INFLUENCE OF USER GRATIFICATIONS AND IMAGE ENGAGEMENTS ON CONTINUOUS IMAGE USE BEHAVIOUR AMONG MALAYSIAN STUDENTS

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(COMPUTER SCIENCE)

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IRMA SYARLINA BINTI CHE ILIAS

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ABSTRACT

Current trends show that social media is a medium of communication that allows users to share information such as images that can cause various engagements among users, whether they like it or not. However, there are little research focuses on the user gratifications that drives image engagements towards continuous image use behaviour inclusive in Malaysia. Therefore, the main objective of this research is to develop a model for the user gratifications and image engagements on continuous image use behaviour among Malaysian students that integrates constructs from the Use and Gratification Theory, Two-Sided Structure in social media, and Extended IT Continuance Model. This research uses quantitative methods and questionnaires as data collection techniques. The Fuzzy Delphi Method is used to evaluate the research model, while the Lawshe Method is used to evaluate the research instruments. A total of 530 data were collected from August to October 2021 from four MARA Higher Educational Institute around the Klang Valley. The PLS-SEM technique is used to analyse the collected data, and the expert judgement is used to validate the model discovered. The result shows the gratification factor does influence user satisfaction in image use on social media. Meanwhile, 'Continuance Intention' and 'Satisfaction' are partially mediated by 'Post' and 'Share' engagement, and males moderated more between 'Information Sharing' and 'Satisfaction' than females. The research findings contribute to theoretical knowledge by understanding continuance use behaviour and industry implications for optimising user experiences and marketing efforts.

Keywords: gratification, engagement, continuous use behaviour, image use, social media

ABSTRAK

Aliran masa kini menunjukkan media sosial merupakan medium komunikasi yang membolehkan pengguna berkongsi maklumat seperti imej yang boleh menimbulkan pelbagai penglibatan dalam kalangan pengguna sama ada suka atau tidak. Walau bagaimanapun, terdapat sedikit kajian yang memfokuskan kepada gratifikasi pengguna yang mendorong penglibatan imej ke arah tingkah laku penggunaan imej berterusan termasuk di Malaysia. Oleh itu, objektif utama penyelidikan ini adalah untuk membangunkan model gratifikasi pengguna dan penglibatan imej terhadap tingkah laku penggunaan imej berterusan dalam kalangan pelajar Malaysia yang mengintegrasikan konstruk daripada Teori Penggunaan dan Gratifikasi, Struktur Dua Sisi dalam media sosial, dan IT Lanjutan. Model Kesinambungan. Penyelidikan ini menggunakan kaedah kuantitatif dan soal selidik sebagai teknik pengumpulan data. Kaedah Fuzzy Delphi digunakan untuk menilai model kajian, manakala Kaedah Lawshe digunakan untuk menilai instrumen kajian. Sejumlah 530 data telah dikumpul dari Ogos hingga Oktober 2021 daripada empat Institut Pengajian Tinggi MARA di sekitar Lembah Klang. Teknik PLS-SEM digunakan untuk menganalisis data yang dikumpul, dan pertimbangan pakar digunakan untuk mengesahkan model yang ditemui. Hasil kajian menunjukkan faktor gratifikasi mempengaruhi kepuasan pengguna dalam penggunaan imej di media sosial. Sementara itu, 'Niat Berterusan' dan 'Kepuasan' sebahagiannya dimediasi oleh penglibatan 'Siar' dan 'Kongsi', dan lelaki lebih menyederhanakan antara 'Perkongsian Maklumat' dan 'Kepuasan' berbanding wanita. Penemuan penyelidikan menyumbang kepada pengetahuan teori dengan memahami tingkah laku penggunaan berterusan dan implikasi industri untuk mengoptimumkan pengalaman pengguna dan usaha pemasaran.

