

A STRUCTURAL MODEL OF CONTEXTUAL FACTORS AFFECTING CUSTOMERS' INTENTION TO CONTINUE USING SOCIAL NETWORKS; FOCUSING ON UTILITARIAN VALUES AND HEDONISTIC VALUES

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1. INTRODUCTION

The intention to continuously use social networks is very important for today's businesses. The implementation of social networks within organizational contexts has significantly increased over the last years. The current research is done with the aim of developing a structural model of factors affecting the intention of customers to continuously use social networks. The present study aims to offer a research model (1) to examine impact of users' four personality trait factors; personal innovativeness, face consciousness, need for uniqueness, and ambiguity intolerance on hedonic and utilitarian value perceptions, and (2) to investigate the relative effects of intention to continuous use, and which value perception contributes more to it.

2. MATERIALS AND METHODS

This research is practical in the terms of purpose and descriptive geodetic in terms of procedure. The statistical population of the research is all customers of Kaleh Company that use the social networks of this company. The required sample size is 384 people. Morgan's table and available sampling method was used to select the sample. In order to collect information, a combination of the questionnaire of Musk et al, (2019) and Ashraf et al, (2019) researches were used. The validity of the questionnaire has been confirmed by experts and its reliability is confirmed by Cronbach's alpha coefficient. Structural equation model and Amos software were used to analyze research hypotheses.

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3. RESULTS AND DISCUSSION

Several studies, that investigated intention to continuously use social networks, called for a comprehensive analysis of interrelationships between personality trait factors, value perceptions and intention to continuous use. In this regard, present study filled the gap by developing and testing a model which concurrently examines the role of hedonic and utilitarian values in forming the intention to continuously use social networks.

The results of our research model show that the hypotheses are confirmed. This study enhances the background factors including innovation, intolerance of ambiguity with the mediating role of hedonistic values and utilitarian values that have a significant effect on the intention to continue using social networks. Some factors like face to face awareness, perceived revision, perceived versatility, perceived interconnectedness, perceived unconsciousness, and perceived compatibility with the mediating role of hedonistic values and need of uniqueness with the mediating role of utilitarian values have also impact on the continuous using of social networks. This study highlights the importance of face consciousness and hedonic value (Figure1)

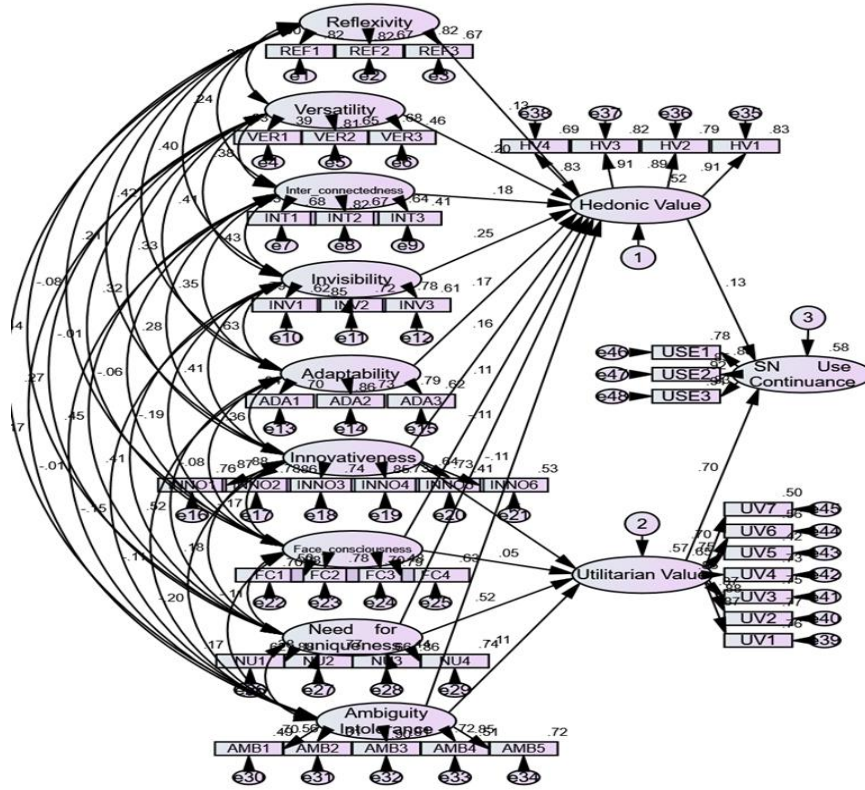


Figure1. Confirmation of research model

4. CONCLUSION

The current research is conducted with the aim of developing a structural model of factors influencing the intention of customers to continue using social networks with the focus on the utilitarian and hedonistic values. Present study's findings cater solid implications for marketers. According to the results of this research, background factors including innovation, intolerance of ambiguity, with the mediating role of hedonistic values and utilitarian values have a significant effect on the intention to continue using social networks. Some factors like face to face awareness, perceived versatility, perceived interconnectedness, perceived unconsciousness, and perceived compatibility play an important role in competing with competitors and striving to achieve goals. Our research model provides a detailed examination of the effects of personality trait factors and value perceptions. The results offer a new perspective on organizational technology, which can help to analyze the perception of social networks, which did not exist before and may support future studies. Overall, the current study shows a different dynamics of intention to continuously use social networks, which has not been investigated in the past.

Future studies could benefit from a longitudinal approach that compares the behavioral intention with the actual, continuous engagement in the social networks. Also, future research can investigate the perception of social networks in different companies of the same industry, different industries and different cultural settings. Future studies might add content analysis or qualitative interviews with both users and managers to learn more about social networks. In addition, we encourage future researchers to make a comparison of users' behavior across different time periods.

Key words: Social Networks, Hedonistic Values, Utilitarian Values, Intention for Continuous Use

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