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## Article

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Digital Business

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International Telecommunications Society (ITS)

*Suggested Citation:* Mohammadi, Mohammad Mehrabioun (2024) : A multi-theoretical view on social media continuance intention: Combining theory of planned behavior, expectation-confirmation model and consumption values, Digital Business, ISSN 2666-9544, Elsevier, Amsterdam, Vol. 4, Iss. 1, pp. 1-21,  
<https://doi.org/10.1016/j.digbus.2023.100070>

This Version is available at:

<https://hdl.handle.net/10419/337947>

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# A multi-theoretical view on social media continuance intention: Combining theory of planned behavior, expectation-confirmation model and consumption values

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## ARTICLE INFO

### Keywords:

Social media  
Continuance intention  
Theory of planned behavior  
Theory of consumption values  
Expectation-confirmation theory

## ABSTRACT

This research introduces an innovative multi-theoretical model that combines Expectation-Confirmation Theory, Theory of Consumption Values, and Theory of Planned Behavior.

The model sheds light on the intricate determinants influencing users' intentions to continue engaging with social media platforms as a post-adoptive behavior. Drawing upon data collected from 425 valid survey responses, this study affirms the effectiveness of this combined model in predicting users' intentions to persist in using social media and emphasizes the central importance of the Theory of Planned Behavior constructs. The theory of Planned Behavior emerges as the primary driver shaping users' intention for continued social media use, surpassing the significance of the Theory of Consumption Values and Expectation-Confirmation Theory constructs. Furthermore, this study enriches our comprehension of the profound importance of all types of consumption values in the social media context, unveiling a hierarchy of these values and their varying impact on users' intentions to maintain their social media engagement. By embracing users' perspectives across a diverse array of social media platforms, this research enhances the generalizability and applicability of its findings, ensuring their relevance in diverse social media contexts. Additionally, the study delves into the moderating role of social media experience, unveiling intriguing dynamics in user behavior and elucidating the distinctions between experienced and less experienced users in their social media usage patterns. The paper explores the theoretical, methodological, practical, and social implications of these findings.

## 1. Introduction

Social media refers to various digital platforms, applications, and media that facilitate peer-to-peer communication, collaboration, and content sharing among individuals or groups (Hanafizadeh, Ravasan, Nabavi, & Mehrabioun, 2012). Organizations utilize social media platforms for different purposes, such as marketing, recruitment, research, and financing (Hanafizadeh, Shafia, & Bohlin, 2021). Additionally, these platforms empower businesses to strengthen their relationship marketing efforts (Sedalo, Boateng, & Kosiba, 2022). Social media has become ubiquitous in modern life, with an astonishing 4.8 billion active users worldwide as of January 2022, representing approximately 60% of the global population (Kemp, 2021). Notably, social media platforms like Instagram, WeChat, TikTok, and Facebook continue to rank among the most used mobile apps between 2020 and 2023 (Kemp, 2023; Statista, 2023). However, this phenomenon is not limited to public social

media platforms. Discord has also experienced tremendous growth, with over 19.7 million downloads in the first quarter of 2021 alone and approximately 4 billion minutes of daily conversation on the platform (Gitnux, 2023).

Although the initial adoption of technology may generate widespread interest, it does not always translate to long-term success or sustained use. Pokémon Go serves as a classic example of this phenomenon, as it achieved the status of the most downloaded app worldwide upon its release in July 2016 (Grubb, 2016). However, by mid-September of that year, the app had lost 79% of its US users (Yan, Fili-eri, & Gorton, 2021). Similarly, despite its initial popularity, Clubhouse experienced a decline in user interest in the second quarter of 2021 (Strielkowski, 2021). Vine, a social media app that enabled users to create and share six-second looping videos, gained millions of users following its launch in 2013. However, Vine was discontinued in 2017 due to financial reasons (Anderson, 2020). These examples illustrate

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<https://doi.org/10.1016/j.digbus.2023.100070>

Received 2 July 2023; Received in revised form 23 November 2023; Accepted 24 November 2023

Available online 29 November 2023

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that continued usage is as crucial as the initial adoption for the success of technology. Therefore, it is imperative to pay special attention to the continuous utilization of information systems (Nabavi, Taghavi-Fard, Hanafizadeh, & Taghva, 2016), particularly social media platforms, which heavily depend on user engagement and face intense competition from other platforms.

Continuance intention (CI) is a behavioral construct that pertains to an individual's determination to persist in using a specific technology or service based on their prior usage experience and their expectations regarding the utility, satisfaction, or benefits of the technology or service (Bhattacharjee, 2001). CI plays a pivotal role in the success of digital technology and has been examined in various contexts, including mobile apps (Amoroso & Lim, 2017; Cheng, OuYang, & Liu, 2019; Wang, Ou, & Chen, 2019), e-learning (Dağhan & Akkoyunlu, 2016; Roca & Gagné, 2008), sharing economy platforms (Wang, Asaad, & Filieri, 2020) and social networking (Ahmad & Sun, 2018; Al-Debei, Al-Lozi, & Papaza-feiopoulou, 2013; Chang, Liu, & Shen, 2017; Gan & Li, 2018; Ruangkanjanases, Hsu, Wu, Chen, & Chang, 2020; Tran & Tran, 2022). A comprehensive understanding of continuance intention is of paramount importance for businesses and organizations aiming to maintain customer satisfaction and loyalty in the digital age.

Although numerous studies have investigated the relationship between continuance intention and social media usage (Al-Debei et al., 2013; Chang, Hung, Cheng, & Wu, 2015; Chen, Nguyen, & Oncheunjit, 2020; Guo, Liu, & Liu, 2016; Hsiao, Chang, & Tang, 2016; Hsu, Yu, & Wu, 2014; Lai & Chong, 2023; Ruangkanjanases et al., 2020; Tran & Tran, 2022; Zhou & Li, 2014), only a limited number have delved into the role of judgment in determining the prolonged usage of social media platforms (Cao, Qin, Li, Long, & Hu, 2022). Given that users continuously evaluate and make judgments regarding information systems, it is crucial to consider the impact of their evaluative judgment.

Beliefs, expectations, and values constitute three crucial psychological constructs that significantly affect people's judgments of an object or phenomenon. Beliefs, as described by Schein (1990), encompass specific ideas or fundamental assumptions that individuals hold, reflecting their perceptions of what is true (Bratman, 1999). Essentially, beliefs act as cognitive lenses through which users interpret their experiences on social media platforms. It is worth noting that individuals can maintain numerous beliefs about a given behavior but can only actively focus on a limited number of them (Ajzen, 1991). Expectations, closely intertwined with beliefs, are commonly defined as the individual beliefs or the sum of beliefs regarding the attributes possessed by a product or service (Churchill Jr & Surprenant, 1982; Oliver & Linda, 1981; Thong, Hong, & Tam, 2006). In the context of sustained social media usage, users' expectations serve as a crucial lens through which they assess their actual experiences. When users find that their expectations align with their real-world encounters, it leads to the confirmation of expectations. This confirmation, in turn, significantly influences their intention to continue using the social media platform. In essence, users' satisfaction and their decision to continue using a platform are intricately linked to the level of confirmation they experience and the initial expectations that shape that confirmation (Bhattacharjee, 2001). Values, another pivotal construct, introduce a goal-oriented dimension into users' interactions with social media platforms. As inherently goal-oriented entities (Hu, Stafford, Kettinger, Zhang, & Dai, 2018), values represent users' objectives and aspirations when they engage with these platforms. These values can encompass a broad range of goals, including pursuing social connections, access to information, emotional gratification, and more. Users decide to continue using a social media platform when they perceive that it fulfills these values and helps them achieve their specific goals.

