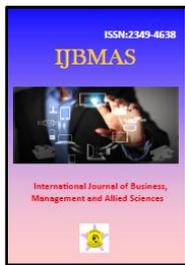

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**THEORY OF INTENDED BEHAVIOUR TOWARDS SOCIAL
NETWORKING SERVICES - A STUDY**

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ABSTRACT

With the world in the midst of a social media revolution, it is more than obvious that social Networking Services like Face book, twitter, orkut, twitter etc., are used extensively for the purpose of communication. Social media have the potential to fundamentally change the character of our social lives, both on an interpersonal and a community level. Apart from communication, Social Networking Services are used for Entertainment purpose also. Consumer has interpreted Social Networking services in a different way than what we actually perceived. This study is aimed at analyzing this Social Networking Services with reference to the Theory of Planned Behaviour (TPB) model. Structural Equation Model (SEM) is used as the main statistical procedure for data analysis. The results of the study confirmed that the TPB model is viable in predicting use of Social Networking Services. The findings have revealed that attitude towards Social Networking Services has the highest direct effect on Consumer Intention and Consumer Behaviour towards Social Networking Services. Perceived Behaviour Control has moderate effect on Consumer Intention and Behaviour towards Social Networking Services and Subjective norm has very less effect on Consumer Intention and Consumer Behaviour towards Social Networking Services.

Key words: Social Networking Services, Theory of Planned Behaviour, Structural Equation Model, Attitude, Subjective norm, Perceived Behaviour Control, Intention, Behaviour

Introduction

Social network sites (SNSs) have the potential to fundamentally change the character of our social lives, both on an interpersonal and a community level. Changes in interaction patterns and social connections are already evident among young people, who are the heaviest users of these sites. As adoption spreads to a wider audience, we expect such changes to be amplified across all segments of society. At an interpersonal level, the identity information included in public profiles serves to lower the barriers to social interaction and thus enable connections between individuals that might not otherwise take place. On a community level, the organizing features of these sites lower the transaction costs for finding and connecting with others who may share one interest or concern but

differ on other dimensions. Both of these processes have the potential to have positive effects on society at large because they encourage disparate individuals to connect, communicate, and take action. It is important to consider the social changes that might accompany mainstream use of these sites. Like all “new” communication technologies, social network sites replicate features found in earlier communication tools. A site profile resembles a personal webpage, and the sites often incorporate established communication features like messaging and photo sharing. In addition to allowing users to engage in online self-presentation, social network sites allow users to explicitly articulate connections and to view their own social network and the networks of others. What truly distinguishes SNSs from earlier technologies is the articulated social network, which is at the heart of these systems. Social network sites allow us to digitally represent our connections with other users – meaning that we can use these sites to model our network of social relationships by requesting and accepting “friends” or “contacts.” So, we need to study the intention and behavior towards Social Networking Services with Theory of Planned Behaviour.

Literature Review and Conceptual Framework

The Theory of Reasoned Action (TRA) provides a framework to study attitudes toward behaviors. According to the theory, the most important determinant of a person’s behavior is behavior intent. The individual’s intention to perform a behavior is a combination of attitude toward performing the behavior and subjective norm. The individual’s attitude toward the behavior includes; Behavioral belief, evaluations of behavioral outcome, subjective norm, normative beliefs, and the motivation to comply.

If a person perceives that the outcome from performing a behavior is positive, she/he will have a positive attitude toward performing that behavior. The opposite can also be stated if the behavior is thought to be negative. If relevant others see performing the behavior as positive and the individual is motivated to meet the expectations of relevant others, then a positive subjective norm is expected. If relevant others see the behavior as negative and the individual wants to meet the expectations of these “others”, then the experience is likely to be a negative subjective norm for the individual. Attitudes and subjective norm are measured on scales (as an example the Likert Scale) using phrases or terms such as like/unlike, good/bad, and agree/disagree. The intent to perform a behavior depends upon the product of the measures of attitude and subjective norm. A positive product indicates behavioral intent (Glanz, & Lewis, & Rimer, Eds, 1997).

