

**Factors affecting Individual's Intention to continue  
participating in a Social Networking Site**

**BY**

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## **Abstract**

Following the advent of the Web 2.0, the number of social networking site is increasing rapidly in the recent years. And many internet users have started to use these sites to meet friends and share information. However, some of the sites face the problem of the reluctance of the members to continue participating in the site since there are many new sites appeared. The research aims at investigating the factors affecting the individuals' intention to continue participating in the site, so that the vendors can operate the site in the better way and extend the life of the sites.

This research focuses on those who have visited the social networking site and those who have use d the function providing by the site. Both paper-based and Internet-based questionnaires were distributed and 175 usable questionnaires were collected.

The result indicates that the sense of belonging is the main determinant of the continuance to use, following by the website satisfaction, and the effect of the offline activities in this study is not obvious. In order to sustain a social networking site, the site vendors should apply the finding of this study to focus on the determinants of success for their site.

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## **1. Introduction**

The rise of social networking site is simulated by the advance of the internet technology especially in the recent years. Many social networking sites are coming out, e.g. YouTube, MySpace, Facebook, Friendsters. The importance of social networking site is increasing since almost half of all Web users are also the users of the social networks in the internet (Antone, 2006). And it is interested that a large number of youth are counted as the members in these social networking site. These sites become a significant tool for people to manage friendship in this century. As the use of social networking sites become popular, there are always new social networking sites coming out regularly. We found that some of social networking sites start to decline due to the reluctance of members to continue participation. For example, although Myspace is still at the dominant position in the social networking world, visitors to MySpace declined 7.4 percent to 105.7 million, according to researcher ComScore (Bloomberg, 2007). It shows that although a site which has a large number of members clarify that it achieve the first step of success, however, the issue of retaining the members to participate in the site is the next things the vendors need to be concern. Enhancing their loyalty and facilitating the interaction with the members determines the length of its success. Sites having the critical success factors can be sustainable, otherwise, they need to be knockout by the furious competitions.

Therefore, the purpose of this study is to investigate and provide an explanation of the factors that can influence the continuance intentions of the users in a social networking site and the focus of this paper will not only consider the online features, but the offline feature as well.

## **2. Literature Review**

### **2.1 Social networking site**

Social networking site is one kind of virtual community and it affords an opportunity to the users for interacting, sharing themselves and creating content (Stephens, 2007). In recent years, the popularity of the social networking sites is growing rapidly. According to QuantCast (2007), Myspace and Facebook reach over 47 millions and 32 millions unique US visitors each months respectively. The explosion of the use of the social network service (SNS) is due to the advent of web 2.0. Most of the social network services are primarily web based, e.g. MySpace, Facebook and Xanga and a series of ways are provided by them for users to interact in the sites, such as chat, messaging, email, video, voice chat, file sharing, blogging, discussion groups, and so on (Wikipedia, 2007).

A social networking site is an online website that allows users to create their profile and build their personal network which make connection with other after joining the site (Lenhart and Madden, 2007). Profile includes a list of information about yourself which can be used to identify, e.g. the name and photograph (Dwyer, Hiltz & Passerini, 2007). There are many motivations leading users to join and use these sites, but the primary purpose is to communicate and maintain relationship (Dwyer et al., 2007)

### **2.2 Research model and hypotheses**

Based on the study of Lin (2007), an extended technology acceptance model (TAM) is proposed to examine the impact of online and offline features on the sustainability of virtual community. Information quality, system quality and service quality and offline activities are main variables that influence the



sustainability of virtual communities.

In this study, we applied some of the variables in the previous study, and some new variables will added. Since we are focusing on studying about social networking site and the major uses of a social networking site are information sharing and development of relationship, the service quality of the site will not be the main variable in this study and it will be dropped from the model. But social interaction ties will be added. And for a social networking site, the quality of information still have a important role, but the focus will only put on particular dimensions, since some of the dimensions are not applicable on this type of online community, e.g. information accuracy. Therefore, interface quality will replace the information quality in the following. And the offline factor will be retained. Figure 1 shows the model that we used. These factors can influence the sense of belonging of the users by reaching the belief of the users and create the Website Satisfaction and Satisfaction with Interaction. And the continuance intentions of the users are determined by the sense of belonging and website satisfaction. The following sections elaborate on the posited relationships.

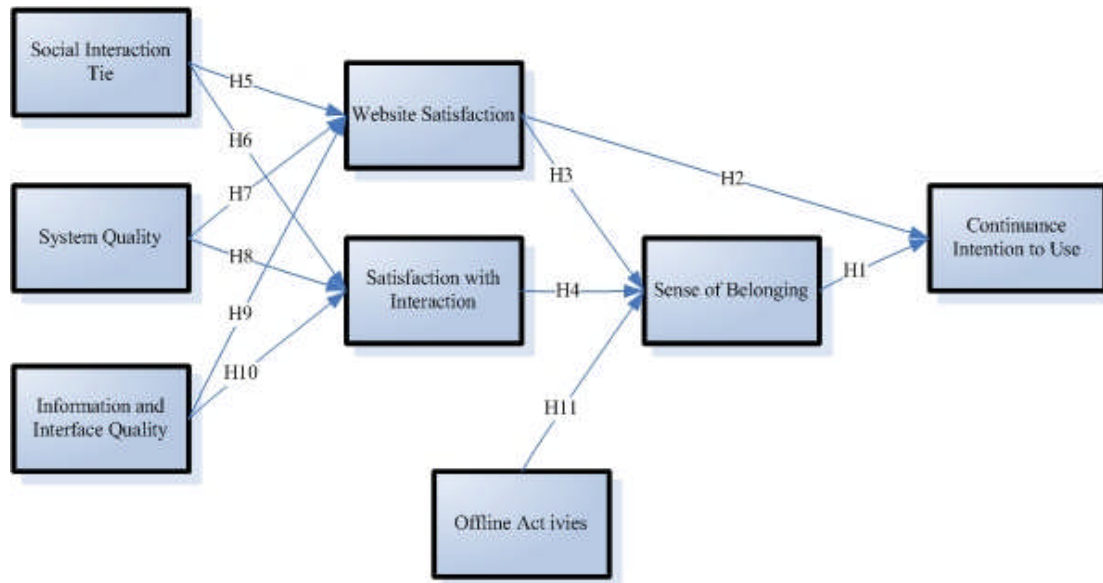


Figure1 Research model

### Sense of belonging

For a successful virtual community, simply having a web-based community network is not enough (Preece, 2001). A lot of researches have been done on the continuance intention of using a technology, and it is quite well-established that the loyalty will affect the intention of use as the consistent, repetitious behavior is used as an indicator of loyalty (Bowen & Chen, 2001). Kyung & Yong (2007) has found that the correlation between the participation of the users and the loyalty is existed. As the loyalty of a person is created through the feeling of belonging, sense of belonging is a key factor to indicating the members' loyalty (Kim, Lee & Hiemstra, 2004). Chavis & McMillan (1986) define it as "a feeling that members have of belonging, a feeling that members matter to one another and to the group, and a shared faith that members' needs will be met through their commitment to be together."(p. 9) Sense of belonging can be expressed as an intended behavior related to the usage of a particular thing, in this study, it may consist of the intention to revisit and the

intention to participate in the site. Sense of belonging is a more appropriate indicator to measure the involvement in a social networking site because if there is no sense of belonging, no involvement or participation would be forthcoming from the users (Lin, 2007). So in order to make the member to continue visit the site, the members' sense of belonging should be established. Sense of belonging will affect the people intention to use a particular virtual community. Lin (2007) has concluded that subjects with a higher sense of belonging put in more time and effort to their online participation. The following hypothesis is formulated:

H1: Sense of belonging positively affects behavior intention to continue to use the social networking site

And the sense of belonging can be built up through the satisfaction of the member. The increase satisfactions of the site will lead to the increase in usage of the site. And the constant and frequent visit of the site will result in the cumulative satisfaction and create the sense of belonging. Many previous studies have shown that satisfaction affects variables that are indicators of sense of belonging (e.g. Bolton, 1998; Gustafsson, Johnson and Roos, 2005; Lam et al., 2004). And the member satisfaction includes 2 elements, satisfaction with interaction and satisfaction with community site (de Valck, Langerak, Verhoefz & Peeter, 2007).