It is essential to select appropriate theoretical frameworks to thoroughly examine the influence of beliefs, expectations, and values on users' continuance intention towards social media. One promising approach is to combine Theory of Planned Behavior (TPB) (Ajzen, 1991; Bosnjak, Ajzen, & Schmidt, 2020), Expectation-Confirmation Theory (ECT) (Bhattacharjee, 2001), and Theory of Consumption Values (TCV)

(Sheth, Newman, & Gross, 1991). TPB emphasizes the significance of beliefs in determining behavioral intentions, while TCV recognizes the influence of values in shaping consumer behavior. ECT provides a lens through which to comprehend users' expectations and the consequences of confirmation of these expectations on their intentions to persist in using a digital product. These theories are frequently employed in research on information systems and digital businesses (Chakraborty, Siddiqui, Siddiqui, Rana, & Dash, 2022; Chen, Kamalanon, & Janupiboon, 2022; Derawi, Dalveren, & Cagiltay, 2023; Doshi, Nigam, & Rishi, 2023; Kim, 2010; Lee, 2010; Song, Kim, & Cho, 2018; Sun, Sheng, Gu, Du, & Min, 2017). In alignment with this established theoretical foundation, this paper is designed to address three primary research questions, each aimed at shedding light on distinct facets of social media continuance intention (SMCI).

**RQ 1:** How can social media continuance intention be predicted by combining TPB, TCV, and ECT theories?

**RQ 2:** To what extent are users' continuance intentions in using social media affected by their beliefs, expectation confirmation, and values?

Social media experience can influence the relationships between constructs from the TPB, ECT, and TCV in several ways. Firstly, social media experience can shape individuals' beliefs about the consequences and controllability of their social media behaviors, affecting their attitudes and behavioral intentions (related to TPB constructs). Secondly, social media experience can influence individuals' expectations and perceptions of social media platforms, leading to confirmation or disconfirmation of expectations and impacting their satisfaction and continuance intentions (related to ECT constructs). Thirdly, social media experience can shape individuals' values related to social media usage, influencing their motivations and priorities for using these platforms (related to TCV constructs). Moreover, experienced users may have stronger and more nuanced beliefs about the benefits and drawbacks of social media, leading to more informed and stable intentions to continue or discontinue use. Therefore, the third research question can be formulated as follows:

**RQ 3:** How do users' past experiences influence the relationship between TPB, TCV, and ECT constructs and their impact on SMCI?

Addressing these research questions and combining TPB, ECT, TCV, and the inclusion of social media experience as a moderator variable in the model advances our comprehension of SMCI by providing a comprehensive framework that addresses multiple dimensions of user behavior in the evolving landscape of social media platforms. Firstly, TPB, ECT, and TCV each illuminate distinct aspects of user behavior. TPB primarily focuses on predicting baseline usage intentions and beliefs (Ajzen, 1991). These beliefs are formed during the pre-adoption stages and evolve during user adoption (Karahanna, Straub, & Cher-vany, 1999, p. 183). ECT, on the other hand, delves into the impact of expectation confirmation on post-adoption satisfaction and continuance intention (Bhattacharjee, 2001; Oliver, 1980).

Meanwhile, TCV explores the intricate web of specific values driving sustained usage of social media platforms during the adoption stage (Sheth et al., 1991). These values can serve as crucial factors both in the initiation of social media use (pre-adoption stage), consumption (adoption stage) and its continuation (post-adoption stages). By combining these theories, researchers can construct a comprehensive framework that spans a wide chronological spectrum of factors influencing SMCI, covering the entire journey from initial adoption to continued engagement with social media platforms. Secondly, values, beliefs, and emotions play distinct roles in users' interactions with social media. Values are goal-oriented (Sirdeshmukh, Singh, & Sabol, 2002), representing users' aspirations and desires. TPB constructs are belief-oriented (Bosnjak et al., 2020), reflecting users' cognitive or information-processing (Ajzen, 1991, p. 191). Additionally, expectation confirmation pertains to cognitive appraisal (Bhattacharjee, 2001, p. 354), while satisfaction encapsulates the affective and evaluation-based response to the platform's offerings (Bhattacharjee, 2001, p. 354). A

multi-theoretical combined model offers a holistic perspective, examining the cognitive and affective dimensions of users' social media engagement. It encompasses both deliberative and emotional factors influencing their continued use of social media platforms. Lastly, social media platforms offer a unique and evolving user experience that undergoes changes over time. Infusing social media experience as a moderator variable into the model allows researchers to explore how it influences the relationships between TCV, TPB, and ECT constructs. This dynamic perspective examines how past user experiences shape the link between psychological factors and the decision to continue using social media.

## 2. Theoretical background

### 2.1. Social Media Continuance Intention (SMCI)

Social media continuance intention refers to an individual's explicit determination and commitment to maintaining their usage and engagement with social media platforms over an extended period. This research area has its origins in early investigations into social media adoption, which primarily focused on users' initial acceptance and motivations (Venkatesh, Morris, Davis, & Davis, 2003). However, as social media platforms matured and user experiences evolved, scholarly attention shifted towards unraveling the complexities of why users consistently engage with these digital ecosystems over time (Bhattacharjee, 2001; Chang et al., 2015). Building on this foundation, the earliest exploration of continuance intention in the realm of social media can be attributed to Shi, Lee, Cheung, and Chen (2010), whose research delved into the intentions of Facebook users. Subsequently, the field of research surrounding social media continuance intention expanded into multifaceted dimensions. These inquiries encompass a wide array of factors, including perceived value (Al-Debei et al., 2013), perceived playfulness and enjoyment (Chang et al., 2015; Yoon & Rolland, 2015), the influence of social dynamics and socialization (Hsiao et al., 2016; Hsu, Tien, Lin, & Chang, 2015; Zhang, Guo, Hu, & Liu, 2017), various gratifications, such as information seeking, enjoyment, and self-presentation (Hsu et al., 2015; Tran & Tran, 2022), emotional attachment (Cao et al., 2022), conformity tendency (Chang et al., 2015), flow theory (Hsu et al., 2014) and time perspectives theory (Lai & Chong, 2023).

### 2.2. Theory of Planned Behavior (TPB)

TPB suggests that human behavior is shaped by three types of beliefs: behavioral, normative, and control beliefs (Ajzen, 1991). Behavioral beliefs pertain to the anticipated consequences of engaging in a particular behavior; normative beliefs encompass social influences and pressures, while control beliefs involve factors that can either facilitate or hinder the execution of the behavior. These individual beliefs collectively shape one's attitude, subjective norms (SNs), and perceived behavioral control (PBC). Attitude and subjective norms exert influence on behavioral intention, and the relationship between these factors and intention is contingent upon PBC, which acts as a moderator in this context (Bosnjak et al., 2020, p. 353). A more favorable attitude and subjective norms, along with a heightened sense of perceived control, will positively influence the strength of the intention to engage in the behavior. If a person has sufficient actual control over the behavior, they are expected to conduct their intention when the opportunity arises. Therefore, intention is considered the immediate precursor to behavior, and PBC can serve as a proxy for actual control and contribute to predicting behavior (Bosnjak et al., 2020). Some studies have utilized TPB to investigate social media users' continuance intention (Al-Debei et al., 2013; Hsu et al., 2014; Sun et al., 2017). Previous research has attempted to expand the TPB framework by integrating additional predictors from other relevant theories, such as ECT (Cao et al., 2022; Yoon & Rolland, 2015) and flow theory (Cao et al., 2022), or by incorporating

key constructs such as perceived value (Al-Debei et al., 2013), perceived usefulness (Yoon & Rolland, 2015) and enjoyment (Yoon & Rolland, 2015).

