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Factors Impacting the Continued Use of Social Media: A Case Study of Senior Citizens in Bangkok

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Abstract

This study aimed to identify the factors affecting senior citizen users of social media in Bangkok, Thailand. The proposed of this research is also to determine the impact of user satisfaction on the continued use of social media. This study is quantitative research with several testing such as Cronbach's Alpha, Descriptive and Inferential Statistics to assess the reliability of the questionnaire analyze demographic information and testing the hypotheses. The surveys were distributed 400 sets to sample who are over 60 years old, live in Bangkok, and have used social media. The study results were the factor affecting user satisfaction are utilitarian benefits and hedonic benefits at a significant level of 0.05, and further impact continued use.

Keywords: Utilitarian benefits, Hedonic benefits, User satisfaction, Continued use, Social media, Senior citizen.



Introduction

Online Social Network services (OSN also social networking site or social media) is the tools to connect with other people and also a site where people transfer information, communication, relationships to other people, or the connection between online network and offline networks which is strongly related to organization (Yang SONG, 2015), which include Facebook, YouTube, Instagram, and Twitter, etc. At the present, there are more than 3.48 billion social media users; and according to (eBizMBA, 2019) rank, there are 2.2 billion visits to Facebook a month, followed by YouTube with 1,850 millions of monthly visitors, there are 1.1 billion monthly visitors to Instagram and 375 million monthly to Twitter, respectively.

Nowadays, social media has dramatic influence and promptly grown worldwide, OSN services not only have many advantages that affect many people but also provide the benefits of creating and sustaining the network to support relationships, management, and prevent from the revealing risks (Trusov et al, 2009).

Furthermore, all of these advantages can refer to the Utilitarian benefits which are instrumental paydays of execution and accomplishing objective ambitions, including improved comfort, financial return on investment and productivity (Mathwick et al., 2001; Sweeney & Soutar, 2001). Or this is a key justification for a user to establish a social network partnership (Harris et al., 2003). They consist of the advantages of relation and details.

Whereas, Hedonic benefits are derived from the experiential feelings or emotions felt through use of the facilities (Sweeney & Soutar, 2001). Hedonic benefits within the literature may relate to an intrinsic desire to have fun and be happy (Park-Poaps, 2010). We consist of fulfilment of pleasure and curiosity.

In 2050 the aging population of the planet is expected to hit 2 billion (Department of Economic and Social Affairs, U.N., 2019). And according to the United Nations World Population Ageing, Thailand is undergoing a transition to a complete aged society, The United Nations state that a country that has a population aged 60 years and older, in the proportion of more than 10 percent of the total population of the world, considers an aging society. Thailand predicted that by 2021 Thailand will completely enter the aging society with people over 60 years old more than 20 percent of the total population.

Senior citizens are now primarily active in social media networks, as their isolation is mostly taken care of by associating with these sites. Online networks, they interact regularly with certain groups and feel inspired and socially connected. The most significant feelings that come with that affection online are the feeling of social security and the sense of being linked to the rest of the world. Causing many companies to compete with platform development in order to respond to the needs of all ages as much as possible in order to keep customers using the service indefinitely.

Due to the increasing number of senior citizens, Thailand is a complete elderly society. Senior citizens use social media to communicate, catching up with the news, and for entertainment. Therefore, preparation for an aging society is a very important and necessary thing. But the study of the media with the elderly is still very small compared with children and youth. Thus, the researcher wants to study in order to understand senior citizen behavior which may help social media platforms improve their services.

Literature Review

Continued use

Continued use involves the actions of customers and their desire to use social media after their initial adoption (Chang, 2013). Similarly, (Lin, 2014) found that users form opinions about situations and decide, on the basis of positive or negative feelings, to continue or discontinue the use of social media. (Hong, 2006) confirmed that discovering the expectations of consumers to continue using social media is a vital part of retaining current customers and sustaining profitability. In comparison, several other studies explored the use of social networking platforms in order to determine users' behavioral intentions to use social media. (Ayeh, 2013a; Kim, 2008a). Continued use habits, including relationship longevity, expanded size or reach of interaction, and suggestion (word of mouth advertising) are the result of users gaining interest from social media. (Reicheld and Sasser, 1990).