TRA works most successfully when applied to behaviors that are under a person’s volitional control. If behaviors are not fully under volitional control, even though a person may be highly motivated by her own attitudes and subjective norm, she may not actually perform the behavior due to intervening environmental conditions. The Theory of Planned Behavior (TPB) was developed to predict behaviors in which individuals have incomplete volitional control.

The major difference between TRA and TPB is the addition of a third determinant of behavioral intention, perceived behavioral control. Perceived Behavioral control is determined by two factors; Control Beliefs and Perceived Power. Perceived behavioral control indicates that a person’s motivation is influenced by how difficult the behaviors are perceived to be, as well as the perception of how successfully the individual can, or cannot, perform the activity. If a person holds strong control beliefs about the existence of factors that will facilitate a behavior, then the individual will have high perceived control over a behavior.

Conversely, the person will have a low perception of control if she holds strong control beliefs that impede the behavior. This perception can reflect past experiences, anticipation of upcoming circumstances, and the attitudes of the influential norms that surround the individual (Mackenzie & Jurs, 1993). Summarized the TPB posits that behavioral intention is a function of an individual’s beliefs in three areas: 1. Behavioral beliefs (Attitude towards Behaviour) – meaning their beliefs about the probable outcome of the behavior;

Normative beliefs (Subjective Norms) – meaning their beliefs about the normative expectations of significant others and 3. Control beliefs (Perceived Behavioral control) – Meaning the beliefs regarding absence or presence of factors that might facilitate or impede the performance of the behavior (Ajzen 1991).

The following hypothesis are formulated to study the consumer intention and behavior towards Social Networking Services

Hypothesis1 (H1): There is a positive and direct relationship between Attitude towards Social Networking Services and Consumers Intention towards Social Networking Services.

Hypothesis (H2): There is a positive and direct relationship between Subjective Norm and Consumers Intention towards Social Networking Services.

Hypothesis (H3): There is a positive and direct relationship between Perceived Behaviour Control and Consumers Intention towards Social Networking Services.

Hypothesis (H4): There is a positive and direct relationship between Attitude towards Social Networking Services and Consumer Behaviour towards Social Networking Services.

Hypothesis (H5): There is a positive and direct relationship between Subjective Norm and Consumer Behaviour towards Social Networking Services.

Hypothesis (H6): There is a positive and direct relationship between Perceived Behaviour Control and Consumer Behaviour towards Social Networking Services.

Hypothesis (H7): There is a positive and direct relationship between Consumers Intention towards Social Networking Services and Consumer Behaviour towards Social Networking Services.

Research Methodology

Structural equation modeling is used as the main statistical technique and data was collected through questionnaire survey. The questions in the survey are self created. 5 point likert scale was used (1 strongly disagree, 2 disagree, 3 nether agree or disagree, 4 agree and 5 strongly agree) to measure affects of consumer Attitude, Subjective Norm and Perceived Behaviour Control on Intention and Consumer Behaviour towards Social Networking Services. The research questions consisted of 12 questions. The first 2 questions are related to demographic variables age and gender. The remaining 10 questions are related to investigate mobile user's attitude, subjective norm, perceived behavioral control, Intention and Behaviour towards Social Networking Services. The questionnaire was pretested on 25 respondents to test its consistence and reliability of questions to its research objective.

Sampling

A total of 300 questionnaire forms were distributed to students, staff and students relatives at Auroras' PG college Moosarambagh Hyderabad. All the respondents are Social media users for at least one year and selected based on convenience sampling method. Respondents are clearly explained about the objective and purpose of the research article before distribution of the article. A total of 281 questionnaires were analyzed for the research as other 19 questionnaires were incomplete.

Table1: Respondents' Profile

Variable		Frequency	%	Variable		Frequency	%
Gender	Male	186	66.2	Age	≤ 20 years	37	13.2
	Female	95	43.8		20-40 years	193	68.7
					≥ 20 years	51	18.1

Majority respondents are males (66.2%) and age between 20 to 40 years (68.7%).