### 2.3. Theory of Consumption Values (TCV)

TCV provides a comprehensive framework for understanding the various dimensions of value that influence consumer behavior. Specifically, individuals' assessment of the value of a behavior guides their selection of actions and the evaluation of social events (Hu et al., 2018). Looking at conditional, emotional, epistemic, functional, and social values, TCV gives a detailed understanding of how value perceptions can impact consumer decision-making (Sheth et al., 1991). Numerous studies examining the continued adoption of social media have extensively employed TCV as a theoretical lens (Kaur, Dhir, Rajala, & Dwivedi, 2018; Wei, Tracy, & Hua, 2017; Yang & Lin, 2017; Zhang, Guo, et al., 2017). Additionally, researchers have explored various forms of values, including hedonic value (Abd El-Latif et al., 2021; Ukpabi, Karjaluoto, Olaleye, & Mogaji, 2019; Zhang, Guo, et al., 2017), fashion value (Yang & Lin, 2022), utilitarian value (Ashraf, Hou, & Ahmad, 2019; Qu, Ciešlik, Fang, & Qing, 2023), and enjoyment value (Lai & Chong, 2023) in this context. TCV proves valuable for analyzing consumer behavior in digital products and services, as evidenced by studies conducted by Liu, Meng-Lewis, Ibrahim, and Zhu (2021) and Wong, Chang, and Yeh (2019).

### 2.4. Expectation-Confirmation Theory (ECT)

ECT posits that an individual's intention to use technology is shaped by their expectations and prior experiences with the technology (Bhattacharjee, 2001). These expectations often lead to prolonged usage. In the context of social media utilization, ECT suggests that users' expectations regarding the platform's features, functionality, and benefits will significantly impact their intention to maintain usage. ECT has consistently demonstrated its robust predictive power in determining users' satisfaction and their intent to utilize digital systems (Alnaser, Rahi, Alghizzawi, & Ngah, 2023; Gupta, Yousaf, & Mishra, 2020; Joo, Park, & Shin, 2017; Li, 2022; Rahi, Alghizzawi, & Ngah, 2023; Rahi, Othman Mansour, Alharafsheh, & Alghizzawi, 2021; Tam, Santos, & Oliveira, 2020) and social media (Hu et al., 2018; Khan & Saleh, 2023; Le, 2022; Sun et al., 2017; Yoon & Rolland, 2015; Yu, Hung, Yu, & Hung, 2023).

### 2.5. A review of research gaps in social media continuance intention

The present research adopts a transformative stance within the contemporary academic discourse, intricately delving into the complex interplay involving beliefs, values, expectation confirmation and consequent satisfaction that shape users' intentions to prolong their engagement with social media platforms. Despite the extensive body of scholarly work focused on the influence of value on the sustained utilization of SN platforms, a significant portion of this scholarly dialogue has remained ensnared in a generalized perspective of value. However, it is imperative to acknowledge that value inherently manifests in multifaceted ways (Sheth et al., 1991), and the decision to sustain social media usage may be profoundly influenced by various dimensions of value. Furthermore, even though some research endeavors have ventured into the exploration of consumption values (Zhang, Guo, et al., 2017), their investigations are often confined to a limited scope, narrowly encompassing specific facets of consumption values. For instance, Cao et al. (2022), Chang et al. (2015) and Yoon and Rolland (2015) predominantly concentrate on utilitarian and emotional values, while Choi (2016) delves into the intricate realms of social and emotional values. Notably, Hsiao et al. (2016) exploratory endeavors overlook the inclusion of epistemic and situational values in their analyses.

A significant gap in the current academic landscape emerges due to

the neglected or incomplete consideration of the TPB constructs when examining the SMCI. As posited by the TPB, intentions, which are considered the immediate determinants of social behavior, are shaped by attitudes, subjective norms, and PBC, all of which are influenced by underlying beliefs. Consequently, any attempt to comprehend and identify the factors driving users' intention to continue using SNS platforms necessitates a comprehensive integration of these three variables. However, a thorough review of past research reveals a concerning trend in which some studies have overlooked the significance of TPB in SMCI (Cao et al., 2022; Choi, 2016; Guo et al., 2016; Hsiao et al., 2016; Hsu et al., 2015; Zhang, Guo, et al., 2017). Moreover, it is noteworthy that certain studies have demonstrated a bias towards specific constructs within the TPB framework. For instance, Chang et al. (2015) exclusively concentrated on attitude, while, Yoon and Rolland (2015) and Zhou and Li (2014) placed their emphasis solely on subjective norms. It is particularly striking that Mohit, Johnson, and Memarian Esfahani (2022) omitted the consideration of PBC in their investigative efforts.

According to Bhattacharjee (2001), any form of IS continuation decision (1) follows an initial acceptance decision, (2) is influenced by the initial use experience, and (3) can potentially lead to an ex-post reversal of the initial decision, driven by expectation confirmation. So, investigating the sustained use of SNSs necessitates a concentrated consideration of the interaction between expectations and consequent satisfaction. However, upon reviewing the literature, it becomes evident that numerous studies have omitted the vital aspect of ECT theory (Al-Debei et al., 2013; Chang et al., 2015; Choi, 2016; Guo et al., 2016; Hsiao et al., 2016; Lai & Chong, 2023; Zhang, Guo, et al., 2017). Another noticeable gap is the exclusive focus on investigating individual platforms in various studies, such as Facebook (Al-Debei et al., 2013; Chang et al., 2015; Hsu et al., 2014; Hsu et al., 2015), Twitter (Park and Lee, 2010), WeChat (Cao et al., 2022; Zhang, Guo, et al., 2017), or Instagram (Hwang & Cho, 2018). This exclusive emphasis has created a notable gap, limiting the attainment of a comprehensive understanding of the broader spectrum of continuous intention.

### 3. Development of hypotheses

The study employed a comprehensive research model and hypotheses derived from combining the TPB, TCV, and ECT, incorporating social media experience as a moderating variable. The research model and hypotheses are depicted in Figure 1.

#### 3.1. Hypotheses regarding TCV, ECT and SMCI

**Conditional value.** Conditional value refers to the perceived importance or usefulness of a particular situation to an individual. It is a critical factor that assists users in navigating the vast amount of available content and finding what is relevant to their needs and interests (Holbrook, 1994; Sheth et al., 1991). Personalized content that is tailored to situational contexts can increase users' motivation to continue using social media (Ng, 2023; Park, 2014; Seol, Lee, Yu, & Zo, 2016). Therefore, social media platforms that provide such personalized content can enhance user engagement and retention, leading to expected confirmation. Accordingly, this study proposes the following hypotheses:

H1. *The conditional value of social media positively affects social media continuance intention.*

H2. *The conditional value of social media positively affects expectation confirmation.*

