.18816

In table 5.2, the KMO value was found to be 0.883 satisfying the requirement for sample adequacy, which supported the objective of reducing several variables into fewer factors by showing measures of appropriateness of factor analysis. Hypothesis of correlation matrix being an identity matrix was not accepted considering test of sphericity (Bartlett's). Significance value lead to rejection of null hypothesis and concluded that correlations were appropriate for EFA in the data set.

Table 5.2: Adequacy of sample

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.883
Bartlett's Test of Sphericity	Approx. Chi-Square	7662.464
	Df	300
	Significance	.000

As the data collected for identifying the motivation for using online social network websites was on a five opinion likert scale where 1 represented disagreement & 5 represented agreement, so principal axis factoring procedure was used to extract factors from the list of variable. The data being collected on likert scale was discrete so principal component analysis procedure was best suited considering no distributional assumptions.

Using these rules, six factors were mined (table 5.3). Together these factors explained approximately 57% of all the item variances. Approximately 57% of the total variance explained can be deemed as satisfactory because appropriate number of factors were extracted (Hair et.al. 2009). A plot of the eigenvalues has been presented in figure 5.1 for reference.

Table 5.3: Total variance explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	percentage of Variance	Cumulative percentage	Total	percentage of Variance	Cumulative percentage
1	6.558	26.234	26.234	6.558	26.234	26.234
2	2.189	8.758	34.992	2.189	8.758	34.992
3	1.777	7.106	42.098	1.777	7.106	42.098
4	1.392	5.566	47.664	1.392	5.566	47.664

5	1.182	4.728	52.392	1.182	4.728	52.392
6	1.039	4.157	56.549	1.039	4.157	56.549
7	.972	3.889	60.439			
8	.841	3.365	63.803			
9	.791	3.164	66.967			
10	.759	3.037	70.004			
11	.726	2.903	72.907			
12	.672	2.688	75.594			
13	.612	2.449	78.044			
14	.586	2.344	80.388			
15	.571	2.284	82.672			
16	.568	2.271	84.943			
17	.529	2.114	87.057			
18	.481	1.923	88.980			
19	.462	1.849	90.829			
20	.431	1.724	92.553			
21	.405	1.622	94.174			
22	.392	1.567	95.741			
23	.381	1.526	97.267			
24	.348	1.394	98.661			
25	.335	1.339	100.000			

Extraction Method: Principal Component Analysis.

A review of preliminary loading of factors advocated that appropriate explanation was achievable via principal component analysis, as it was capable of converging in six iterations.

Investigation of Figure 5.1 did not warn that the results were non-positive definite, so one important condition for proceeding with the interpretation was met.