### **Website Satisfaction**

The Website Satisfaction is the outcome after using the site. It mostly comes from the feeling of the site design and functions of the site (Kyung &Yong,

2007). And de Valck et al. (2007) have reviewed many studies and got the conclusion that the satisfaction is the key driver of the loyalty since variables that indicate the sense of belonging can be affected by the feeling of satisfaction. If the design and function of the site design is good enough that not just achieve the purpose of using social networking site, but can give more things to the users, it will improve the attractiveness of the site and so that the users will revisit the site. Many previous studies about TAM have been well established that satisfaction which regards as an attitude toward using can positively affect the behavior intention to use. The following hypothesis is formulated:

H2: Website Satisfaction directly affects behavior intention to continue to use the social networking site

Moreover, by enhancing the frequency of visiting of the site, it gives chances to strengthen the ties between site and the members which create sense of belonging. For example, the users can get happy and fun from the site if the satisfaction is created. Chung & Tan (2003) argued this enjoyment from site can positively affect the attitude toward using the site, and in this study, this favorable attitude can be recognized as sense of belonging. The following hypothesis is formulated:

H3: Website Satisfaction positively affects the sense of belonging

### **Satisfaction with Interaction**

The member satisfaction with interaction includes 3 dimensions,

member-to-member, organizer-to-member and organizer-to-community (de Valck et al., 2007). For the member-to-member interaction, it means that members in the online community interact and communicate with each other, maybe about the topic of interest in the community (Dholakia, Bagozzi and Klein Pearo, 2004). In a successful social networking site, both information and social exchange will be occurred frequently among the members. For organizer-to-member interactions are mostly focus on the practical aspects of the experience in the community (Balasubramanian and Mahajan, 2001). Good interaction between organizers and members can contribute to deliver a better community which fit the needs of the members. The last dimension, organizer-to-community interactions, means the organizer get involvement in the community and defines the focus and the direction of its development (McWilliam, 2000). We can see that satisfaction has an apparently influence to the sense of belonging as Bowen & Chen (2001) argued that a minor change in satisfaction can lead to a substantial change in sense of belonging. The wants of participating in a site will be stimulated if the satisfaction with interaction is found (Dholakia et al., 2004) since they want to continue the relationship.

H4: Satisfaction with Interaction positively affects the sense of belonging

### **Social Interaction Tie**

Bourdieu and Wacquant (1992) define social capital as “the sum of the resources, actual or virtual, that accrue to an individual or a group by virtue of possessing a durable network of more or less institutionalized relationships of mutual acquaintance and recognition” (p. 14). After studying various research

contexts, Chen (2007) summarizes social interaction ties have been considered an important attribute of social capital. These ties would be especially important in this study, since social capital may be the initial source for the users to use the site, and ties would be the key for retaining the users. Social interaction tie is defined to be a connection between two people based on one or more relations whom they are maintaining in an online social network (Haythornthwaite, 1998). It is a relationship formed when an individual prolongs to engage in a particular social network. The more the social interactions are found, the stronger the social ties are created since a the members who have invested more time on interaction will be motivated to visit more and so as to reap the benefits back (de Valck et al., 2007). And in return, interpersonal social interaction tie facilitate the resource sharing among the members (Tsai & Ghoshal, 1998). Moreover, Kavanaugh, Carroll, Rosson, Zin & Reese (2005) also found that people's attachment to a community is greater when they have strong ties to friends, neighbors or family in that place. With the strong ties, members tend to be easier to be satisfied. Therefore, such ties facilitate sharing and relationship development and help retain existing members (Chen, 2007). Therefore, the following hypotheses are proposed:

H5: Social Interaction Tie affects satisfaction with interaction of a social networking site.

H6: Social Interaction Tie affects website satisfaction of a social networking site.

### **System Quality**

System Quality refers to the functionality of a web site e.g. reliability, privacy,

security, convenience of access, response time and flexibility (Lin, 2007). Actually system quality is a well proof factor on affecting the use of a technology. Yoo et al. (2002) argued that the system quality is especially important, because many community members are reluctant to use the web site when they experience lack of access, difficulty in navigating the web site, frequent delays in response and frequent disconnection. Found that Moreover, a site having low security will discourage the members' activities on the site, since people concern about the problem of privacy. We can see that the site with low security will lower the trust of the members and raise the complaints and dissatisfaction due to the privacy concern (Bloomberg, 2007), and the willingness of the member to sharing information and development relationship will be affected by the trust and privacy concern (Dwyer et al., 2007). Also, it includes the technology used in the site. Teens say social networking sites help them manage their friendships (Lenhart & Madden, 2007); therefore being a good social networking site should have the technology which can facilitate the member to interact with each other. Koh, Kim, Butler & Bock(2007) found that the stimulant of the users is mostly associated with the perception of community usefulness, the stimulants of interaction activities are offline interaction and the quality of the IT infrastructure, as without of a good quality of technology, people will not have the intention to actively participate in the site, and interaction rate will be decreased. Therefore, this study expects system quality to have a positive effect on satisfaction with interaction and website satisfaction.

H7: System quality affects satisfaction with interaction of a social networking site.

H8: System quality affects website satisfaction of a social networking site.

### **Information and Interface quality**

In this study, information and interface quality refers to the design of the interface and the content of the information sharing in the site. The measures of design in this study include the layout of graphics and letters, proper colors and fonts, consistency and constant. And the content included the update of information, ease of understanding the information, diversification of information and usefulness of information (Kyung & Yong, 2007). Content is the important factor for sustainable success of a community (Leimeistet, Sidiras & Krcmar, 2006). Besides, the study of Kyung & Yong (2007) also finds that the design and content of a virtual community site to be the most important evaluation factors influencing customers' satisfaction on the virtual community. It is necessary that the interface of the site should be presented in a way to facilitate interpretation and understanding. Also, wider variety ways of presenting supported, greater the appreciation given by the users. Without a good interface presented, the action of exchanging and sharing information by members will become difficult and members will be reluctance to use the site. Therefore, this study hypothesize that interface quality have positive effect on the satisfaction with interaction and website satisfaction.

H9: Information and Interface quality affects satisfaction with interaction of a social networking site.

H10: Information and Interface quality affects website satisfaction of a social networking site.



## **Offline activities**

In addition to online communication, members may engage in offline communication by phone, e-mail or face-to-face in person meeting so as to strengthen the ties of community members and embed them in the community. After reviewing several studies, Lin (2007) concludes that offline communication is a significant factor in explaining community members' embeddedness, thus strengthening the relationship-building process as offline communication can increase the solidarity and cohesiveness of a virtual community, and enhance the ties between members. Koh et al. (2007) use the social presence theory and the social identify theory to support his finding that the users' online activity can be stimulated by planning offline meetings or events. And the study of Lin (2007) finds out the direct linkage between offline activities and sense of belonging that the sense of belonging, one of the online social ties can't be sustained without strong offline interactions. The finding of Ellison, Steinfield & Lampe (2007) also supports that offline activities have a significant effect to the ties created in the online community; as most of the users would like to use the social networking site to maintain their existing offline relationship. Therefore, this study hypothesizes that offline activities increase the sense of belonging to a virtual community.

H11: Offline activities affect sense of belonging to a social networking site.

## **3. Methodology**

### **3.1 Research Design**

As the focus of this study is on analyzing the factors affecting an individual continuance intention on participating a social network site, the target

respondents are the individual who has used the social network website and has done something through the sites for at least one time. Especially for those who are long-term activeplayer of a particular site and those who have used more than one social network site. Therefore, the respondents should have at least some knowledge in social network site and these target respondents include both students and the work forces.

Both paper-based questionnaire and internet-based questionnaire were distributed to the Internet users in Hong Kong. Two versions of questionnaires, English and Chinese were prepared. In order to collect usable data and reach the target respondents, internet was used as a main distribution channel. The invitations to participate in the survey were posted on the sites and forums that having many social networking site users visit. Moreover, the internet-based questionnaires were also send out through email. And the paper-based questionnaires were distributed at the campus of Hong Kong Baptist University. A pilot was done first before the formal distribution of the questionnaires aiming to clarify the questionnaire, question wording and question applicability. The target received questionnaires in the pilot was 10. By using the data and comments collected in the pilot test, questionnaire revision was performed, then the finalized version of questionnaire was confirmed and ready to distribution. A total of 189 questionnaires were collected. 11 of the questionnaires were non-targeted and 3 of them were deleted due to the irrelevant data, thus, they were discarded from further analysis. This yielded a total of 175 usable questionnaires in which 58 of them were paper-based and 117 of them were web-based.