**Emotional value.** Emotional value is the perceived utility of a product or service acquired from arousing feelings and affective states (Sheth et al., 1991), as well as generating pleasure and emotions in users (Sweeney & Soutar, 2001). A pleasurable experience associated with joy, fun, and euphoria can enhance a user's enjoyment of a product (Alba & Williams, 2013; Hirschman & Holbrook, 1982; Kim & Eastin, 2011). Recent research has identified several social media product features that

can augment users' emotional value. For instance, the creation of innovative images through various image correction tools and filters (Sheldon, Rauschnabel, Antony, & Car, 2017), the live streaming experience (Carlson, Rahman, Taylor, & Voola, 2019; Chou, Hsieh, & Pan, 2023), and creating emotionally impactful experiences with Augmented Reality (AR) filters (Hristova, Jovicic, Göbl, & Sluneccko, 2020; Júnior, Limongi, Lim, Eastman, & Kumar, 2023) can contribute to the elicitation of emotions and experiences that strongly resonate with users. These emotional experiences can lead to stronger relationships with social media platforms, a more robust confirmation of their expectations, and increased usage. Accordingly, this study proposes the following hypotheses:

H3. *The emotional value of social media positively affects social media continuance intention.*

H4. *The emotional value of social media positively affects expectation confirmation.*

**Epistemic value.** Epistemic value refers to the perceived value acquired from an alternative's capacity to arouse curiosity, provide novelty, or satisfy a desire for knowledge (Dastane & Haba, 2023; Liu, Meng-Lewis, et al., 2021; Tanrikulu, 2021; Yang & Lin, 2017). Social media platforms can enhance epistemic value by offering timely and reliable access to information (Bastos, Walker, & Simeone, 2021; Kane, Alavi, Labianca, & Borgatti, 2014), including updates on breaking news and events (Liu, Wang, Yao, & Sun, 2021; Nguyen, 2021). Moreover, social media platforms can promote the validity and credibility of accumulated information by highlighting trusted sources and offering fact-checking services (Gökerik, Gürbüz, Erkan, Mogaji, & Sap, 2018). This, in turn, can assist users in making informed decisions based on accurate and trustworthy information. Furthermore, social networks can facilitate the exchange of diverse perspectives and constructive dialogue, allowing users to broaden their understanding of different viewpoints (Nyrhinen, Uusitalo, Frank, & Wilska, 2022; Pavlović-Höck, 2022) and develop more creative and sophisticated ways of thinking about complex issues. Accordingly, this study proposes the following hypotheses:

H5. *The epistemic value of social media positively affects social media continuance intention.*

H6. *The epistemic value of social media positively affects expectation confirmation.*

**Functional value.** Functional value refers to the benefits or usefulness that a product or service provides to consumers in order to enhance functional, utilitarian, or physical performance (Sheth et al., 1991) by delivering superior performance, reducing costs, and ensuring quality (Bergstrom, 2000; Doyle & Stern, 2006; Melin, 1999). Numerous studies have consistently shown that users persist in using digital products and services that are perceived to be useful (Doshi et al., 2023; Lai, To, Lung, & Lai, 2012; Sweeney & Soutar, 2001; Taylor & Strutton, 2010; Ukpabi et al., 2019; Zhang, Li, Wu, & Li, 2017) and easy to use (Adams, Nelson, & Todd, 1992; Davis, 1989; Koay, 2002). Social media platforms can enhance functional value by providing real-time communication features, seamless integration with other platforms, a user-friendly interface, and robust privacy and security features to augment functional value. Users are likely to continue using a product if they find it useful and it meets their expectations. Accordingly, this study proposes the following hypotheses:

H7. *The functional value of social media positively affects social media continuance intention.*

H8. *The functional value of social media positively affects expectation confirmation.*

**Social value.** The primary aim of social value is to enhance the quality of life for individuals, social groups (Sheth et al., 1991), and communities (Stevens, Moray, & Bruneel, 2014). Social media offers individuals an opportunity to gain recognition and respect from their peers (Hew & Hara, 2007; Kaiser & Müller-Seitz, 2008), which can serve as a significant motivator for online activity. By sharing materials and exchanging ideas, individuals can augment their reputation and popularity within

online communities (Kollock, 1999; Rafaeli & Ariel, 2008; Rheingold, 1993). The size of one's social network directly correlates with the likelihood of being admired and acknowledged by others, increasing engagement with social media. Individuals aspiring to attain higher social status tend to be more socially conscious and invested in their reputation, frequently engaging in activities aimed at enhancing their honor or respect (Lampel & Bhalla, 2007). Several studies have also confirmed the relationship between social value and continuance intention to use information systems (Chiu, Wang, Fang, & Huang, 2014; Lai & Chong, 2023; Yang & Lin, 2017; Yen, 2012; Zhou, Jin, Vogel, Fang, & Chen, 2011). Building upon this premise, the study presents the following hypotheses:

H9. *The social value of social media positively affects social media continuance intention.*

H10. *The social value of social media positively affects expectation confirmation.*

### 3.2. Hypotheses regarding TPB, ECT and SMCI

*Attitude.* Attitude towards social media usage pertains to users' beliefs and evaluations of both the positive and negative consequences associated with its use. While some users may perceive social media as a means to stay connected with friends and family, others may view it as a source of distraction and anxiety (Dontre, 2021; Vannucci, Flannery, & Ohanessian, 2017). Studies have shown that attitudes play a crucial role in shaping users' intention to engage in various behaviors, including continuance intention (Al-Debei et al., 2013), co-creation (Cheung & To, 2016), brand following (Song et al., 2018), intention to post selfies on SNSs (Sun et al., 2017) and continuance intention (Law, 2020; Mohit et al., 2022). Accordingly, this study proposes the following hypotheses:

H11. *Attitude positively affects social media continuance intention.*

H12. *Attitude positively affects expectation confirmation.*

*Perceived behavioral control (PBC).* PBC is an individual's control belief in their ability to use social media effectively. PBC includes users' perceptions of factors that can either facilitate or hinder their performance. Users who feel in control of their social media, capable of managing their time and attention, are more likely to continue using these platforms. Conversely, individuals who perceive a loss of control or an inability to manage social media effectively are less likely to continue their usage. PBC is a crucial factor in predicting users' behavioral intentions, including their intention to engage (Cheung & To, 2016), brand following (Chu, Chen, & Sung, 2016) and intention to correct misinformation (Bautista, Zhang, & Gwizdka, 2022). Accordingly, this study proposes the following hypotheses:

H13. *Perceived behavioral control positively affects social media continuance intention.*

H14. *Perceived behavioral control positively affects expectation confirmation.*

*Subjective norms.* According to Ajzen (1991), subjective norms are the expectations of social pressure from others. These norms play a pivotal role in shaping users' intentions to sustain their usage of social media platforms. Studies show that individuals sometimes conform to the preferences of their peers or larger societal groups (Kastanakis & Balabanis, 2012; Leary, Kelly, Cottrell, & Schreindorfer, 2013). This inclination arises from the innate desire to integrate into society while avoiding the fear of being alienated. Empirical investigations have consistently indicated that online consumers exhibit a propensity to continue using services that have been recommended by a larger number of individuals or significant others (Dholakia & Soltysinski, 2001; Lee & Geistfeld, 1998; Li, 2007; Nafees, Cook, Nikolov, & Stoddard, 2021; Rahman, Ismail, & Bahri, 2020; Rau, Gao, & Ding, 2008; Todd & Benbasat, 2000). Accordingly, this study proposes the following hypotheses:

H15. *Subjective norms positively affect social media continuance intention.*

H16. *Subjective norms positively affect expectation confirmation.*

### 3.3. Hypotheses regarding ECT and SMCI

*Expectation confirmation.* Confirmation of expectations regarding social media platforms' utilization serves as a vital determinant of users' satisfaction levels. When people interact online, they expect certain features and benefits from the platform. When users' expectations are confirmed, they experience a sense of gratification and contentment in their social media interactions. Accordingly, this study proposes the following hypothesis:

H17. *Expectation confirmation has a positive impact on satisfaction with social media usage.*

*Satisfaction.* Satisfaction refers to users' positive emotional response towards their experience of using an information system (DeLone & McLean, 1992; Hu et al., 2018). This emotional response is often rooted in users' perceptions and evaluations of the system's features and subsequent performance, influencing their inclination to remain engaged and utilize the platform. Accordingly, the following hypothesis is proposed in this study:

H18. *Satisfaction positively affects social media continuance intention.*

### 3.4. Moderating effect of social media experience

Social media experience can play a pivotal role in shaping users' perceptions, attitudes, and behaviors towards social media platforms. Users create a unique experience through their interactions and usage, which subsequently influences their satisfaction, perception of value, and future usage intentions. Given the significance of social media experience, it is reasonable to hypothesize that it may function as a moderator variable, influencing the relationships between TCV, TPB and ECT constructs. Accordingly, this study proposes the following hypotheses:

H19a: *Social media experience moderates the relationship between conditional value and social media continuance intention.*

H19b: *Social media experience moderates the relationship between conditional value and expectation confirmation.*

H19c: *Social media experience moderates the relationship between emotional value and social media continuance intention.*

H19d: *Social media experience moderates the relationship between emotional value and expectation confirmation.*

H19e: *Social media experience moderates the relationship between epistemic value and social media continuance intention.*

H19f: *Social media experience moderates the relationship between epistemic value and expectation confirmation.*

H19g: *Social media experience moderates the relationship between functional value and social media continuance intention.*

H19h: *Social media experience moderates the relationship between functional value and expectation confirmation.*

H19i: *Social media experience moderates the relationship between social value and social media continuance intention.*

H19j: *Social media experience moderates the relationship between social value and expectation confirmation.*

H19k: *Social media experience moderates the relationship between attitude and social media continuance intention.*

H19l: *Social media experience moderates the relationship between attitude and expectation confirmation.*

H19m: *Social media experience moderates the relationship between perceived behavioral control and social media continuance intention.*

H19n: *Social media experience moderates the relationship between perceived behavioral control and expectation confirmation.*

H19o: *Social media experience moderates the relationship between subjective norms and social media continuance intention.*

H19p: *Social media experience moderates the relationship between subjective norms and expectation confirmation.*

H19q: *Social media experience moderates the relationship between expectation confirmation and satisfaction.*

H19r: *Social media experience moderates the relationship between*

satisfaction and social media continuance intention.

## 4. Method

### 4.1. Research approach

This research, anchored in a deductive approach, endeavors to rigorously evaluate a combined theoretical framework that synthesizes ECT, TCV, and TPB. Utilizing a survey strategy, the study collects questionnaire-based data and conducts subsequent statistical analysis to validate the underlying assumptions of the proposed model. This research approach aligns with the positivist paradigm (Rahi, 2017, p. 2) in its pursuit of verifiable knowledge, focusing on the post-adoptive behavior of social media platform users.

### 4.2. Measurement development

The variables utilized in this study (see Appendix 1) were assessed using items adapted from previous research. Some questions were slightly modified to ensure their relevance to the present study. The survey was divided into two sections: the initial section gathered demographic information and data regarding social media usage, while the subsequent section focused on assessing variables and constructs using a 5-point Likert scale. To enhance the validity of the research, feedback and opinions were sought from three experts specializing in marketing research and consumer behavior analysis.

### 4.3. Sample and data collection

The study recruited social media users and tech enthusiasts from Iran in March–April 2022, employing convenience sampling. The questionnaire was distributed through email invitations and links shared with technology and science groups on Telegram and WhatsApp. Initially, 583 questionnaires were collected; however, incomplete or unused responses were rigorously excluded, resulting in a final dataset of 456 questionnaires eligible for further analysis. Subsequently, 31 responses were removed as they did not meet the screening criteria, i.e., individuals who had not used social media in the past month. Eventually, a final sample consisting of 425 usable responses was retained for subsequent analysis.

Following established procedures for non-response bias assessment (Armstrong & Overton, 1977), a comparison was conducted between respondents from the early quartile and those from the late quartile. An unpaired *t*-test was employed to examine potential mean differences in demographic data between these two groups. The analysis revealed that no statistically significant differences were observed in either the key research variables under investigation or the demographic information collected during this study. Consequently, these results affirm that non-response bias did not constitute a significant concern within the scope of this research.

### 4.4. Data analysis method

This paper recruits the Partial Least Squares (PLS) method with SmartPLS 3.0 (Ramayah, Cheah, Chuah, Ting, & Memon, 2018) to analyze the data. PLS was chosen for its suitability for analyzing reflective models, which is the type of model used in this study. Reflective models involve highly interchangeable indicator variables/items representing a single construct (Wong, 2013).

## 5. Results

### 5.1. Descriptive data and research approach

Table 1 displays the demographic characteristics of the study participants. The data reveals that slightly over half of the respondents

**Table 1**  
Demographic characteristics.

Dimension	Count	Percentage
Gender		
Female	218	51.3%
Male	207	48.7%
Social Media Experience		
Less than 2 years	6	1.41%
More than 2 years and less than 5 years	47	11.06%
More than 5 years and less than 7 years	82	19.29%
Between 7 and 10 years	146	34.35%
More than 10 years	144	33.88%
Age		
20–25	183	43.06%
26–30	124	29.18%
31–35	52	12.24%
36–40	44	10.35%
41–45	13	3.06%
46–50	1	0.24%
+51	8	1.88%
The Preferred Choice of Social Media Platform		
Facebook	17	4.00%
Instagram	253	59.53%
Snapchat	35	8.24%
TikTok	93	21.88%
Twitter	27	6.35%

identified as women, with a negligible margin of approximately 2.5%. Additionally, a significant proportion of the participants (68%) reported having over seven years of experience using social media platforms. Furthermore, 43% of the respondents fell within the age range of 20 to 25. The findings underscore a notable preference for Instagram among the surveyed users.

### 5.2. Measurement scale validation

The validity and reliability of the research construct were assessed using various methods. Convergent validity was evaluated through the average variance extracted (AVE) and factor loadings (Hsu, Chen, Yang, & Lin, 2017). The results (Table 2) show that the AVE for each construct exceeded the threshold of 0.5, and all factor loadings were positive and statistically significant at the 0.05 level (see Appendix 1), thus demonstrating the strong convergent validity of the research construct. Discriminant validity was assessed using the Fornell and Larcker (1981) criteria. The AVE square roots were greater than the correlations with other constructs, suggesting good discriminant validity. Additionally, discriminant validity was further assessed using the Heterotrait-Monotrait (HTMT) matrix (Franke & Sarstedt, 2019). The matrix values were mainly below the critical threshold of 0.85, indicating no major issues with discriminant validity (See Table 3). Internal consistency and reliability were evaluated using Cronbach's alpha and Composite Reliability (CR) measures (Peterson & Kim, 2013). Table 2 illustrates that all constructs surpassed the threshold of 0.7 for these indicators, thereby demonstrating adequate internal consistency and reliability.

### 5.3. Analysis of endogeneity

The evaluation of potential endogeneity in this study follows a methodical protocol as prescribed by Hult et al. (2018). The process is initiated by employing Park and Gupta (2012) Gaussian copula approach, using the latent variable scores derived from the initial model estimation as input data. This inquiry is executed through the utilization of the Kolmogorov–Smirnov test applied to the latent variable scores of all predictor constructs. As presented in Table 4, the findings reveal that none of these variables possess normally distributed scores. Consequently, this forms the foundation for the subsequent application of Park and Gupta (2012) Gaussian copula approach.