User satisfaction

Satisfaction is a cognitive or emotional response that is linked to a specific emphasis, such as desires, use and commodity. The solution is based on cumulative knowledge and decisions over a given period, like after intake (Giese &

Cote, 2000). Studies on the effect of social networking on well-being have been carried out by (Best 2014; Chan, 2014), but the findings are already contradictory. Few reports have indicated consumers satisfied in the usage of social media. The usage of social networking will promote connections between individuals (Liu and Yu, 2013) also can reduce users' perceived stress (Nabi, 2013) and induce positive affect (Oh, 2014), leading to an enhanced life satisfaction.

Furthermore, the accessibility for correspondence improves the degree of perceived connection by social media, which can help social capital (Ellison, 2007; Valenzuela, 2009), reducing the level of perceived social alienation (Ahn and Shin, 2013). Additionally, social needs are the basic needs of individuals who are motivated to fulfill who accommodate their desires (Steverink and Lindenberg, 2006). In other words, people expect social interactions to offer benefits.

Utilitarian benefits

There has been evidence from past research that utilitarian benefits are measurable and are linked to utility, Including enhanced performance, comfort, economic returns on investment and related possession of goods, analogous to the theory of economic persons (Mathwick, 2001; Sweeney & Soutar, 2001; Chen, 2005). (Chitturi, 2007, 2008; Na, 2007) say that the term "utilitarian benefits" refers to the technical, instrumental and therapeutic advantages of consumption services and is known to be similar to wants or requires. Furthermore, users gain utility from using social media such as Facebook, Instagram, and other sites by building and maintaining social capital with others, having a social sense of interdependence, connection, and identification usually resulted in alliances, mutual reinforcement, party affiliations, and purchasing the new items (Ellemers, 1999). People frequently communicate and share information within the context of their social networks (Granovetter, 1973).

This is considered that this form of gain stems from the cultural and financial benefits that people experience while establishing connections across social networks. This indicates that utilitarian benefits are significant incentive for users to build a partnership with social media (Harris, 2003).

Hedonic benefits

Unlike utilitarian benefits, Hedonic effects are subjective and are synonymous with inner relaxation, emotional appetite, enjoyable, and happiness (Kwok & Uncles, 2005) stems from the experiential affect associated with the object, and is therefore the emotional counterpart to utilitarian value (Babin, 1994; Batra and Ahtola, 1991). In the study of (Luk & Yip, 2008) explained that hedonic benefits refer to the affective aspect of online social media user, reflecting an intense appreciation of service operations and performance.

Moreover, positive and negative emotions motivate dedication to continued involvement in a social interaction that encourages the incorporation of hedonic experiences as part of online social value calculations. (Lawler, 2001). For example, users have the privilege of using social media such as Twitter, Instagram, and other platforms by 'killing time' while standing in line at the supermarket, laughing at friends' funny messages, and so on.

Hypotheses

H1o: Utilitarian benefits has no significant influence on user satisfaction.

H1a: Utilitarian benefits has a significant influence on user satisfaction.

H2o: Hedonic benefits has no significant influence on user satisfaction.

H2a: Hedonic benefits has a significant influence on user satisfaction.

H3o: User satisfaction has no significant influence on continued use.

H3a: User satisfaction has a significant influence on continued use.

Conceptual Framework

According to the literature review, the conceptual framework has been built from four theoretical models by choosing the related articles that have significantly variables match with this study. It consists of 4 variables; Utilitarian benefits, Hedonic benefits, User satisfaction and Continued use.