### **3.2 Respondent Profile**

The respondents who were social networking site users were asked to answer the questions according to their past experience from the site. Most of them participated several social networking sites at the same time. And it is interesting to note that although Myspace ranks the highest position in overall web traffic among these social networking sites (QuantCast, 2007), the situation is totally different in Hong Kong. Most of the respondents claim that Xanga is their most frequently visited site, followed by Facebook, Youtube and Myspace. Table 2 (See Appendix B) summarizes the demographic characteristics of respondents. As shown in table, there were 64.6% of respondents were female and 35.4 % of them were male. Over 90% of the respondents were 17-25 years old, and 7.4% of the respondents were 26-35 years old. The result showed that 81.7 % of the respondents' education level attained university or above. 74.9% of the respondents were students and 60% of respondents reported that they had 3-5 years of experience in using social networking sites, while only less than 3 % of them had over 10 years of experience.

### **3.3 Measurements**

By reviewing other's studies, five-point scales were developed for measuring each of the variables. Table 1 (refer to Appendix A) summarizes all the items and the sources of those items. The following discussion describes the items used to measure each of the variables.

#### **Social Interaction Tie**

Five questions were used for measuring the social interaction ties of the

respondents. The first 2 questions were asking the relationship formed after interaction with other members of the respondents and the scale was rated on a five-point scale ranging from strongly dissatisfy (1) to strongly satisfy (5). The remaining 3 questions were measure the intensity of social interaction of the respondents which were rated on five-point scales ranging from very little (1) to very much (5). All of the questions were adapted from Chen (2007).

### System Quality

The system quality of the social networking site that the respondents used was measured by five questions which were adapted from Leimeistet et al. (2006) and Kyung &Yong (2007). The scale to measure was rated on a five-point scale ranging from strongly disagree (1) to strongly agree (5).

### Information and Interface Quality

Respondents were asked to indicate the information and interface quality provided in the site by five questions where two of them were adapted from Leimeistet et al. (2006), two of them were from Kyung &Yong (2007) and the remaining one was self-constructed. The scale used was same as System Quality.

### Satisfaction with Interaction

Respondents were asked their satisfaction with interaction between themselves and other members, between themselves and the operation staff of the site and also between the staff and the site. Six items were used to measure and they were all adapted from de Valck et al. (2007) which were rated on five-points scale ranging from strongly dissatisfy (1) to strongly satisfy

(5).

#### Website Satisfaction

The measurement scale developed for Website Satisfaction was based on de Valck et al. (2007). 4 questions were asked, the scale was rated on five-points scale which of the first 3 questions were ranged from strongly dissatisfy (1) to strongly satisfy (5) and the last question was ranged from strongly disagree (1) to strongly agree (5).

#### Offline Activities

Offline Activities was measured using 3 items where the first items was self-constructed and the other 2 items were adapted from Lin (2007). The scale was rated on five-points scale ranging from strongly disagree (1) to strongly agree (5).

#### Sense of Belonging

Five questions were used for measuring the sense of belonging of the respondents about the site. The first and the last questions were self-constructed and the remaining 3 questions were adapted from Lin (2007) which were rated on five-point scales ranging from strongly disagree (1) to strongly agree (5).

#### Continuance Intention to Use

The respondents' intention to continue using the site was measured using 3 items where the first 2 items were adapted from Chen (2007) and the last one was adapted from Wise, Hamman & Thorson (2006). The scale was rated on

five-points scale ranging from strongly disagree (1) to strongly agree (5).

#### **4. Finding and Results**

The statistical package for social science (SPSS) 14.0 for windows was used to analyze the data. Factor analysis, reliability analysis and multiple regression analysis are used here.

##### **4.1 Construct validity and reliability of instrument**

Before testing the hypotheses, factor analysis and reliability analysis were done to confirm the scales used are both valid and reliable. Factor analysis is used here to analyze the structure of the interrelationship among the variables and to refine these scales items to form better coherent subscales. First, Kaiser-Meyer-Olkin Measure of Sampling Adequacy (K.M.O.) and Bartlett's Test is to evaluate the appropriateness of applying exploratory factor analysis. This value should be greater than 0.5 and the K.M.O. value was 0.826. The 36 items measuring the 8 constructs in the research model were subjected to principal component factor analysis. Eigenvalues was used to determine the number of factors to be extracted which only factors with an eigenvalue of 1.0 or more are retained for further analysis. A varimax rotation was also performed. The results of the factor analysis are shown in Table 1 with all factor loadings less than 0.45 suppressed. As suggested by Hair et.al (1998), a factor loading higher than 0.45 is considered statistically significant at an alpha level of 0.05 for a sample size of around 175. All the variables have significantly loaded into the factor proposed in the model with factor loadings higher than 0.45 on its own factors except the information and interface quality, satisfaction with interaction and continuance intention to use. The first item of

satisfaction with interaction, the third and fourth items of information and interface quality and the last item of continuance Intention to Use are deleted from its original factors since the factor loadings were less than 0.5 in its own factors. Although the factor loadings of social interaction tie are higher than 0.5, the variables have loaded into 2 factors. The variables SIT01 and SIT02 are loaded into one factor and SIT03, SIT04 and SIT05 are loaded into another factor. Therefore, the factor “Social Interaction Ties” is divided into two factors. As SIT01 and SIT02 mainly measured the relationship formed with the members, they are together named as “Intensity of Social Ties” and SIT03, SIT04 and SIT05 measure the intensity of the interaction among the users, so they are grouped together as “Intensity of Social Interaction”. The research model is refined and shown in Figure 2.

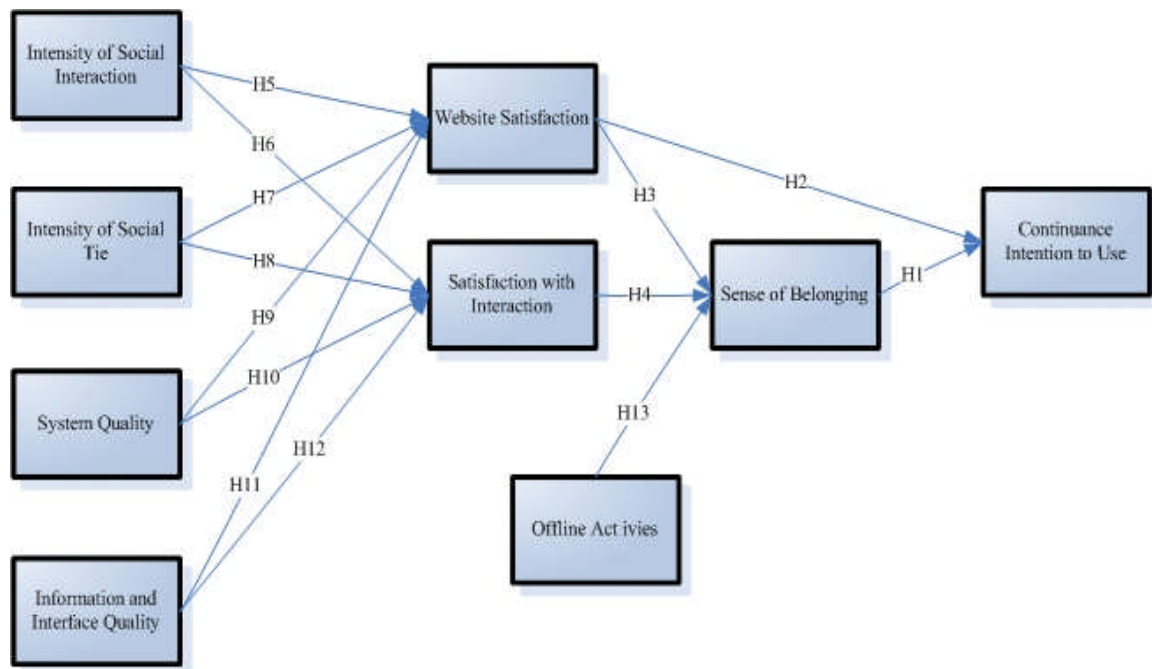


Figure 2 Model after refinement

Table 1 Result of Factor Analysis (with factor loading less than 0.45 suppressed)