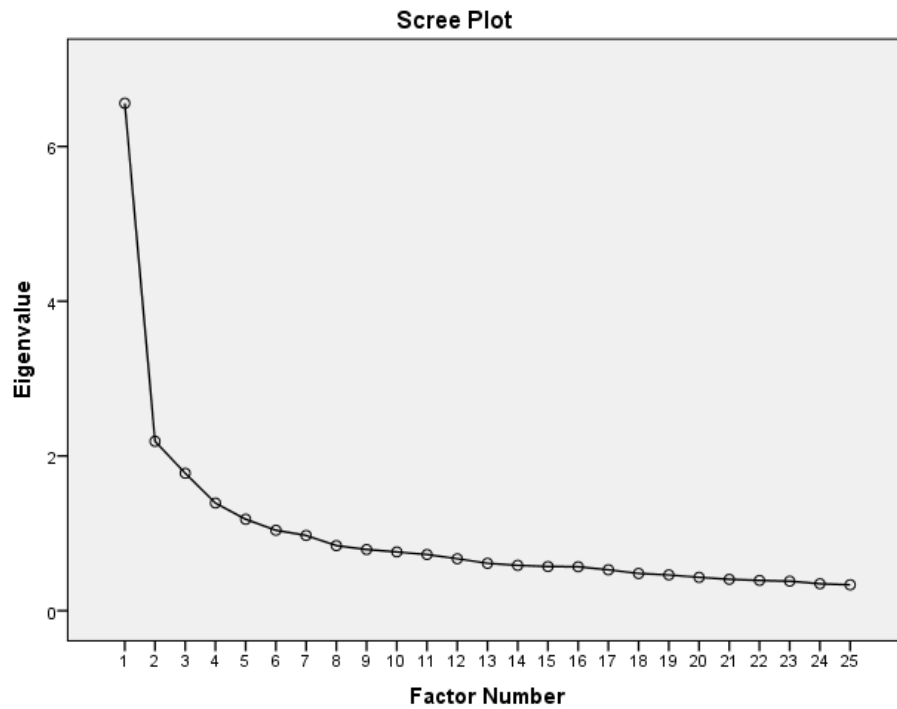


Figure 5.1: Scree plot of user motivation loadings

Communalities which are interpreted like Multiple R²s in multiple regression indicate the degree to which the factors explain the variance of the variables. Two sets of communalities were provided in table 5.4, the initial set and the extracted set. The communalities were fine and providing further evidence that the results were appropriate for interpretation.

Table 5.4: Communalities

I use social networking sites:	Initial	Extraction
to meet new people	1.000	.647
to find other people like me	1.000	.735
to talk to people with same interests	1.000	.653
to establish long lost contacts	1.000	.412
to let out my emotions to others who will understand	1.000	.572
to express my anger to others who will sympathize	1.000	.618
to talk out my problems and seek advice	1.000	.619
to support social causes	1.000	.298
to let other know I care about their feelings	1.000	.434

to learn about unknown things	1.000	.534
to do research	1.000	.551
to learn about useful things	1.000	.605
to share new ideas and my achievements	1.000	.492
to get new ideas	1.000	.498
to relax by releasing work or other pressure	1.000	.554
to feel excited	1.000	.399
to pass time	1.000	.572
because I can use it anytime and anywhere	1.000	.601
because it is free	1.000	.676
because I can use it easily	1.000	.634
because I can find information related to jobs easily	1.000	.458
because people who are important to me think that I should use social networking sites	1.000	.664
because people who influence my behavior think that I should use social networking sites	1.000	.654
to create my social identity	1.000	.644
because of the feeling of social warmth on social networking sites	1.000	.613

Extraction Method: Principal Component Analysis.

Having superior assurance about the suitability for principal component analysis, explanation of results were approved. Varimax rotation which is orthogonal in nature was applied to maximize the variance of squared loadings of a factor on all items in factor matrix. In this rotation each original item inclines towards one of the factors, and every factor signifies a small number of items leading to simplification of interpretation of results. Review of the rotated component matrix suggested that six factors club the 25 different items in a theoretically understandable manner (Table 5.5).

Table 5.5: Rotated component matrix

	Component					
	1	2	3	4	5	6
to learn about useful things	.755					
to learn about unknown things	.696					

to do research	.691					
to get new ideas	.622					
to share new ideas and my achievements	.595					
because it is free		.800				
because I can use it easily		.759				
because I can use it anytime and anywhere		.733				
to pass time		.569				
to express my anger to others who will sympathize			.756			
to talk out my problems and seek advice			.756			
to let out my emotions to others who will understand			.712			
to let other know I care about their feelings			.526			
to find other people like me				.824		
to meet new people				.773		
to talk to people with same interests				.755		
‘because people who are important to me think that I should use social networking sites’					.749	
‘because people who influence my behavior think that I should use social networking sites’					.717	
because of the feeling of social warmth on social networking sites					.620	
to create my social identity					.580	
to establish long lost contacts						.632
to relax by releasing work or other pressure						.584
<i>Extraction Method: Principal Component Analysis</i>						
<i>Rotation Method: Varimax with Kaiser Normalization</i>						
<i>a. Rotation converged in 6 iterations</i>						

From six identified factors, sixth factor was dropped as it comprised of two items with moderate communalities. Such kind of factors are treated as poorly defined factors and should be eliminated (Brown, 2015).

All the five factors having salient loadings and with high factor determinacy were deemed to be considered as factors explaining the usage motivation of online social networking websites.