Kata kunci: gratifikasi, penglibatan, tingkahlaku penggunaan imej berterusan, media sosial

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APPROVAL

The Examination Committee has met on **14 June 2023** to conduct the final examination of **Irma Syarlina binti Che Ilias** on his degree thesis entitled **Influence of User Gratifications and Image Engagements on Continuous Image Use Behaviour among Malaysian Students.**

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LIST OF ABBREVIATIONS

AVE	-	Average variance extracted
BC	-	Biased Corrected
CI	-	Continuance Intention
CIUB	-	User gratifications and image engagements on continuous image use behaviour among Malaysian student's model
CB	-	Continuance Behaviour
CCCB	-	continuous content contribution behaviours
CMO	-	Chief Marketing Officer
CR	-	Composite Reliability
CS	-	Computer Science
CVR	-	Content Validity Ratio
EN	-	Enjoyment
EICM	-	Extended IT Continuance Model
ET	-	Entertainment
HTMT	-	Heterotraite-Monotraite ratio correlation
IC	-	Information Science
ICT	-	Information and Communication Technology
IPMA	-	Importance-Performance Matrix Analysis
IPMA	-	Institut Pendidikan MARA
IS	-	Information Systems
IS	-	Information Sharing
IT	-	Information Technology
KPTM	-	Kolej Poly-Tech MARA
KUPTM	-	Kolej Universiti Poly-Tech MARA
LK	-	Like
LL	-	Lower Level
MARA	-	Majlis Amanah Rakyat
MyIPO	-	Intellectual Property of Malaysia
PEO	-	Perceive Ease of Use
PLS-SEM	-	Partial Leased Square-Structural Equation Modelling
PO	-	Post
PU	-	Perceive Usefulness
SA	-	Satisfaction
SEM	-	Structural Equation Modelling
SCT	-	Social Cognitive Theory
SDG	-	Sustainable Development Goals
SF	-	Social Influence
SH	-	Share
SIDT	-	Social Identity Theory

SMS	-	Short Message/Messaging Services
SPSS	-	Statistical Package for the Social Sciences
ST	-	Social Interaction
TAM	-	Technology Acceptance Model
TSS	-	Two-Sided Structure in social media
TPB	-	Theory of Planned Behaviour
TVET	-	Technical and Vocational Education and Training
UAE	-	United Arab Emirates
UL	-	Upper Level
UniKL	-	Universiti Kuala Lumpur
UniKL MIIT	-	Universiti Kuala Lumpur - Malaysian Institute of Information Technology
UPTM	-	Universiti Poly-Tech MARA
UTAUT	-	Unified Theory of Acceptance and Use of Technology
UGT	-	Uses and Gratifications Theory
UNESCO	-	United Nations Educational, Scientific and Cultural Organization

LIST OF SYMBOLS

SYMBOL	DESCRIPTION
α	Alpha
β	Beta
λ	Lambda

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CHAPTER 1

INTRODUCTION

1.1 Overview

Web 2.0 refers to any web-based features that enable users to contribute content and interact with each other, such as through social media, which begins with content posting and is followed by feedback. According to Datareportal.com, 59.9% of the world's population, or 4.8 billion people, were using social media in April 2023. These figures are still expected to grow as mobile device usage increases due to social media, which has gained traction in previously underserved markets. Figure 1.1 shows data from Statista.com on the active usage of social media in selected countries and territories by 2023, where at the beginning of the year, the worldwide social media penetration rate stood at 59.4 percent. The United Arab Emirates (UAE) had a 105.5 percent active social media rate; meanwhile, Malaysia ranked 31st with 78.5 percent, and Nigeria has a far lower social media reach with 14.3 percent. The availability of social media in multiple languages enables users to connect with their friends and other people across geographical, political, and economic borders.