Factors	Measures	Factors								
		1	2	3	4	5	6	7	8	9
Social Interaction Ties	My maintaining close relationship with some members in the social networking site was(SIT01)	<b>.764</b>								
	My sharing information will some members in the social networking site was (SIT02)	<b>.803</b>								
	The frequency of my communication with some members in the social networking site was (SIT03)		<b>.784</b>							
	The time I spent in interacting with some members in the social networking site was (SIT04)		<b>.766</b>							
	The number of members in the site I knew on personal level was (SIT05)		<b>.716</b>							
System Quality	The social networking site concerns the privacy problem and handles data sensitively (SQ01)			<b>.700</b>						
	Stability of the site is good (SQ02)			<b>.661</b>						
	The site has fast reaction time to response request (SQ03)			<b>.676</b>						
	System security is good (SQ04)			<b>.756</b>						
	Capacity of the site is enough.(SQ05)			<b>.662</b>						
Information and Interface Quality	The social networking site offers up-to-date content (IIQ01)				<b>.611</b>					
	The site offers high quality content (IIQ02)				<b>.513</b>					



	The design of the interface is consistent (IIQ05)	<b>.757</b>
Satisfaction with Interaction	How satisfied are you with the interaction between you and the members in the site (SWI02)	<b>.520</b>
	How satisfied are you with the reaction of the operational staff of the site if you contact them (SWI03)	<b>.657</b>
	How satisfied are you with the personal interaction between the operational staff and yourself (SWI04)	<b>.838</b>
	How satisfied are you with the rules that operational staff formulates (SWI05)	<b>.591</b>
	How satisfied are you with the boost that the operational staff provides members with to participate in the site (SWI06)	<b>.725</b>
Website Satisfaction	How satisfied are you with the appearance of the site (WS01)	<b>.718</b>
	How satisfied are you with the technical functioning of the site (WS2)	<b>.776</b>
	How satisfied are you with the atmosphere on the site (WS03)	<b>.695</b>
	Overall, in most ways the site is close to my ideal (WS04)	<b>.617</b>
Offline Activities	The members of the social networking site I interact with have known each other before in the offline	<b>.749</b>

	environment (OA01)	
	The members of the site often contact each other by telephone. (OA02)	<b>.897</b>
	The members of the site often meet each other in offline meeting. (OA03)	<b>.884</b>
Sense of Belonging	I would like to defend the social networking site if somebody has given a negative comment on the site (SOB01)	<b>.776</b>
	I feel a strong sense of belonging to site (SOB02)	<b>.858</b>
	I enjoy being a member of the site (SOB03)	<b>.641</b>
	I am very committed to the site (S0B04)	<b>.758</b>
	I will recommend the site to my relatives or friends (S0B05)	<b>.587</b>
Continuance Intention to Use	I will continue using the social networking site to share information. (CITU01)	<b>.556</b>
	I will continue using the site to maintain relationship with others. (CITU02)	<b>.647</b>

Cronbach's Alpha was used to test the internal reliability of the scales. Cronbach's Alpha is an Internal-consistency reliability estimation method. It should only be computed on a homogeneous set of items. If the Cronbach's Alpha for the model constructs are at or above the recommended threshold of 0.7, the construct are said to be reliable.

Table 2 summarizes the Cronbach's Alpha for all scales. All the alphas are greater than 0.7. The tests demonstrated that the measures of intensity of social interaction, intensity of social tie, system quality, information and interface quality, satisfaction with interaction, website satisfaction, offline activities, sense of belonging and continuance intention to use are reasonably internally consistent. For a more detail reliability analysis result, please refer to Appendix F.

Table 2 Cronbach's Alpha Reliability Analysis (Significant Level: Alpha  $\geq$  0.7)

<b>Variables</b>	<b>Items</b>	<b>Alphas</b>
Intensity of Social Tie	SIT01,SIT02	0.721
Intensity of Social Interaction	SIT03,SIT04,SIT05	0.784
System Quality	SQ01, SQ02, SQ03, SQ04, SQ05	0.810
Information and Interface Quality	IIQ01,IIQ02,IIQ05	0.704
Satisfaction with Interaction	SWI02,SWI03,SWI03,SWI04,SWI05,SWI06	
Website Satisfaction	WS01, WS02, WS03, WS04	0.790
Offline Activities	OA01, OA02, OA03	0.844
Sense of Belonging	SOB01, SOB02, SOB03, SOB04, SOB05	0.839
Continuance Intention to Use	CITU01,CITU02	0.881

#### 4.2 Multiple Regression Analysis

Regression analysis was used to test the interrelationship among the variables. Multiple regression is used to measure the relationship between several independent or predictor variables and the dependent or criterion variable. To test the hypothesis, when the p-value of regression coefficient is less than 0.05 (significant level), then the independent variables affect the dependent variable.

Otherwise, they don't have relationship.

### Explaining Satisfaction with Interaction

In the first regression, intensity of social interaction, intensity of social ties, system quality, information and interface quality are the independent variables and satisfaction with interaction is the dependent variable. The following multiple regression will be used to test Hypothesis 6, 8, 10 and 12. Satisfaction with interaction (SWI) =  $a + \beta_1 \cdot SI + \beta_2 \cdot ST + \beta_3 \cdot SQ + \beta_4 \cdot IIQ$ . The results, presented in Table 3, show support for Hypotheses 6 and 10 as intensity of social interaction and system quality emerged as significant predictors of satisfaction with interaction. However, intensity of social tie and information and interface quality are insignificant since p-value of regression coefficient is larger than 0.05. Hence, hypothesis 8 and 12 is rejected. Further, the significant change in R-square ( $R^2=0.183$ ) indicated that 18.3% of the variance in satisfaction with interaction was explained by the intensity of social interaction and system quality.

Table 3 Regression Result of Satisfaction with Interaction

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.782	.496		3.594	.001
	ST	.108	.085	.146	1.263	.210
	SI	.155	.068	.249	2.283	.025
	SQ	.183	.090	.239	2.045	.044
	IIQ	-.051	.148	-.042	-.345	.731

### Explaining Website Satisfaction

In the second regression, intensity of social interaction, intensity of social ties, system quality, information and interface quality are the independent variables and website satisfaction is the dependent variable. The following multiple regression will be used to test Hypothesis 5, 7, 9 and 11. Website satisfaction (WS) =  $a + \beta_1 \cdot SI + \beta_2 \cdot ST + \beta_3 \cdot SQ + \beta_4 \cdot IIQ$ .

The results, presented in Table 4, show support for Hypotheses 5 and 9 as intensity of social interaction and system quality emerged as significant predictors

of website satisfaction. However, intensity of social tie and information and interface quality are insignificant since p-value of regression coefficient is larger than 0.05. Hence, hypothesis 7 and 11 is rejected. Further, the significant change in R-square ( $R^2=0.183$ ) indicated that 18.3% of the variance in website satisfaction was explained by the intensity of social interaction and system quality.

Table 4 Regression Result of Website Satisfaction

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.394	.466		5.136	.000
	SQ	.198	.084	.275	2.349	.021
	IIQ	.038	.139	.033	.273	.786
	SI	.175	.064	.298	2.739	.008
	ST	-.042	.080	-.060	-.519	.605

### Explaining Sense of Belonging

In the third regression, website satisfaction, satisfaction with interaction and offline activities are the independent variables and sense of belonging is the dependent variable. The following multiple regression will be used to test Hypothesis 3, 4 and 13. Sense of belonging (SOB) =  $a + \beta_1 \cdot WS + \beta_2 \cdot SWI + \beta_3 \cdot OA$ .

The results, presented in Table 5, show support for Hypotheses 3 and 4 as Website satisfaction and satisfaction with interaction emerged as significant predictors of sense of belonging. However, offline activities are insignificant since p-value of regression coefficient is larger than 0.05. Hence, hypothesis 13 is rejected. Further, the significant change in R-square ( $R^2=0.16$ ) indicated that 16% of the variance in sense of belonging was explained by the website Satisfaction, satisfaction with Interaction.