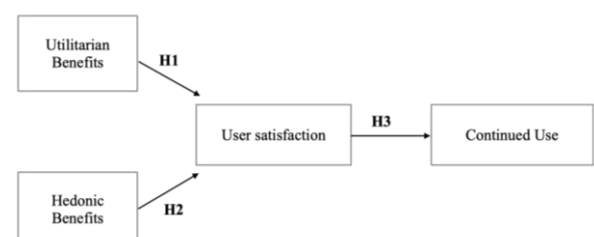


Figure 1 Conceptual framework of Factor impacting the continued use of social media: A case study of senior citizen in Bangkok.

Materials and Methods

The study aims to determine the factors impacting user satisfaction which are utilitarian benefits and hedonic benefits. Second, to determine the impact of user satisfaction on continued use of social media. Therefore, this study is purposed to senior citizen user who reside in Bangkok. Consequently, as this study would be the quantitative research, this study includes many types of analysis such as Cronbach's Alpha, Multiple Linear Regression, Simple Linear Regression, and Descriptive Data Analysis.

Firstly, Cronbach's Alpha has been used to test the questionnaire's reliability and whether there were any unclear or confusion on the measurement items in the questionnaires. A small group of 30 samples were conducted a pilot test. Secondly, Descriptive Data Research has been used to determine demographic information of respondents. Thirdly, Multiple Linear Regression has been used to determine the factors impacting user satisfaction in Bangkok, composing of utilitarian benefits and hedonic benefits. Fourthly, the Simple Linear Regression has been used to analyze the impact of user satisfaction on continued use.

Target Population

According to the number of senior citizens in Bangkok approximately 1,063,871 people. Therefore, the target population of this study was the senior citizens who are among these 1,063,871 people who use social media. Besides, the research data were obtained during May to July 2020.

Sample Size

The study uses table of Krejcie and Morgan (1970) for determining sample size for a finite population. As the population of senior citizen in Bangkok was recognized to be approximately 1 million people, the sample size for this research is 400 respondents who senior citizen who use social media reside in Bangkok.

Sampling Procedures

In this study, the researcher applied non-probability sampling method by using purposive

sampling technique for data collection. Respondents are selected according to the needs of this study and those who do not meet the criteria are rejected. The researcher uses screening questions such as 'Do you live in Bangkok?', 'How old are you?' and 'Have you ever use social media?' in the questionnaire survey. If the answer is either 'Below 60 years old' or 'No' (never use social media), the respondents are directly led to the end of questionnaire and would be excluded from the study. Questionnaires with missing data, insufficient responses, or unmet requirement of the screening questions were removed from the statistical analysis in order to gain accuracy of results.

Reliability Test

The researcher decided to perform a pilot test of 30 respondents to determine any discrepancies or component errors in the questionnaire. Cronbach's Alpha Reliability test is used to measure and examine questionnaire reliability.

According to Peter (1979), the Cronbach's Alpha is the popular metric for calculating and evaluating analysis reliability. Cronbach's Alpha has a minimum accepted value of 0.6; this ensures the researcher will consider Cronbach's Alpha as reliable (Sekaran, 1992). The outcome of the assessment of this research indicated the Cronbach's Alpha level as follows:

Table 1: Reliability Test

Variables	Cronbach's alpha	Number of items	Result	Strength of Association
Utilitarian benefits	.946	4	Reliable	Excellent
Hedonic benefits	.805	4	Reliable	Good
User satisfaction	.937	3	Reliable	Excellent
Continued use	.863	4	Reliable	Good

The Cronbach's alpha of each variable shows that all of the variables are reliable and valid. Besides, the variable has the highest reliability is Utilitarian benefits with the score 0.946 following by Customer satisfaction with 0.937, Continued use with 0.863 and Hedonic benefits with 0.805 respectively.

Results and Discussion

Descriptive Data

Descriptive analysis has been used to analyze data collection from the 400 respondents who is



senior citizen, use social media and live in Bangkok. Moreover, the descriptive statistics can be explained as the process for converting data into information and can explain the character of the respondents as well.

In the first part, screening questions such as ‘Do you live in Bangkok?’, ‘Age’ and ‘Have you ever use social media?’ were asked. A total of 400 respondents were defined as follows via the frequency distribution.