The findings presented in Table 5 indicate that, except for one model,

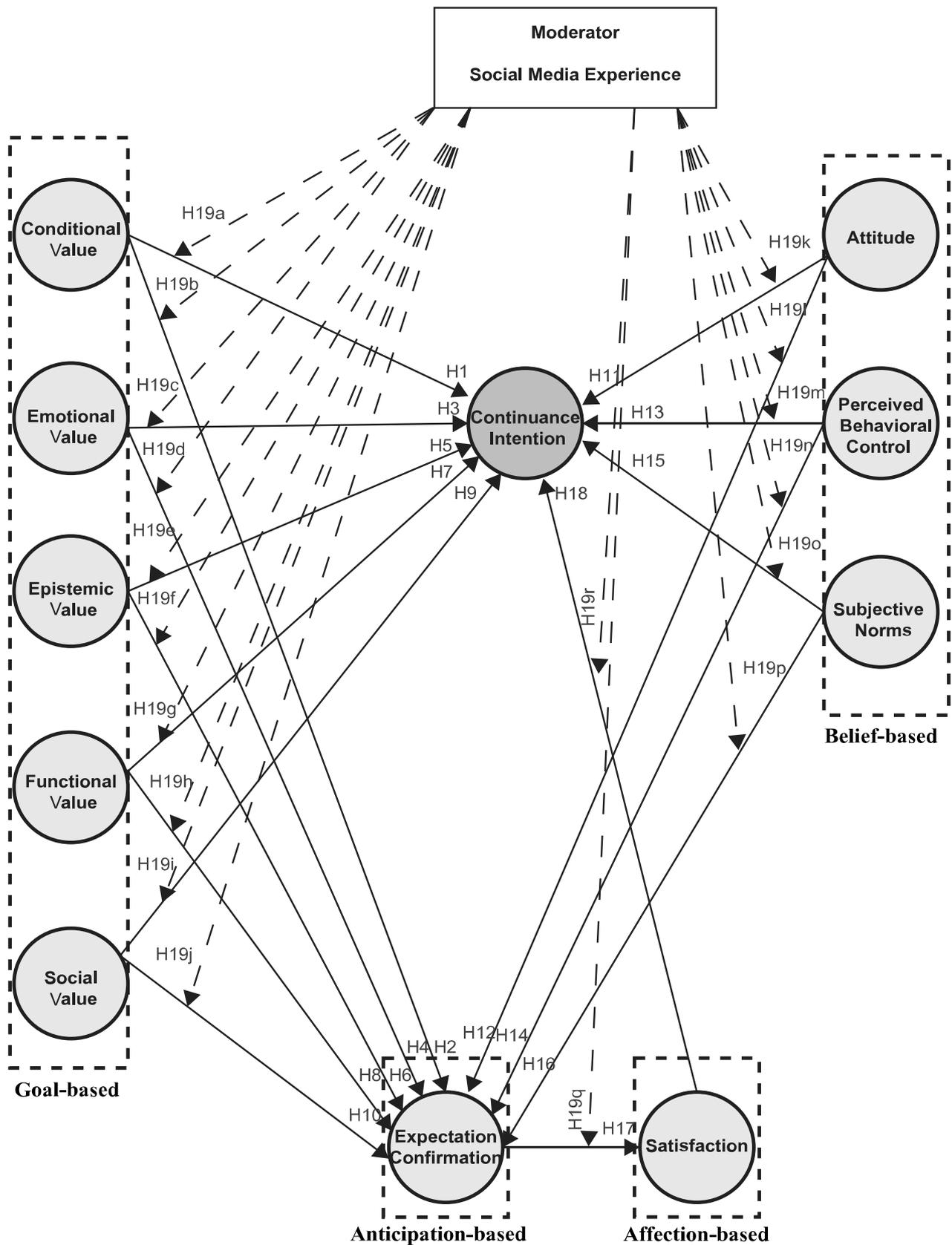


Fig. 1. Research model and hypotheses.

**Table 2**  
Data about the validity and reliability of the research constructs.

	Attitude	Conditional Value	Confirmation	Continuance Intention	Emotional Value	Epistemic Value	Functional Value	Perceived Behavioral Control	Satisfaction	Social Value	Subjective Norms
Attitude	0.883										
Conditional Value	0.353	0.870									
Continuance Intention	0.682	0.424	0.888								
Emotional Value	0.434	0.404	0.565	0.871							
Epistemic Value	0.342	0.203	0.424	0.318	0.902						
Expectation Confirmation	0.645	0.352	0.761	0.442	0.400	0.883					
Functional Value	0.431	0.377	0.575	0.478	0.334	0.460	0.903				
Perceived Behavioral Control	0.608	0.353	0.665	0.390	0.355	0.649	0.367	0.806			
Control											
Satisfaction	0.582	0.410	0.701	0.503	0.422	0.660	0.503	0.560	0.825		
Social Value	0.502	0.312	0.577	0.409	0.393	0.534	0.379	0.489	0.500	0.826	
Subjective Norms	0.565	0.402	0.678	0.423	0.364	0.602	0.432	0.526	0.563	0.429	0.841
Cronbach's Alpha	0.858	0.840	0.867	0.841	0.887	0.859	0.887	0.738	0.768	0.768	0.791
rho_A	0.858	0.841	0.867	0.860	0.898	0.865	0.904	0.801	0.783	0.775	0.851
Composite Reliability	0.914	0.903	0.918	0.904	0.929	0.914	0.930	0.847	0.865	0.866	0.877
Average Variance Extracted (AVE)	0.779	0.757	0.789	0.759	0.814	0.781	0.815	0.650	0.681	0.682	0.707

Note. Values on the diagonal are the square root of the AVE for each construct.

**Table 3**  
Heterotrait-Monotrait matrix.

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
1	0.410																					
2	0.782	0.497																				
3	0.500	0.485	0.659																			
4	0.383	0.230	0.479	0.368																		
5	0.746	0.413	0.881	0.511	0.455																	
6	0.485	0.441	0.651	0.557	0.372	0.517																
7	0.744	0.431	0.780	0.446	0.411	0.790	0.413															
8	0.691	0.516	0.850	0.630	0.504	0.791	0.606	0.692														
9	0.393	0.426	0.534	0.470	0.286	0.425	0.487	0.441	0.516													
10	0.610	0.391	0.704	0.507	0.476	0.654	0.456	0.621	0.646	0.427												
11	0.683	0.492	0.790	0.489	0.416	0.716	0.506	0.661	0.705	0.432	0.539											
12	0.263	0.188	0.391	0.212	0.157	0.358	0.270	0.307	0.298	0.367	0.226	0.376										
13	0.225	0.256	0.284	0.225	0.105	0.295	0.254	0.239	0.311	0.374	0.262	0.288	0.527									
14	0.210	0.254	0.221	0.162	0.114	0.207	0.218	0.172	0.220	0.305	0.232	0.264	0.482	0.355								
15	0.264	0.242	0.328	0.237	0.124	0.362	0.256	0.317	0.272	0.338	0.301	0.347	0.662	0.617	0.522							
16	0.223	0.200	0.275	0.121	0.176	0.302	0.185	0.246	0.268	0.298	0.255	0.284	0.541	0.552	0.523	0.666						
17	0.128	0.137	0.153	0.176	0.143	0.115	0.102	0.186	0.141	0.181	0.116	0.104	0.371	0.335	0.239	0.451	0.370					
18	0.279	0.241	0.336	0.207	0.123	0.349	0.199	0.280	0.267	0.313	0.231	0.363	0.687	0.594	0.508	0.734	0.616	0.354				
19	0.197	0.241	0.194	0.169	0.097	0.282	0.225	0.302	0.263	0.415	0.255	0.270	0.687	0.594	0.508	0.734	0.616	0.354	0.460			
20	0.338	0.279	0.344	0.243	0.088	0.392	0.239	0.392	0.325	0.374	0.266	0.228	0.665	0.503	0.632	0.717	0.586	0.389	0.709	0.464		
21	0.336	0.232	0.426	0.262	0.105	0.323	0.273	0.366	0.351	0.361	0.291	0.405	0.734	0.578	0.454	0.774	0.588	0.364	0.728	0.446	0.682	