Table 5 Regression Result of Sense of Belonging

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.933	.360		2.590	.010
	OA	.053	.047	.082	1.133	.259

WS	.193	.097	.155	2.002	.047
SWI	.368	.099	.284	3.731	.000

### Explaining Continuance Intention to Use

In the third regression, website satisfaction and sense of belonging are the independent variables and continuance intention to use is the dependent variable. The following multiple regression will be used to test Hypothesis 1 and 2. Continuance intention to use (CITU) =  $a + \beta_1 \cdot WS + \beta_2 \cdot SOB$ . The results, presented in Table 6, show support for Hypotheses 1 and 2 as website satisfaction and sense of belonging all emerged as significant predictors of continuance intention to use as their p-value of regression coefficient is smaller than 0.05. Further, the significant change in R-square ( $R^2=0.276$ ) indicated that 27.6% of the variance in continuance intention to use was explained by the website satisfaction and sense of belonging.

Table 6 Regression Result of Continuance Intention to Use

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.989	.324		3.050	.003
	WS	.284	.089	.217	3.205	.002
	SOS	.442	.071	.421	6.213	.000

### Summary of results

After testing the hypothesis, a summary presentation of results is shown as Figure 3. From the model, it indicates that sense of belonging ( $\beta=0.421$ ) was a strong determinant of continuance intention to use, followed by website satisfaction ( $\beta=0.217$ ). Moreover, satisfaction with interaction ( $\beta=0.284$ ) is the most significant determinant for sense of belonging, followed by website satisfaction ( $\beta=0.155$ ). In addition, social interaction ( $\beta=0.249$ ) is the most significant determinant for satisfaction with interaction, followed by system quality ( $\beta=0.239$ ). Finally, social interaction ( $\beta=0.298$ ) is the most significant determinant for website satisfaction, followed by system quality ( $\beta=0.275$ ). The test results for all hypotheses are

shown in Table 3 (See Appendix D).

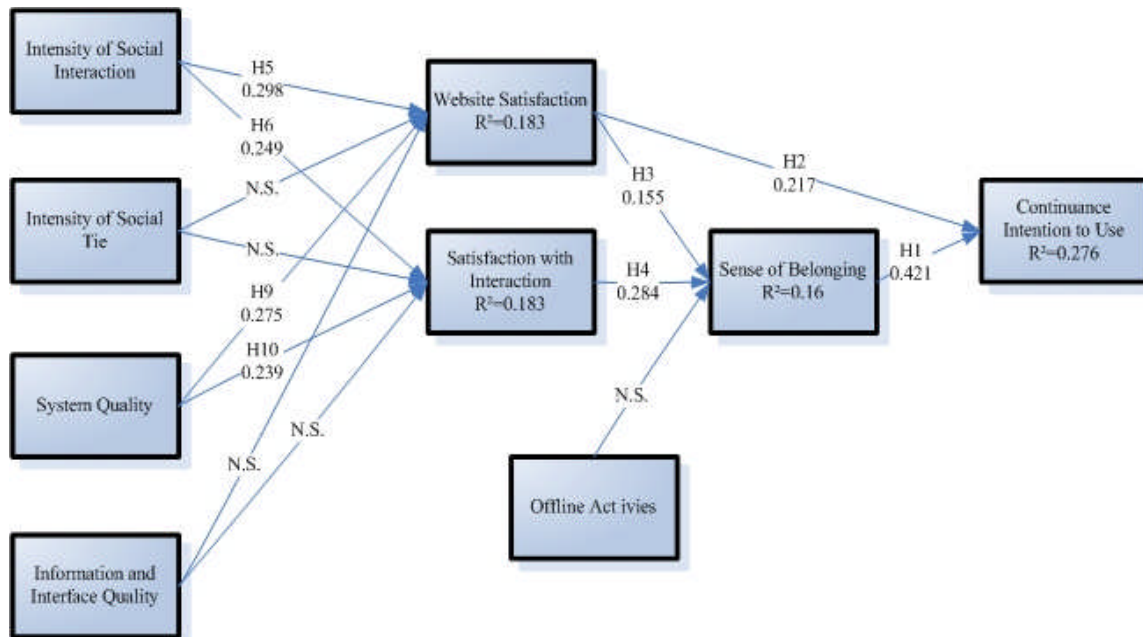


Figure 3 Model showing the results of the analysis

## 5. Discussion and Implication

According to the findings, intensity of social tie is found that it is insignificant factor affecting both satisfaction with interaction and the website. This result is different from the previous studies (Chen, 2007; Kavanaugh et al., 2005). This finding may be due to the existence of the weak tie or even potential tie. Weak tie is the linkage between different groups which they do not have a close relationship between them, and this concept was derived from Granovetter (1973). In this concept, a weak tie is more powerful than a strong tie in some cases. Since the network in groups with a strong tie is very similar, the information they receive will be indifferent as well. However, a weak tie can provide more different information than a strong tie, and also the weak tie can act as a bridge to reach a new group. A social networking site is a place which is composed of many weak ties. It provides a platform which leads the weak tie to interact since one of the main functions of the social networking site is to meet new friends. Therefore, the effect of intensity of social tie on the satisfaction with the interaction and site is decreased.

Intensity of Social Interaction was significant to satisfaction with interaction and website as previous studies (Chen, 2007; de Valck et al., 2007). Besides, the result is consistent with previous studies that social interaction is the most important determinant. Thus, the site vendor should put more effort on how to improve the quality and quantity of the interaction among the members in the site.

System Quality is significant to both satisfactions with the interaction and the site as previous studies (Koh et al., 2007; Lin, 2007; Yoo et al., 2002). It shows the site vendor should maintain and even improve the system quality of the site in order to facilitate the interaction, especially the system security as most of the respondents have the complaints on this aspect.

According to the prior studies (Leimeistet et al., 2006; Kyoung & Yong, 2007), information and interface quality is the important evaluation factor influencing satisfaction with the interaction and site, especially the website satisfaction. However, in the finding of this study, it is not significant. This finding is discovered due to the special characteristics of the social networking site. The previous studies were adapted in the general virtual community. Although social networking site is a kind of virtual communities, it contains some special characteristics and nature which are differed from other communities. The site is focus on interaction and communication among the members and put less concern about the quality of information and interface, especially the information. Information found in the site is always unreliable. What is more, the users' expectation of the quality was also low and so their satisfaction can achieve without good information and interface quality. As a result, information and interface quality is proved not significantly affected

From the finding and the result, it shows that the factor of offline activities is insignificant. The reason behind is related to overemphasize the effect of offline activities. It is interesting to notice that over 90 % of respondents agreed or



strongly agreed that the members they interacted were known under the offline environment, it shows that most of the users tend to use the social networking site to maintain existing offline relationship. But the respondents indicated that they rarely have direct contact with members in the offline environments. It implies that most of the users would like to use the site to keep contact with these people with weak ties. Due to this situation, the factor of offline activities was insignificant. It implies that offline interaction still have the effects on sustaining the online relationship, but is not as much as we expected.

Satisfaction with interaction was significant to sense of belonging as previous studies (Bowen & Chen, 2001; de Valck et al., 2007; Dholakia et al., 2004). Satisfaction with interaction was the dominant determinant to sense of belonging, which is consistent with the past studies (Bowen & Chen, 2001; de Valck et al., 2007; Dholakia et al., 2004). Thus, in order to build the feeling of belonging among the users, the vendor should provide more functions for facilitating the users to interact, so that the users can achieve the satisfaction with interaction. Vendor should not only focus on the interaction among the members only, but also the interaction between themselves and the members. It is better to develop a channel which is mainly for communication between the operation staff and the members, so that a ideal site can be delivered to the users.

Moreover, website satisfaction also has a significant effect to the continuance intention to use the site referring to the previous studies (de Valck et al., 2007; Kyung & Yong, 2007). Thus, the vendor should fulfill the standard of the member by frequently updating the functions of the site and work hard to keep a nice atmosphere in the site, so to attract the users to revisit. Besides, website satisfaction is also found to be important in influencing the sense of belonging which is consistent with the past studies. When the users revisit the site in a frequent manner, the feeling of belonging would also developed at the same time.