In the second part, the demographic information used is gender, age, work status and family. The aim is to analyze the characteristics of the respondents. A total of 400 respondents were defined as follows via the frequency distribution.

Table 2: Summary of Demographic Factor

Demographic Factors	Frequency	Percent
Gender		
Male	148	37
Female	252	63
Total	400	100
Age (Years)		
60-64	153	38.3
65-69	139	34.8
70-74	72	18
75-79	33	8.3
Over 80	3	.8
Total	400	100
Work status		
Work	151	37.8
Retire	249	62.3
Total	400	100
Stay with family or not ?		
Stay with family	326	81.5
Do not stay with family	74	18.5
Total	400	100

Among the sample size, 400 peoples show that 153 respondents were aged between 60-64 years old with the highest percentage of 38.3% following by 139 respondents who age 65-69 years old with 34.8%, 72 respondents who age 70-74 years old with 18%, 33 respondents who age 75-79 years old with 8.3%, and 3 respondents who age 80 and over with 0.8%

Among all the 400 respondents, 249 respondents were retiree (62.3%) and still work with 151 respondents (37.8%).

Lastly, most of the respondents stay with family with 326 respondents by 81.5% and 74 respondents who do not stay with family with 18.5%.

User Behavior	Frequency	Percent
Which social media platforms that you use the most?		
Facebook	122	30.5
Line	228	57
YouTube	44	11
Instagram	3	.8
Twitter	3	.8
Total	400	100
How often each day that you use social media?		
1-15 minutes	8	2
16-30 minutes	41	10.3
31-60 minutes	57	14.2
1-2 hours	50	12.5
2-3 hours	88	22
more than 3 hours	156	39
Total	400	100
How long that you use social media a day?		
Not every day	8	2
Once a day	43	10.8
2-5 times a day	89	22.3
5-10 times a day	123	30.8
more than 10 times	137	34.3
Total	400	100
The propose that influence to use social media.		
Keeping in touch with friends and family	214	53.5
Buying and selling	51	12.8
Inspiration	33	8.3
News	46	11.5
To meet new friends	12	3
To browse/ waste time	38	9.5
Other	6	1.5
Total	400	100

Among all the 400 respondents, its shows that most of the respondents use Line with 228 respondents (57%), following by Facebook with 122 respondents (30.5%), following by YouTube with 44 respondents (11%) and lastly Instagram and Twitter with 3 respondents (0.8%).

Among all the 400 respondents, 156 respondents use social media more than 3 hours daily (39%), following by a daily usage of 2 to 3 hours by 88 respondents (22%), following by a daily usage of 31 to 60 minutes by 57 respondents (14.2%), following by a daily usage of 1 to 2 hours by 50 respondents (12.5%), following by a daily usage of 16 to 30 minutes by 41 respondents (10.3%), and lastly a daily usage of 1-15 minutes by 8 respondents (2%).

Among all the 400 respondents, 137 respondents use social media platform more than

10 times (34.3%), following by 5 to 10 times with 123 respondents (30.8%), following by 2 to 5 times with 89 respondents (22.3%), following by once a day with 43 respondents (10.8%) and lastly not every day with 8 respondents (2%).

Finally, most of the respondents use social media for keeping in touch with friends and family with 214 respondents by 53.4%, 51 respondents who use as buying and selling with 12.8%, 46 respondents who use as news update with 11.5%, 38 respondents who use for browse or time waste with 9.5%, 33 respondents who use for inspiration with 8.3%, 12 respondents who use for meet new friends with 3% and lastly 6 respondents who use for work and listen to sermon with 1.5%.

Hypotheses Testing Results

A multiple linear regression has been used as a statistical analysis approach to evaluate the influence between Utilitarian benefits and Hedonic benefit towards customer satisfaction.

Multicollinearity can be computed as it can suggest which unnecessary variable should be eliminated. Also, it is suggested by Akinwande et al. (2015) that it is better to have Variance Inflation Factor (VIF) less than or equal to 5 in order to present overlapping variables. Moreover, the variable can be explained by using the R-square value, which will show the proportion of variation in the dependent variable that is based on the independent variable.