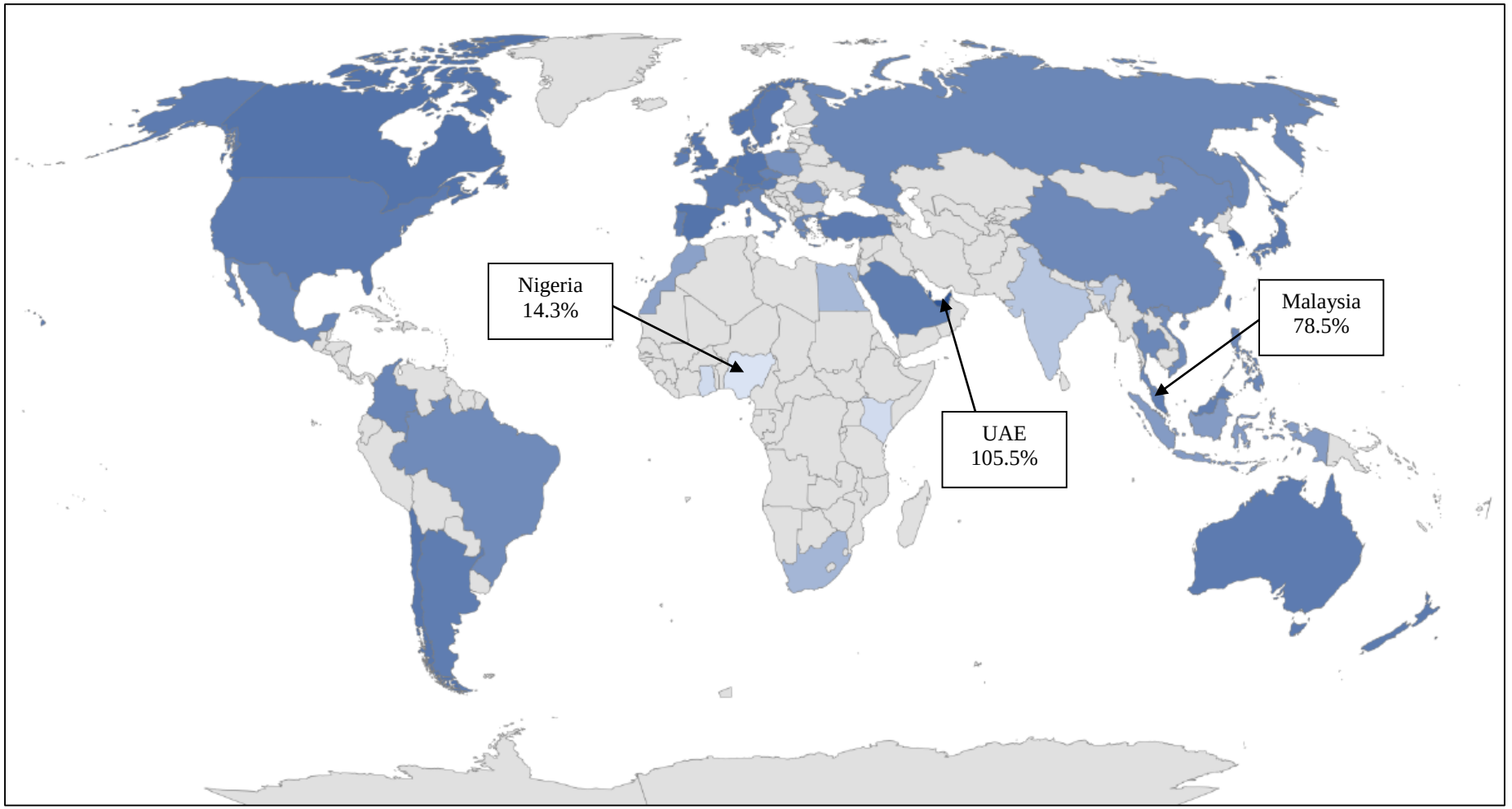

Figure 1. 1 Active Usage of Social Media in Selected Countries and Territories by 2023

In recent years, social media use has grown significantly across the globe, making it a powerful communication tool with a significant impact on both urban and rural areas. The top five reasons users aged 16 to 64 use social media are to keep in touch with friends and family, feel free, read news and stories, discover new content, and see what is being talked about. This is supported by a famous quote by David Alston, a Forbes Top 50 CMO (Chief Marketing Officer), that the key to social media is to listen, engage, and build relationships. Furthermore, social media usage will gain impact due to the launch of the 2030 Agenda for Sustainable Development Goals (SDG) under SDG goal number nine (SDG 9), which is an effort to significantly increase access to information and communication technology (ICT) and strive to provide universal and affordable access to the Internet, especially in the least developed countries. The achievement of SDG 9, which aims to develop resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation, will be aided by social media efforts and growth.

According to the United Nations Educational, Scientific, and Cultural Organization (UNESCO) portal, ICTs are a technology that transforms people's abilities to access information and communicate over long distances. The social media space necessitates leveraging technologies and platforms to promote and advocate for social norm change and improve access and engagement skills. In addition, ICT is viewed as a Western-pioneered branch of knowledge isolated from monotheism's spirit and having no connection with God. Nevertheless, there is no denying it: Islam, which is sumul, is surely not exempt from discussing and guiding this knowledge. The Quran, as Muslims' primary reference source, contains around 41 verses discussing the news