In the study, we find the sense of belonging is significant to continuance intention

to use which is consistent with the prior studies (Bowen & Chen, 2001; Kyung & Yong, 2007; Lin, 2007). It is the main determinant to the users' intention to continue using a site which have same finding comparing with the previous studies. So the vendor should concern more the commitment of the users, and encourage them to involve more in the site in order to create the sense of belonging.

## **6. Limitation**

There are several limitations of this study that should be considered. First of all, although the sample size is enough (N=175), the sample is not representative. Since the sample is not randomly selected, the respondents who were female, younger, and university students were overrepresented in our sample. A better sampling technique should be applied to obtain the representative sample. Second, other than the discussed factors, some factors affecting the continuance intention didn't mention and measure in this study, for example, an important factor which would influence the satisfaction, experience towards using the social networking site. As users who have more experience in using the site, their demand and perception would be higher and feeling of satisfaction would also be more difficult to achieve comparing with the beginners. it would be appropriate to extend this study by developing a more extensive model. Finally, for the further research of this area, the factor, Information and Interface quality, can be still used as the factor affecting the satisfaction of the site, but the measurement items of this factor should be redesigned to suit the nature of the social networking site, that mean it should measure the quality of the information and the interface of the site in term of the initiation of interaction with the others.

## **7. Conclusion**

The social networking site is now becoming popular, however existing studies are mostly based on the usage of the site and do not discuss about how can a site being a long winner. In this paper, we try to find out the success factor for a site to retaining the users .The results highlight the idea that sense of belonging has the

strongest relationship for users' intention to continue using the social networking site, following by website satisfaction. Satisfaction with interaction has the strongest relationship for sense of belonging, following by website satisfaction. And social interaction has the strongest relationship for both satisfaction with interaction and the site, following by system quality. The finding and result in this paper can provide the site vendor a clear insight for them to formulate their future operation strategies.

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# 9 Appendices

# **9.1 Appendix A**

## **Table 1 Measurement table**



**Table 1 Measurement Items**

<b>Factor</b>	<b>Items</b>	<b>Source</b>
Social Interaction Tie (SIT)	1. My maintaining close relationship with some members in the social networking site was (SIT1)(Strongly dissatisfy to Strongly satisfy)	Chen, 2007
	2. My sharing information will some members in the social networking site was (SIT2) (Strongly dissatisfy to Strongly satisfy)	Chen, 2007
	3. The frequency of my communication with some members in the social networking site was (SIT3)(Very little o Very Much)	Chen, 2007
	4. The time I spent in interacting with some members in the social networking site was (SIT4)(Very little to very much)	Chen, 2007
	5. The number of members in the site I knew on personal level was (SIT5)(Very Little to Very Much)	Chen, 2007
System Quality (SQ)	1. The social networking site concerns the privacy problem and handles data sensitively (SQ1)	Leimeistet et al., 2006
	2. Stability of the site is good (SQ2)	Leimeistet et al., 2006
	3. The site has fast reaction time to response request (SQ3)	Leimeistet et al., 2006
	4. System security is good (SQ4)	Kyung &Yong, 2007
	5. Capacity of the site is	Kyung &Yong,

	enough.(SQ5)	2007
Interface Quality (IQ)	1. The social networking site offers up-to-date content (IQ1)	Kyung &Yong, 2007
	2. The site offers high quality content (IQ2)	Leimeistet et al., 2006
	3. The site allows personalized page design (IQ3)	Leimeistet et al., 2006
	4. Good layout of interface is found. (IQ4)	Kyung &Yong, 2007
	5. The design of the interface is consistent.(IQ5)	Self-constructed
Satisfaction with Interaction (SWI)	1. How satisfied are you with the virtual friendships you have in the social networking site (SWI1)	de Valck et al., 2007
	2. How satisfied are you with the interaction between you and the members in the site (SWI2)	de Valck et al., 2007
	3. How satisfied are you with the reaction of the operational staff of the site if you contact them (SWI3)	de Valck et al., 2007
	4. How satisfied are you with the personal interaction between the operational staff and yourself (SWI4)	de Valck et al., 2007
	5. How satisfied are you with the rules that operational staff formulates (SWI5)	de Valck et al., 2007
	6. How satisfied are you with the boost that the operational staff provides members with to participate in the site (SWI6)	de Valck et al., 2007

Website Satisfaction (WS)	1.	How satisfied are you with the appearance of the site (WS1)	de Valck et al., 2007
	2.	How satisfied are you with the technical functioning of the site (WS2)	de Valck et al., 2007
	3.	How satisfied are you with the atmosphere on the site (WS3)	de Valck et al., 2007
	4.	Overall, in most ways the site is close to my ideal (WS4)	Ellison et al., 2007
Offline Activities (OA)	1.	The members of the social networking site I interact with have known each other before in the offline environment. (OA1)	Self-constructed Lin, 2007
	2.	The members of the site often contact each other by telephone. (OA2)	
	3.	The members of the site often meet each other in offline meeting. (OA3)	Lin, 2007
Sense of Belonging (SB)	1.	I would like to defend the social networking site if somebody has given a negative comment on the site. (SB1)	Self-constructed
	2.	I feel a strong sense of belonging to site. (SB2)	Lin, 2007
	3.	I enjoy being a member of the site.(SB3)	Lin, 2007
	4.	I am very committed to the site. (SB4)	Lin, 2007
	5.	I will recommend the site to my relatives or friends (SB5)	Self-constructed
Continuance Intention	1.	I will continue using the	Chen, 2007

to Use (CITU)

social networking site to  
share information.

(CITU1)

2. I will continue using the site to maintain relationship with others. Chen, 2007

(CITU2)

3. I would like to contribute to site if I have the ability to do so (CITU3) Wise, Hamman & Thorson, 2006

## **9.2 Appendix B**

### **Table 2 Demographic Statistic of Respondents**

**Table 2 Demographic Statistics of Respondents**

<b>Measures (Sample size=175)</b>	<b>Value</b>	<b>Frequency</b>	<b>Percentage</b>
Gender	Male	62	35.4
	Female	113	64.6
Age	Below 16 years old	2	1.1
	17-25 years old	159	90.9
	26-35 years old	13	7.4
	36-45 years old	1	0.6
	46 years old or above	0	0
Education Level	Uneducated	0	0
	Primary School	0	0
	Secondary School	11	6.3
	Diploma or High Diploma	21	12
	University or above	143	81.7
Occupation	Student	131	74.9
	Housewife	0	0
	Unemployed	5	2.8
	Employed	38	21.7
	Retired	1	0.6
Average using Social Networking site hours per time	Less than 1 hour	98	56.6
	1-2 hours	58	33.1
	3-4 hours	11	6.3
	5-6 hours	1	0.6
	7 hours or above	3	1.7
	Missing	3	1.7
Experience in using Social Networking Site	0-2 years	45	25.8
	3-5 years	105	60
	6-9 years	13	7.5
	10 years or above	5	2.9
	Missing	7	3.8

## **9.3 Appendix C**

### **Questionnaire Sample**

#### **(Chinese Version and English Version)**

## 有關持續使用社交網站意向調查

本人是香港浸會大學資訊系統管理系三年級的學生，現正進行一項有關持續使用社交網站，如 Xanga，Facebook 等的意向調查希望閣下能抽出數分鐘的時間，完成這份問卷。是次調查所得的資料只會作學術之用，在此先感謝閣下的協助。

### 第一部份 過濾問卷

1. 你以前曾否擁有社交網站戶口？  
 有（請繼續問題2）  否（問卷完）
  
2. 你以前曾否使用社交網站？  
 有（請繼續問題3）  否（問卷完）
  
3. 你使用了社交網站多少年？ \_\_\_\_\_年
  
4. 根據過往三個月的經驗為例，你平均一星期會使用社交網站多少次？  
 0次  5-6次  
 1-2次  7次  
 3-4次
  
5. 你每次平均使用社交網站多久？  
 少於1小時  5-6小時  
 1-2小時  7小時或以上  
 3-4小時
  
6. 根據過往三個月的經驗為例，你常使用的社交網站有：（可複選）  
（請依次序排列，1 為最經常使用,如此類推）  
 Classmates.com  MySpace  
 Facebook  Xanga  
 Friendster  YouTube  
 其他：\_\_\_\_\_（請註明）

