Understanding usage behaviors in social network service site --
A study using well-being model and self-determination theory

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Abstract — The purpose of this study is to explore the predictors of continuance intention towards social networking sites. Based on well-being model and self-determination theory, we proposed the effects of enjoyment, well-being, autonomy, relatedness, and competence on individuals’ intention to continuously participate in social networking sites. Preliminary Data were collected from Facebook. Results showed the significant influences of well-being on enjoyment, while autonomy, relatedness, and competence are important factors stimulating individuals' well-being. The results also indicated that enjoyment, autonomy, relatedness, and competence are important factors stimulating individuals’ continued intention in a social networking site, whereas well-being affects continuance intention mediating by enjoyment with indirect influence.

Keywords—eWOM; SNS; well-being; self-determination theory

I. INTRODUCTION

Social media was seen as an effective channel to approach consumers for its ability to attract people’s attention. This resulted in large-scale marketing spending in social media advertisement. As a well-known social networking site, Facebook enjoys a rapid uptake in numbers of users. According to statistics, its users have reached 835 million in March 2012 [8]. While Facebook has remarkable performance, it was confronted by the difficulty of retaining its users. For sustainability, social networking practitioners should strengthen users’ continuance intention to keep users on the site, and further create maximum benefits of social influence in business.

The significances of well-being and enjoyment have been considered important in promoting IT usage. From a need perspective, prior studies have provide evidence that self-determination factors as essential needs should be satisfied to sublimate psychological growth and well-being [3], and persevere and perform better in activities [4], [15]. In spite of well-being model and self-determination theory have significant impacts on individuals’ behavior, the integrated conception of them seems scarce in online social networking. This study, thus, proposed an integrated model by combining well-being model and self-determination theory to predict participants’ continuance intention in social networking sites.

II. RESEARCH MODEL AND HYPOTHESES

This research proposed enjoyment, well-being, and the three self-determination factors as constructs that have effects on individuals’ continuance usage. Furthermore, well-being was seen as a predictor of enjoyment, while the three self-determination factors were seen as antecedents of well-being.

From motivational perspective, perceived enjoyment has been found to have significant impact on users’ acceptance of technology in various contexts. In the hedonic-oriented online interactive environment, prior studies have shown that users’ enjoyable experiences significantly stimulate their intention toward a specific system, especially voluntary usage. Researchers have also demonstrated that users’ enjoyable experiences significantly affect their continued IT usage intention [9]. Accordingly, the following hypothesis was suggested:

【H1】Enjoyment is positively related to continuance intention towards a social networking website.

In prior research, Fehring et al. [5] have provided evidence that spiritual well-being is associated with positive moods states in elderly people. Moreover, Shin and Lyubomirsky [16] demonstrated that well-being was increased through intentional activities and further cultivates positive feelings. In connection with online contexts, enjoyment was representatively seen as positive affective response to individual experience that reflects generalized feelings such as pleasure, liking, and fun. While enjoyable experience was regarded as an important predictor of usage intention toward social networks, well-being was a trigger that can stimulate individual’s enjoyable feeling. Moreover, well-being can be seen as a potential motivation that promotes individual’s action [10]. In particular, Frey and Stutzer [6] deemed well-being as the core value and the final goal of economic activities. Along this point of view, numerous studies have shown the important role of well-being on promoting IT usage. Based on above noted, the current study emphasized the importance of well-being for enhancing enjoyment and usage intention in social networking sites, and proposed the following hypotheses:

【H2】Well-being is positively related to enjoyment in a social networking website.

【H3】Well-being is positively related to continuance intention towards a social networking website.

Based on Ryan and Deci’s [14] point of view, Reis et al. [12] explored the hypothesis that emotional well-being may be understood in terms of the degree to which the three basic needs-autonomy, competence, and relatedness are satisfied in daily activity. With SDT approach, Burton et al. [2] showed that intrinsic self-regulation is an important predictor of psychological well-being outcomes in educational settings. Moreover, previous
research supported the universality of SDT processes by assessing need satisfaction and well-being simultaneously [11]. As noted, this line of research asserted that satisfaction of basic psychological needs are the important predictors of well-being. These arguments lead to the following hypotheses:

**H4a** Autonomy is positively related to well-being in a social networking website.

**H4b** Relatedness is positively related to well-being in a social networking website.

**H4c** Competence is positively related to well-being in a social networking website.

While SDT as a general theory of motivation that focused on psychological need satisfaction, researchers applied it to explore individuals’ continuance intention of technology usage. Sørebø et al. [17] examined the effects of self-determination theory constructs in the context of teachers’ utilization of e-learning technology. Roca and Gagne [13] also showed that applying SDT to e-learning in a work setting can be useful for predicting continuance intention. As a result of online social networking websites provide platform for social interaction, it seems reasonable to apply SDT into online social context. Therefore, the current research posited the following hypotheses:

**H5a** Autonomy is positively related to continuance intention in a social networking website.

**H5b** Relatedness is positively related to continuance intention in a social networking website.

**H5c** Competence is positively related to continuance intention in a social networking website.

### III. METHODOLOGY AND OUTCOME

The current study plans to employ an online survey to examine the research model and test the proposed hypotheses. Measurements of all the constructs were based from prior studies with slight modifications to fit the online social networking context by using five-point Likert scales, ranging from “strongly disagree” (1) to “strongly agree” (5). Enjoyment will be measured with 4-items adapted from Hassanein and Head’s [7] research on online shopping. Well-being will be measured with the 5-items WHO (Five) Well-Being Index [1]. Items on the three self-determination factors (autonomy, relatedness, competence) will be based [17] and modified to assess individuals’ basic need in terms of online social networking, in which, autonomy will be measured with 5-items, and relatedness will be measured with 8-items, while competence will be measured with 5-items. Continuance intention will be measured by 4-items adopted from online technology continued usage research [18].

The purpose of this proposal is to explore the power of social influence, and examine the possible factors affecting user’s well-being and intention to WOM communication. The results are expected to provide better insights for the development as well as the management of a successful social media with great attraction and influence

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### V. REFERENCE