- First factor that comprises of the items related to usage of social networking sites to learn about useful things, to do research, to learn about unknown things, to get new ideas and to share new ideas and my achievements can be named as need for information exchange. It comprises of both information seeking and sharing part.
- Second factor comprises of items related to use of social networking sites by users because it is free, ease of anytime and anywhere use and help in passing time. These items can be clubbed under the factor heading of need for entertainment fit.
- Third factor is collection of items related to use of online social networks for expressing anger to others who will sympathize, to talk about problems and seeking advice and to let out my emotions to others. All these factors provided the explanation of need for expression.
- Fourth factor comprises of items like to find likeminded people, to meet new people and to dialogue with people of similar interests. These items can be clubbed under head of need for networking.
- Fifth factor considered that user of online social networks were motivated to use such sites in order to create their social acceptance. Individuals use social networking sites because people important to them think that they should use online social networks, because people influencing their behaviour think that they should use online social network, because of the feeling of social warmth on social networking sites and to create ones social identity. All these can be clubbed under heading of need for social acceptance.

So the data set for identifying the social networking sites usage motivation by the people of which comprised of twenty five items with data collected from one thousand respondents has been reduced into five factors. The five factors identified are given as under:-

- A. Need for information exchange
- B. Need for entertainment fit
- C. Need for expression
- D. Need for networking
- E. Need for social acceptance

These five factors explain the motivations of people in Punjab to use social networking sites.

Table 5.6: Motivators for using social networking sites

to learn about useful things	Need for information exchange
to learn about unknown things	
to do research	
to get new ideas	
to share new ideas and my achievements	
because it is free	Need for entertainment fit
because I can use it easily	
because I can use it anytime and anywhere	
to pass time	
to express my anger to others who will sympathize	Need for expression
to talk out my problems and seek advice	
to let out my emotions to others who will understand	
to let other know I care about their feelings	
to find other people like me	Need for networking
to meet new people	
to talk to people with same interests	
'because people who are important to me think that I should use social networking sites'	Need for social acceptance
'because people who influence my behavior think that I should use social networking sites'	
because of the feeling of social warmth on social networking sites	
to create my social identity	

After identification of five factors that motivate people of Punjab to use online social network websites, in order to find whether any difference exists between motives of males and

females to use such sites, one-way MANOVA was applied. Significance value of wilk's lambda was found to be 0.009, verifying that one-way MANOVA was statistically significant. Test of between - subject effects (table 5.7) depicted that gender had a significant effect on motive of need for networking only. For all remaining four motives gender was not found to make any significant difference. Motive of need for networking to use online social network websites is found to be relatively stronger in males than females.

Table 5.7: Test of between - subject effects

	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Gender	Need for information exchange	.114	1	.114	.157	.692
	Need for entertainment fit	1.121	1	1.121	1.295	.255
	Need for expression	1.715	1	1.715	1.911	.167
	Need for networking	11.555	1	11.555	11.702	.001
	Need for social acceptance	1.633	1	1.633	1.839	.175

5.2 Correlation wheel analysis of user motivation

In order to analyze results of the data collected from the three focus groups, statistics of co-occurrence were used. For this purpose correlation wheel was developed as depicted in figure 5.2:

Correlation wheel made it easier to view prominent relationships within text which were inter related. This text analytics helped in understanding many prominent concepts related to motivations of people to indulge in online social network websites.

As from the correlation wheel following results were drawn:

- People use online social network websites when they were bored and wanted to read or watch interesting or enjoyable items/things/stuff as per them. It signifies that for entertainment, people indulge in online social networks.
- Online networks offered a convenient platform to keep in touch and talk to friends, even to those who live abroad.
- Online networks were used by people to connect with others to create their identity, what could be called as motivation to create social identity.