Note. The following numbers represent the constructs in the above table: 1) Attitude, 2) Conditional Value, 3) Continuance Intention, 4) Emotional Value, 5) Epistemic Value, 6) Expectation Confirmation, 7) Functional Value, 8) Perceived Behavioral Control, 9) Satisfaction, 10) Social Media Experience, 11) Social Value, 12) Subjective Norms, 13) Social Media Experience x Perceived Behavioral Control, 14) Social Media Experience x Social Value, 15) Social Media Experience x Conditional Value, 16) Social Media Experience x Satisfaction, 17) Social Media Experience x Emotional Value, 18) Social Media Experience x Epistemic Value, 19) Social Media Experience x Attitude, 20) Social Media Experience x Functional Value, 21) Social Media Experience x Subjective Norms, 22) Social Media Experience x Expectation Confirmation.

**Table 4**  
Kolmogorov-Smirnov test.

	Attitude	Conditional Value	Continuance Intention	Emotional Value	Epistemic Value	Expectation Confirmation	Functional Value	Perceived Behavioral Control	Satisfaction	Social Value	Subjective Norms
Kolmogorov-Smirnov Z	4.116	2.817	3.438	3.461	3.313	4.019	2.605	3.599	3.365	1.982	3.435
Asymp. Sig. (2-tailed)	0.000*	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.001	0.000

Note. \*Test distribution is Normal.

all Gaussian copulas demonstrate statistical significance (with *p*-values exceeding 0.05). However, since this value is nearly equal to 0.05, it poses a limited threat. Furthermore, a comprehensive examination of all alternative combinations of Gaussian copulas within the model confirms the robustness of the structural model results and ensures that endogeneity does not influence this study. Nonetheless, due to computational constraints, exploring all combinations of predictor constructs is not feasible. Therefore, the focus remains on a relevant subset of combinations aligned with the research hypotheses.

#### 5.4. Common Method Bias (CMB)

Different techniques were employed in the assessment of Common Method Variance (CMV). First, the Harman (1976) single-factor test was conducted using SPSS software to consolidate all items into a single factor. The results indicated that this single factor accounted for only 43.707% of the variance, suggesting that CMV posed a limited threat. Also, a comprehensive collinearity assessment using the Variance Inflation Factor (VIF) was conducted, confirming that none of the VIFs exceeded the threshold of 3.3, validating the absence of CMB (Kock, 2015). VIFs are presented in Appendix 1.

#### 5.5. Hypotheses testing

Table 6 displays the path coefficients obtained using the PLS model. The results for testing the research hypotheses are presented at a 95% confidence level.

The findings presented in Table 6 reveal significant positive relationships between functional and social values with expectation confirmation and continuance intention. Emotional value is also positively associated with continuance intention but does not exhibit a significant association with expectation confirmation. Conversely, conditional and epistemic values do not significantly impact continuance intention or expectation confirmation. Attitude, PBC, and subjective norms are shown to play crucial roles as predictors of both continuance intention and expectation confirmation. Additionally, expectation confirmation is strongly related to satisfaction. Findings also indicate significant moderating effects of user experience in certain relationships, such as conditional value and expectation confirmation, PBC and continuance intention, functional value and continuance intention, as well as subjective norms and expectation confirmation. Fig. 2 presents the results of path analysis for the hypothesized model.

Also, to evaluate the explanatory power of the research model, the coefficient of determination (i.e., R<sup>2</sup>) has been used (Urbach & Ahlemann, 2010; Zikmund, Babin, Carr, & Griffin, 2000).

According to Table 7, the proposed model exhibits R Square values ranging from 0.483 for satisfaction to 0.756 for continuance intention. Notably, the combination of TPB, TCV, and ECT theories effectively predicts continuance intention (R Square = 0.765). However, expectation confirmation alone falls short of accurately predicting satisfaction (R Square = 0.483). This suggests that other factors besides expectation confirmation may impact satisfaction, showing the need for further exploration in future studies.

#### 5.6. Importance Performance Matrix Analysis (IPMA) results

To gain deeper insights into the study's findings, the Importance Performance Matrix Analysis (IPMA) was employed to identify key constructs that should be prioritized for improvement. This approach combines the assessment of importance and performance dimensions, identifying critical areas where the target construct can be enhanced.

The analysis showed that TPB constructs and satisfaction were important, suggesting that even a slight improvement in these factors could enhance continuance intention. For instance, increasing PBC performance from 67.446 to 68.446 could raise continuance intention performance by 0.216 points (from 76.209 to 76.425). PBC, SNs, attitude, and satisfaction were all found to be important, suggesting their potential to enhance continuance intention. Among TCV constructs, functional, social, and emotional values were significant predictors of continuance intention. However, expectation confirmation had low importance and performance, making it a lower priority to enhance SMCI. This highlights a crucial finding indicating that although the confirmation of expectations is a significant predictor of continuance intention, it cannot solely serve as an important indicator of SMCI.

### 6. Findings and discussion

The data for this study were exclusively collected in Iran, emphasizing the need for cautious interpretation. However, drawing comparisons with earlier research can illuminate both similarities and differences. Consequently, an in-depth analysis of how this research aligns with prior studies can significantly enhance our comprehension of this specific area of inquiry.

#### 6.1. Understanding associations between TCV and SMCI

The current research demonstrates that functional, social, and emotional values have a remarkable effect on users' SMCI, while the impact of conditional and epistemic values was not confirmed. Figs. 2 and Fig. 3 show that functional value ( $\beta = 0.136$ ) is of great importance to users' intention to keep using social media. Existing literature has consistently emphasized the pivotal role of functional values in the sustained utilization of information systems (Akel & Armağan, 2021; Sthapit, Del Chiappa, Coudounaris, & Bjork, 2019) and social media platforms (Ahmad & Sun, 2018; Ashraf et al., 2019; Ukpabi et al., 2019). This finding indicates that users highly value the practical and utilitarian benefits of social media, evaluating its usefulness, efficiency, and effectiveness in meeting their needs and objectives. Inadequate provision of these functional aspects may decrease users' intention to continue using an SN platform and prompt them to switch to alternatives that offer superior functionality. Consequently, ensuring continuous innovation becomes imperative to deliver these utilitarian attributes, preventing user churn. For instance, Telegram's unlimited cloud storage feature (Sutikno, Handayani, Stiawan, Riyadi, & Subroto, 2016) fosters a perception of valuable authenticity, making it challenging for users to transition to a different messaging application.