請根據第6題之答案，以使用最經常使用之社交網站（即答案為1的網站）的經驗回答以下部份問卷問題

### 第二部份 社群相互作用關係

- |                            | 非常不滿意 |   | 中立 | 非常滿意 |   |
|----------------------------|-------|---|----|------|---|
| 7. 我對與該社交網站的某些用戶在維持緊密的關係上是 | 1     | 2 | 3  | 4    | 5 |
| 8. 我對與該社交網站的某些用戶在分享資訊上是    | 1     | 2 | 3  | 4    | 5 |



	非常少		一般	非常多	
9. 我與該社交網站的某些用戶在交流溝通上的次數是	1	2	3	4	5
10. 我與該社交網站的某些用戶在彼此互動交往上所花費的時間是	1	2	3	4	5
11. 在該社交網站，我所認識得較為深入，而接近私人層面的用戶數目是	1	2	3	4	5

### 第三部份 系統質素

	非常不同意		中立	非常同意	
12. 該社交網站關注私隱問題，會審慎處理資料及數據	1	2	3	4	5
13. 該社交網站的穩定性良好	1	2	3	4	5
14. 該社交網站能快速地對要求作出相對的回應	1	2	3	4	5
15. 該社交網站的系統有良好安全性	1	2	3	4	5
16. 該社交網站的系統容量充足	1	2	3	4	5

### 第四部份 介面質素

	非常不同意		中立	非常同意	
17. 該社交網站的內容包含最新資訊	1	2	3	4	5
18. 該社交網站的內容有良好質素	1	2	3	4	5
19. 該社交網站容許用戶在其介面設計上有個人化設定	1	2	3	4	5
20. 該社交網站的介面有良好的版面設計	1	2	3	4	5
21. 該社交網站的介面設計一致	1	2	3	4	5

### 第五部份 來自互動的滿足感

	非常不滿意		中立	非常滿意	
22. 你有多滿意你在該社交網站所有的虛擬友誼	1	2	3	4	5
23. 你有多滿意你和該社交網站的用戶之間的互動	1	2	3	4	5
24. 你有多滿意該社交網站的管理人員在你聯絡他們時所給予的回應	1	2	3	4	5
25. 你有多滿意你和該社交網站的管理人員之間的互動	1	2	3	4	5

26. 你有多滿意該社交網站的管理人員所訂立的規則	1	2	3	4	5
27. 你有多滿意該社交網站的管理人員在使用網站上所提供給用戶的支援	1	2	3	4	5

#### 第六部份 來自網站的滿足感

	非常不滿意		中立		非常滿意
28. 你有多滿意該社交網站的外貌	1	2	3	4	5
29. 你有多滿意該社交網站的專門功能	1	2	3	4	5
30. 你有多滿意該社交網站的氣氛	1	2	3	4	5
	非常不同意		中立		非常同意
31. 整體上，該社交網站在多方面都與我理想的網站接近	1	2	3	4	5

#### 第七部份 非網上活動

	非常不同意		中立		非常同意
32. 我與和我在該社交網站有互動的用戶早已於非網上環境下認識	1	2	3	4	5
33. 我和該社交網站的用戶不時有以電話方式聯絡	1	2	3	4	5
34. 我和該社交網站的用戶不時在非網上的環境下出來會面	1	2	3	4	5

#### 第八部份 歸屬感

	非常不同意		中立		非常同意
35. 若有他人對於該社交網站作出負面的評價時，我會為其辯護	1	2	3	4	5
36. 我對於該社交網站有強烈的歸屬感	1	2	3	4	5
37. 我享受作為該社交網站的用戶	1	2	3	4	5
38. 我對於該社交網站很忠誠	1	2	3	4	5
39. 我會向我的親戚或朋友推薦該社交網站	1	2	3	4	5

#### 第九部份 持續使用之意向

	非常不同意		中立		非常同意
40. 將來我會持續使用該社交網站去分享	1	2	3	4	5

資訊

- |                                |   |   |   |   |   |
|--------------------------------|---|---|---|---|---|
| 41. 將來我會持續使用該社交網站去維持與其他友人友誼    | 1 | 2 | 3 | 4 | 5 |
| 42. 若我的能力範圍許可，我會願意為該社交網站作出一些貢獻 | 1 | 2 | 3 | 4 | 5 |

#### 第十部份 個人資料

43. 性別

- 男  女

44. 年齡

- 16歲或以下  36-45歲  
 17-25歲  46歲或以上  
 26-35歲

45. 教育程度

- 未接受教育  文憑/ 高級文憑  
 小學  大學或以上  
 中學

46. 職業

- 學生  在職人仕  
 主婦  退休人仕  
 待業

\*\*\*問卷完，謝謝你的參與!\*\*\*

## Questionnaire on Factors affecting Individuals' Intention to Continue Participating in a Social Networking Site

I am a year 3 student studying Information Systems Management in HKBU. I am now conducting a survey concerning your opinion towards continuance intention in participating a social networking site e.g. Xanga, Facebook. Please kindly spare a few minute to answer the following questions. The information you provide will be used for academic purpose only. Thank you for your cooperation.

### **Part I: Screening**

1. Have you even owned an account of social networking site?  
 Yes (Continue to answer Q2)    No (End of questionnaire)
  
2. Have you ever participated in the social networking site?  
 Yes (Continue to answer Q3)    No (End of questionnaire)
  
3. How many years did you use the social networking site? \_\_\_\_\_ Year(s)
  
4. In the past 3 months, how frequent did you use the social networking site per week?  
 0 time       5-6 times  
 1-2 times    7 times  
 3-4 times
  
5. How long did you stay in a social networking site each time?  
 less than 1 hour    5-6 hours  
 1-2 hours             7 hours or more  
 3-4 hours
  
6. In the past 3 months, which social networking sites did you use most often? (You can choose more than 1 answer.)  
(Please number the sequence, 1 is the most frequent used site and so on.)  
 Classmates.com                       MySpace  
 Facebook                                 Xanga  
 Friendster                                 YouTube  
 Others : \_\_\_\_\_(Please specify)

In the following parts, please answer the questions based on the experience you had in the most frequent used site (that means the site that you have put "1" in the box in question 6).

### **Part II: Social Interaction Tie**

- |   |                        |   |         |   |                     |
|---|------------------------|---|---------|---|---------------------|
|   | Strongly<br>dissatisfy |   | Neutral |   | Strongly<br>Satisfy |
| 7. My maintaining close relationship with | 1                      | 2 | 3       | 4 | 5                   |

	some members in the social networking site was					
8.	My sharing information will some members in the social networking site was	1	2	3	4	5
		Very Little		Fair		Very Much
9.	The frequency of my communication with some members in the social networking site was	1	2	3	4	5
10.	The time I spent in interacting with some members in the social networking site was	1	2	3	4	5
11.	The number of members in the site I knew on personal level was	1	2	3	4	5

### Part III: System Quality

		Strongly disagree		Neutral		Strongly agree
12.	The social networking site concerns the privacy problem and handles data sensitively.	1	2	3	4	5
13.	Stability of the site is good.	1	2	3	4	5
14.	The site has fast reaction time to response request.	1	2	3	4	5
15.	System security is good.	1	2	3	4	5
16.	Capacity of the site is enough.	1	2	3	4	5

### Part IV: Information and Interface Quality

		Strongly disagree		Neutral		Strongly agree
17.	The social networking site offers up-to-date content	1	2	3	4	5
18.	The site offers high quality content.	1	2	3	4	5
19.	The site allows personalized page design.	1	2	3	4	5
20.	Good layout of interface is found.	1	2	3	4	5
21.	The design of interface is consistent.	1	2	3	4	5

### Part V: Satisfaction with Interaction

		Strongly dissatisfy		Neutral		Strongly satisfy
22.	How satisfied are you with the virtual	1	2	3	4	5

	friendships you have in the social networking site?					
23.	How satisfied are you with the interaction between you and the members in the site?	1	2	3	4	5
24.	How satisfied are you with the reaction of the operational staff of the site if you contact them?	1	2	3	4	5
25.	How satisfied are you with the personal interaction between the operational staff and yourself?	1	2	3	4	5
26.	How satisfied are you with the rules that operational staff formulates?	1	2	3	4	5
27.	How satisfied are you with the boost that the operational staff provides members with to participate in the site?	1	2	3	4	5