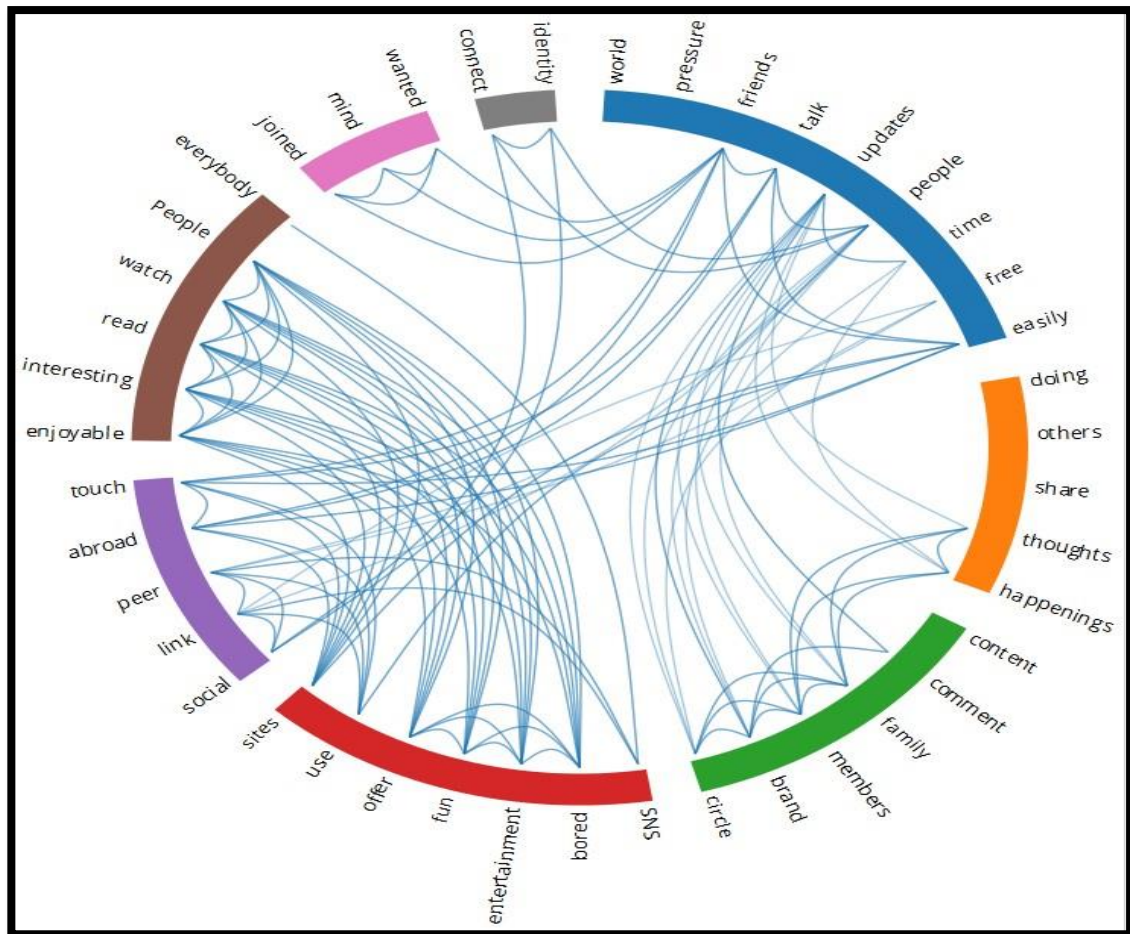


Figure 5.2: Correlation wheel analysis of user motivation

- People were motivated to use online social networks to discuss thoughts and life updates with family members.
- Social networking is found to be highly correlated with peers and link i.e. to link with peers or peer group act a motivator to use social networking sites.
- Inner motivation to be friends with like-minded people were found be co-occur in the wheel. This relation points out to the inner motivation of social networkers of Punjab to use such social networking sites to find and be friends with likeminded people.
- People who participated in online social networks were also found to use such services because of peer group influence i.e. people were using online social networks because others in their friend or family circle wanted them to do so.
- Convenience to link with others, coupled with low cost of communication motivated many to indulge in social network websites.

The results from this analysis shed light on different factors that motivate people of Punjab to indulge in online social networking websites. People in Punjab have been found to use online network websites due to the motives of need for information exchange, need for entertainment fit, need for expression, need for networking and need for social acceptance. Results indicate that social networkers join or use any online social network website due to one or more of the identified motives. Motive of need for social acceptance matches with the factor of peer pressure as identified in the previous research by (Krasnova, Hildebrand, & Gunther, 2011) across other geographies. Variables under factors of need for information exchange, need for entertainment fit and need for expression matches with SNS usage motivations of American population and need for networking matches with SNS usage motivations of Koreans as identified by the results drawn in a comparative social network usage motivation study by Kim, Sohn, & Choi (2011). All the five identified factors do not exactly matches with results of any previous studies undertaken during literature review but have some similarity with the finding of Kim, Sohn, & Choi (2011) and (Krasnova, Hildebrand, & Gunther, 2011). This confirms that set of motivating factors across geographies differ and culture may impact user motivations differently. Marketers needs to base their tactics for promoting products over online networks considering motives of social networkers to join such sites after considering different geographies. Moreover, outcomes of both qualitative as well as quantitative analysis supported each other conforming the identified motivating factors.