Data Analysis

The data analysis was conducted in a three-stage process. First, reliability tests were performed. Upon satisfactory results, confirmatory factor analysis (CFA) with SPSS Statistics 17.0 was used to analysis the convergent, concurrent and discriminate validity of the model. Once the model was validated, SPSS Amos 18.0 was used to test the overall fit of the structural model and to estimate

the relationships between the independent variables and the dependent variable so as to accept or reject the hypothesis.

Reliability Tests

The reliability of 10 items in the questionnaire is tested with Cronbachs' alpha (Cronbach, 1951). Cronbach alpha reliability coefficient is 0.731 which is exceeding the suggested level of 0.70. It suggests that the questionnaire is having reliability and can be used for further analysis.

Confirmatory Factor Analysis

The Kaiser-Meyer-Oklin (KMO) and Bartlett's Test is used to test suitability of data for factor analysis. KMO value was 0.71 exceeding the recommended value of 0.60 while Bartlett's Test of sphericity reached statistical significance (Chi-square 347.609, df 45 and Sig 0.00) which signifies the data is good for conducting factor analysis.

The 10 items were subjected to principal component analysis (PCA) with varimax rotation to test the suitability of data for factor analysis. The PCA revealed the presence of 5 components with Eigen values the exceeding 1, explaining 16.467, 15.791, 14.781, 13.399 and 11.241 total percentage of variance is 71.679. These components correspond to five constructs in the TPB structural model - Attitude towards Social Networking Services, Subjective Norm, Perceived Behavioral Control, and Intention towards Social Networking Services and Consumer Behaviour towards Social Networking Services. All factors loading of each item are above 0.50. The results of the principal component analysis can be viewed in table 2.

Table 2: Descriptive statistics for the questions in the survey and Factors Analysis

Item No	Component	Mean	S.D	Factor Loads	Eigen Value	% variance
Attitude towards Social Networking Services						
A1	I like to have fun with Social Networking Services	3.50	1.083	0.675	1.647	16.467
A2	We must not use Social Networking Services only for entertainment purpose.	2.53	1.230	0.738		
Subjective Normative						
S1	Many people are of the opinion, not to post their personal photos or videos Social Networking Services	4.13	1.042	0.841	1.579	15.791
S2	My friend suggested me to avoid using Social Networking Services.	3.98	0.962	0.840		
Perceived behavioral control						
P1	I can't stop using Social Networking Services I am very much attached to it.	2.51	1.245	0.791	1.478	14.781
P2	I can't stop posting messages to friends through Social Networking Services	3.21	1.395	0.825		
Intention towards Social Networking Services						
I1	I believe with so many features of Social Networking Services like games, music, videos, it can rule the world of entertainment.	3.95	1.053	0.774	1.340	13.399
I2	It is very easy to use Social Networking Services	4.26	0.634	0.813		
Consumer Behaviour towards Social Networking Services						
B1	I generally use Social Networking Services	3.04	1.295	0.816	1.124	11.241

	for uploading or downloading videos or Photos				
B2	Recently, I have posted my status updated in my Social Networking Services portal	3.33	1.430	0.794	
	Total % of variance		71.679		

Structure Equation Model

IBM SPSS Amos 20 software is used to perform confirmatory factor analysis using Structural Equation Model (SEM). Total number of variables in the model is 27, number of observed variables 10, number of unobserved variables 17. The data has no missing values. The model is over-identified, a preferable situation for SEM. According to the univariate and multivariate normality tests the data is not normally distributed. After the data was normalized, the Maximum likelihood (ML) estimation method is used. ML attempts to maximize the likelihood that obtained values of the criterion variable will be correctly predicted.