Table 3: Summary of hypotheses testing

Hypotheses	Significant Value	Standardized Coefficient	Status
H1a: Utilitarian benefits has no significant influence on user satisfaction.	.000	.397	Rejected
H2a: Hedonic benefits has no significant influence on user satisfaction.	.000	.481	Rejected
H3a: User satisfaction has no significant influence on continued use.	.000	.800	Rejected

Note. P-value < .05

To test the hypotheses, four statistical techniques were used. All the null hypothesis was rejected.

Conclusions

Discussion and conclusions

Based on the result of the testing hypothesis in chapter 5, it shows that there are three variables that significant influence on continued use such as, utilitarian benefits, hedonic benefits, customer satisfaction. According to three variables in this research it shows that all variables are significant. These results have confirmed by many previous studies as follows:

Utilitarian benefits

According to the hypothesis, the result represented that an Utilitarian benefits has a significant influence on user satisfaction. The previous study Mennecke (2008), Chesney, Stroulia and Franceschi (2009) and Zhou (2011) can be supported. It shows that utilitarian benefit is gaining by accomplishing purposive tasks or what the user wants via using social media.

Hedonic benefits

Based on the result of hypothesis testing shows that hedonic benefit had a significant impact toward user satisfaction. This can be supported by the study of Ghani and Deshpande (1994), people who are satisfied with enjoyment and curiosity as users can browse or search for the current status of others using the social media platform. In addition, the hedonic benefits have greater impact on user satisfaction (in terms of the path coefficient) than the utilitarian benefits. This finding shows that hedonic benefits would be consistent with the usage objectives and desires of users.

Customer satisfaction

The finding revealed, on the basis of hypothesis that there was a significant impact of user satisfaction toward continued use. If people are successful in accomplishing their goals through the use of social media, their satisfaction will be improved and their continued use of social media will be enhanced (Osatuyi and Qin, 2018; Ozturk et al., 2016).

Conclusion

The study looked at the influence of two forms of benefits (representing different needs met through use of social media) on satisfaction, a



significant predictor of continued use of social media. This study found that continued use was largely dependent on user satisfaction, which was a function of utilitarian and hedonic benefits. Overall, hedonic benefits have had the highest impact on satisfaction compared to utilitarian benefits.

Recommendation

According to the finding of this research it shows that there variable in this research include of utilitarian benefits and hedonic benefits have significant on customer satisfaction, and customer satisfaction has significant on continued use. As a result, to increase user continued usage social media platform providers should develop and improve all variable in this research include of utilitarian benefits, hedonic benefits and customer satisfaction.

Firstly, utilitarian benefits are one of the significant factor that can influence customer satisfaction based on the standardized coefficient of 0.397, which can imply that if utilitarian benefits increase by 1% can raise customer satisfaction by 26.6%. This research also found that sharing of information and social connection have an impact on the continuity of intentions and behaviors through their effects on user satisfaction. Thus, social media platform providers can create these need of customer in order to reach the huge number of senior citizen in the future.

Secondly, Hedonic benefits were a crucial factor that could affect customer retention on the basis of standardized coefficient of 0.481. Therefore, it is a significant point for social media platform providers to concentrate more on hedonic benefits. In addition, hedonic benefits are a critical point for satisfied users by experiencing enjoyment and curiosity as users can browse or search for the current status of others.

Last but not least, customer satisfaction is factor that effects of continued use because if users are satisfied with all of their previous experience will result in users continuing to use more and more. It has a standardized coefficient of 0.800, which can imply that if customer satisfaction increase by 1% can raise the continued use by 80%. Additionally, providers of

social media sites are urged to pay attention to complex trends in user feedback in terms of social interaction. For example, social media providers could continue to develop various ways to engage, such as adding social interaction features to online activities, allowing users to build social interactions and enjoyment at the same time. Which will receive both utilitarian and hedonic benefit and lead to customer satisfaction.

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