#### Part VI: Website Satisfaction

		Strongly dissatisfy		Neutral		Strongly satisfy
28.	How satisfied are you with the appearance of the site?	1	2	3	4	5
29.	How satisfied are you with the technical functioning of the site?	1	2	3	4	5
30.	How satisfied are you with the atmosphere on the site?	1	2	3	4	5
		Strongly disagree		Neutral		Strongly agree
31.	Overall, in most ways the site is close to my ideal.	1	2	3	4	5

#### Part VII: Offline Activities

		Strongly disagree		Neutral		Strongly agree
32.	The members of the social networking site I interact with have known each other before in the offline environment.	1	2	3	4	5
33.	The members of the site often contact each other by telephone.	1	2	3	4	5
34.	The members of the site often meet each other in offline meeting.	1	2	3	4	5

#### Part VIII: Sense of Belonging

	Strongly disagree	2	Neutral	4	Strongly Agree
35. I would like to defend the social networking site if somebody has given a negative comment on the site.	1	2	3	4	5
36. I feel a strong sense of belonging to the site.	1	2	3	4	5
37. I enjoy being a member of the site.	1	2	3	4	5
38. I am very committed to the site.	1	2	3	4	5
39. I will recommend the site to my relatives or friends.	1	2	3	4	5

### Part IX: Continuance Intention to Use

	Strongly disagree	2	Neutral	4	Strongly agree
40. I will continue using the social networking site to share information.	1	2	3	4	5
41. I will continue using the site to maintain relationship with others.	1	2	3	4	5
42. I would like to contribute to site if I have the ability to do so.	1	2	3	4	5

### Part X: Personal Information

43. Gender

- Male  Female

44. Age

- 16 years old or below  26-35 years old  46 years old or above  
 17-25 years old  36-45 years old

45. Education Level

- Primary School  Diploma/ High Diploma  
 Secondary School  University or above

46. Occupation

- Student  Employed  Unemployed  
 Homemaker  Retired

\*\*\*End of question, Thank you\*\*\*

## **9.4 Appendix D**

### **Table 3 Summary result of hypotheses**



**Table 3 Summary result of hypotheses**

<b>Hypotheses</b>	<b>Result</b>
H1: Sense of belonging positively affects behavior intention to continue to use the social networking site	Accepted
H2: Website Satisfaction directly affects behavior intention to continue to use the social networking site	Accepted
H3: Website Satisfaction positively affects the sense of belonging	Accepted
H4: Satisfaction with Interaction positively affects the sense of belonging	Accepted
H5: Intensity of Social Interaction affects satisfaction with interaction of a social networking site.	Accepted
H6: Intensity of Social Interaction affects website satisfaction of a social networking site.	Accepted
H7: Intensity of Social Tie affects satisfaction with interaction of a social networking site.	Rejected
H8: Intensity of Social Tie affects website satisfaction of a social networking site.	Rejected
H9: System quality affects satisfaction with interaction of a social networking site.	Accepted
H10: System quality affects website satisfaction of a social networking site.	Accepted
H11: Information and Interface quality affects satisfaction with interaction of a social networking site.	Rejected
H12: Information and Interface quality affects website satisfaction of a social networking site.	Rejected
H13: Offline activities affect sense of belonging to a social networking site.	Rejected

# **9.5 Appendix E**

## **Regression Analysis Result**

## Regressions Analysis Result of Satisfaction with Interaction

**Variables Entered/Removed(b)**

Model	Variables Entered	Variables Removed	Method
1	IIQ, SI, ST, SQ(a)	.	Enter

a All requested variables entered.

b Dependent Variable: SWI

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.428(a)	.183	.140	.434637029

a Predictors: (Constant), IIQ, SI, ST, SQ

**ANOVA(b)**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.255	4	.814	4.308	.003(a)
	Residual	14.546	77	.189		
	Total	17.801	81			

a Predictors: (Constant), IIQ, SI, ST, SQ

b Dependent Variable: SWI

**Coefficients(a)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.782	.496		3.594	.001
	ST	.108	.085	.146	1.263	.210
	SI	.155	.068	.249	2.283	.025
	SQ	.183	.090	.239	2.045	.044
	IIQ	-.051	.148	-.042	-.345	.731

a Dependent Variable: SWI

## Regressions Analysis Result of Website Satisfaction

**Variables Entered/Removed(b)**

Model	Variables Entered	Variables Removed	Method
1	ST, SQ, SI, IIQ(a)	.	Enter

a All requested variables entered.

b Dependent Variable: WS

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.427(a)	.183	.140	.40850

a Predictors: (Constant), ST, SQ, SI, IIQ

**ANOVA(b)**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.870	4	.718	4.300	.003(a)
	Residual	12.849	77	.167		
	Total	15.720	81			

a Predictors: (Constant), ST, SQ, SI, IIQ

b Dependent Variable: WS

**Coefficients(a)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.394	.466		5.136	.000
	SQ	.198	.084	.275	2.349	.021
	IIQ	.038	.139	.033	.273	.786
	SI	.175	.064	.298	2.739	.008
	ST	-.042	.080	-.060	-519	.605

a Dependent Variable: WS

## Regressions Analysis Result of Sense of Belonging

### Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	SWI, OA, WS(a)	.	Enter

a All requested variables entered.

b Dependent Variable: SOB

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.400(a)	.160	.145	.6014

a Predictors: (Constant), SWI, OA, WS

### ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.781	3	3.927	10.858	.000(a)
	Residual	61.847	171	.362		
	Total	73.628	174			

a Predictors: (Constant), SWI, OA, WS

b Dependent Variable: SOB

### Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.933	.360		2.590	.010
	OA	.053	.047	.082	1.133	.259
	WS	.193	.097	.155	2.002	.047
	SWI	.368	.099	.284	3.731	.000

a Dependent Variable: SOB

## Regressions Analysis Result of Continuance Intention to Use

### Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	SOS, WS(a)	.	Enter

a All requested variables entered.

b Dependent Variable: CITU

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.525(a)	.276	.268	.585463755

a Predictors: (Constant), SOS, WS

### ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.473	2	11.236	32.781	.000(a)
	Residual	58.956	172	.343		
	Total	81.429	174			

a Predictors: (Constant), SOS, WS

b Dependent Variable: CITU

### Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.989	.324		3.050	.003
	WS	.284	.089	.217	3.205	.002
	SOS	.442	.071	.421	6.213	.000

a Dependent Variable: CITU

# **9.6 Appendix F**

## **Reliability Analysis Results**

## Reliability of Intensity of Social Tie

### Case Processing Summary

		N	%
Cases	Valid	175	100.0
	Excluded( a)	0	.0
	Total	175	100.0

a Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.721	2

## Reliability of Intensity of Social Interaction

### Case Processing Summary

		N	%
Cases	Valid	175	100.0
	Excluded( a)	0	.0
	Total	175	100.0

a Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.784	3

## Reliability of System Quality



### Case Processing Summary

		N	%
Cases	Valid	175	100.0
	Excluded( a)	0	.0
	Total	175	100.0

a Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.810	5

## Reliability of Information and Interface Quality

### Case Processing Summary

		N	%
Cases	Valid	175	100.0
	Excluded( a)	0	.0
	Total	175	100.0

a Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.704	3

## Reliability of Satisfaction with Interaction

## Reliability of Website Satisfaction

### Case Processing Summary

		N	%
Cases	Valid	175	100.0
	Excluded( a)	0	.0
	Total	175	100.0

a Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.790	4

## Reliability of Offline Activities

### Case Processing Summary

		N	%
Cases	Valid	175	100.0
	Excluded( a)	0	.0
	Total	175	100.0

a Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.844	3

## Reliability of Sense of Belonging

### Case Processing Summary

		N	%
Cases	Valid	175	100.0
	Excluded( a)	0	.0
	Total	175	100.0

a Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.839	5

## Reliability of Continuance Intention to Use

### Case Processing Summary

		N	%
Cases	Valid	175	100.0
	Excluded( a)	0	.0
	Total	175	100.0

a Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.781	2

# **The End of Honours Project**