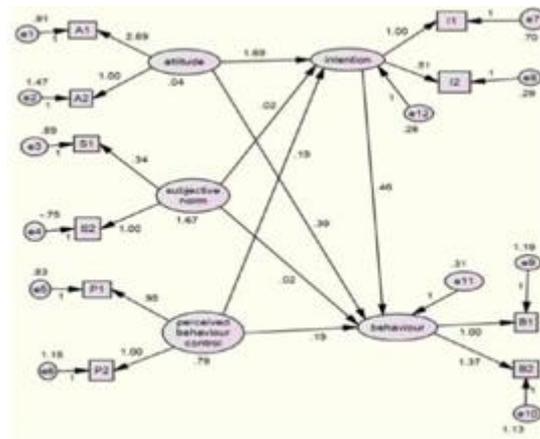


Figure 2: Amos Structure Equation Model

Model Goodness of Fit

For the given structure equation model Chi-square = 68.459, degree of freedom = 29 and probability level = 0.000 which is less than .05, the departure of the data from the model is significant at the .05 level. Goodness of Fit Index (GFI) is 0.956 and Adjusted Goodness of Fit Index (AGFI) is 0.917 Normed Fit Index (NFI) is .904 and Comparative Fit Index (CFI) is 0.912 as this entire index are greater than 0.9 the model is fit (Garson 2006) and accepted. Root Mean Square Error of Approximation (RMSEA) is 0.042 which is less than 0.05 indicating a good model of fit. All relationships within the model reported significant p-values (p=0.000). The regression weights are shown in table 3.

			Estimate
intention	<---	Attitude	1.693
intention	<---	subjective_norm	.015
intention	<---	perceived_beha	.194
behaviour	<---	viour_control	.394
behaviour	<---	subjective_norm	.020
behaviour	<---	perceived_beha	.186
behaviour	<---	viour_control	.186
behaviour	<---	intention	.463

Hypothesis H1: Attitude towards Social Networking Services has a positive and strong relationship with consumer Intention towards Social Networking Services was 1.693, with a significance level of 0.000, H1 was therefore accepted.

Hypothesis H2: Subjective norm has a positive and weak relationship with Consumer Intention towards Social Networking Services was 0.015, with a significance level of 0.000, H2 was therefore accepted.

Hypothesis H3: Perceived Behaviour Control has a positive and moderate relationship with Consumer Intention towards Social Networking Services was 0.194, with a significance level of 0.000, H3 was accepted.

Hypothesis H4: Attitude towards Social Networking Services has a positive and strong relationship with Consumer Behaviour towards Social Networking Services was 0.394, with a significance level of 0.000, H4 was accepted.

Hypothesis H5: Subjective norm has a positive and weak relationship with Consumer Behaviour towards Social Networking Services was 0.02, with a significance level of 0.000, H5 was accepted.

Hypothesis H6: Perceived Behaviour Control has a positive and weak relationship with Consumer Behaviour towards Social Networking Services was 0.186, with a significance level of 0.000, H6 hypothesis was accepted.

Hypothesis H7: Intention towards Social Networking Services has a positive and strong relationship with Consumer Behaviour towards Social Networking Services was 0.463, with a significance level of 0.000, H7 hypothesis was accepted.

Discussion

The attitude towards Social Networking Services has a positive and very strong effect on Intention towards Social Networking Services and strong effect on Behaviour towards Social Networking Services. Indians are spending most of their time with Social Networking Services and they find it is as a important part of communicate in daily life, apart from communication they have perceived many other benefit like hearing music, playing games, SMS chatting, posting videos or pictures etc which made this attitude strong for good intention to use mobile phone for entertainment and behavior to adopt it.

Subjective Norm is having positive but very less effect on intention and behavior towards Social Networking Services because they never felt that using social media is wrong, as it is very convenient to use and does not disturbing any one.

Perceived Behaviour Control has positive but moderate effect on Intention and Behaviour towards Social Networking Services, because as many people are using it very frequently for communication and entertainment purpose and they did not find any reason to control their behavior to use Social Networking Services. So, perceived behavior control has less effect on both Intention and Behaviour towards Social Networking Services.

Conclusion

This study used the TPB model to predict mobile phone user acceptance of Social Networking Services. Despite of huge growth of Social Networking Services in India, little research has investigated the factors influencing the use of these services and the findings of this study contribute to a better understanding of the antecedents of Social Networking Services. In particular, the finding can help practitioners understand and focus on the factors that contribute most strongly towards the use of Social Networking Services. The results showed a greater influence of attitude on intention and behavior towards Social Networking Services. The result of this study suggests that practitioners and academics should focus their efforts on this particular factor.

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