Following functional value, social value emerges as the second most influential construct ( $\beta = 0.118$ ) within the TCV dimensions, impacting continuance intention. Recent scholarly investigations have revealed

**Table 5**  
Assessment of Endogeneity through the Gaussian Copula Approach.

Gaussian copula of model	Construct	T statistics	P > t
Gaussian copula of model 1 (endogenous variable: Conditional Value)	GC (Conditional Value) - > Continuance Intention	1.521	0.129
Gaussian copula of model 2 (endogenous variable: Emotional Value)	GC (Emotional Value) - > Continuance Intention	1.953	0.052
Gaussian copula of model 3 (endogenous variable: Functional Value)	GC (Functional Value) - > Continuance Intention	1.984	0.049
Gaussian copula of model 4 (endogenous variable: Epistemic Value)	GC (Epistemic Value) - > Continuance Intention	1.478	0.140
Gaussian copula of model 5 (endogenous variable: Social Value)	GC (Social Value) - > Continuance Intention	1.683	0.093
Gaussian copula of model 6 (endogenous variable: Attitude)	GC (Attitude) - > Continuance Intention	1.913	0.056
Gaussian copula of model 7 (endogenous variable: Subjective Norms)	GC (Subjective Norms) - > Continuance Intention	1.295	0.196
Gaussian copula of model 8 (endogenous variable: Perceived Behavioral Control)	GC (Perceived Behavioral Control) - > Continuance Intention	0.749	0.454
Gaussian copula of model 9 (endogenous variable: Satisfaction)	GC (Satisfaction) - > Continuance Intention	1.688	0.092
Gaussian copula of model 10 (endogenous variables: Conditional Value, Emotional Value, Functional Value, Epistemic Value, Social Value)	GC (Conditional Value) - > Continuance Intention	0.886	0.376
	GC (Emotional Value) - > Continuance Intention	1.414	0.158
	GC (Functional Value) - > Continuance Intention	1.429	0.154
	GC (Epistemic Value) - > Continuance Intention	0.195	0.845
	GC (Social Value) - > Continuance Intention	1.018	0.310
Gaussian copula of model 11 (endogenous variables: Attitude, Subjective Norms, Perceived Behavioral Control)	GC (Attitude) - > Continuance Intention	1.436	0.152
	GC (Subjective Norms) - > Continuance Intention	1.182	0.238
	GC (Perceived Behavioral Control) - > Continuance Intention	1.437	0.151
	GC (Attitude) - > Continuance Intention	1.242	0.215
	GC (Subjective Norms) - > Continuance Intention	0.727	0.468
Gaussian copula of model 12 (endogenous variables: Attitude, Subjective Norms, Perceived Behavioral Control, Satisfaction, Conditional Value, Emotional Value, Functional Value, Epistemic Value, Social Value)	GC (Perceived Behavioral Control) - > Continuance Intention	1.440	0.151
	GC (Satisfaction) - > Continuance Intention	0.872	0.384
	GC (Conditional Value) - > Continuance Intention	0.763	0.446
	GC (Emotional Value) - > Continuance Intention	1.265	0.206
	GC (Functional Value) - > Continuance Intention	1.391	0.165
	GC (Epistemic Value) - > Continuance Intention	0.099	0.922
	GC (Social Value) - > Continuance Intention	0.981	0.327

that social values encompass not only traditional elements such as a sense of belonging, social connections, relationships, community engagement, and interaction opportunities but also various other dimensions. These dimensions include celebrating milestones (Hristova, Jovicic, Göbl, de Freitas, & Slunecko, 2022; Jordan, 2022; Wellman, Holton, & Kaphingst, 2022), reconnecting with old connections (Areni, Momeni, & Reynolds, 2022; Nuzulita & Subriadi, 2020; Pennington, 2021), engaging in social games (Bowman, Rieger, & Lin, 2022;

**Table 6**  
Results of hypotheses testing.

Index	Hypothesis	T statistics	P values	Result
H1	Conditional Value - > Continuance Intention	0.237	0.813	Rejected
H2	Conditional Value - > Expectation Confirmation	0.258	0.797	Rejected
H3	Emotional Value - > Continuance Intention	2.814	0.005	Accepted
H4	Emotional Value - > Expectation Confirmation	1.142	0.254	Rejected
H5	Epistemic Value - > Continuance Intention	0.076	0.940	Rejected
H6	Epistemic Value - > Expectation Confirmation	1.652	0.099	Rejected
H7	Functional Value - > Continuance Intention	2.331	0.020	Accepted
H8	Functional Value - > Expectation Confirmation	2.198	0.028	Accepted
H9	Social Value - > Continuance Intention	3.397	0.001	Accepted
H10	Social Value - > Expectation Confirmation	2.508	0.012	Accepted
H11	Attitude - > Continuance Intention	3.317	0.001	Accepted
H12	Attitude - > Expectation Confirmation	3.781	0.000	Accepted
H13	Perceived Behavioral Control - > Continuance Intention	4.627	0.000	Accepted
H14	Perceived Behavioral Control - > Expectation Confirmation	3.714	0.000	Accepted
H15	Subjective Norms - > Continuance Intention	4.676	0.000	Accepted
H16	Subjective Norms - > Expectation Confirmation	4.238	0.000	Accepted
H17	Expectation Confirmation - > Satisfaction	9.591	0.000	Accepted
H18	Satisfaction - > Continuance Intention	3.685	0.000	Accepted
H19a	Social Media Experience x Conditional Value - > Continuance Intention	1.180	0.238	Rejected
H19b	Social Media Experience x Conditional Value - > Expectation Confirmation	2.158	0.031	Accepted
H19c	Social Media Experience x Emotional Value - > Continuance Intention	1.068	0.286	Rejected
H19d	Social Media Experience x Emotional Value - > Expectation Confirmation	0.602	0.548	Rejected
H19e	Social Media Experience x Epistemic Value - > Continuance Intention	0.234	0.815	Rejected
H19f	Social Media Experience x Epistemic Value - > Expectation Confirmation	1.583	0.113	Rejected
H19g	Social Media Experience x Functional Value - > Continuance Intention	2.463	0.014	Accepted
H19h	Social Media Experience x Functional Value - > Expectation Confirmation	0.556	0.579	Rejected
H19i	Social Media Experience x Social Value - > Continuance Intention	1.284	0.199	Rejected
H19j	Social Media Experience x Social Value - > Expectation Confirmation	0.240	0.811	Rejected
H19k	Social Media Experience x Attitude - > Continuance Intention	0.770	0.441	Rejected
H19l	Social Media Experience x Attitude - > Expectation Confirmation	0.090	0.928	Rejected
H19m	Social Media Experience x Perceived Behavioral Control - > Continuance Intention	2.739	0.006	Accepted
H19n	Social Media Experience x Perceived Behavioral Control - > Expectation Confirmation	0.219	0.827	Rejected
H19o	Social Media Experience x Subjective Norms - > Continuance Intention	0.093	0.926	Rejected
H19p	Social Media Experience x Subjective Norms - > Expectation Confirmation	2.665	0.008	Accepted

(continued on next page)

Table 6 (continued)

Index	Hypothesis	T statistics	P values	Result
H19q	Social Media Experience x Expectation Confirmation - > Satisfaction	1.494	0.135	Rejected
H19r	Social Media Experience x Satisfaction - > Continuance Intention	0.355	0.723	Rejected

Krittanawong et al., 2022), acquiring a sense of immediacy (Kavada & Treré, 2020; Zavattaro & Brainard, 2019), managing events and RSVPs (Kaye, 2021; Trifiro & Gerson, 2019) and participating in social responsibility campaigns (Lee, Kim, & Kim, 2020; Park & Kim, 2022).

Nonetheless, the comparatively weaker impact of emotional value ( $\beta = 0.108$ ) on SMCI, as indicated by this study, suggests that emotional values may not hold equivalent significance to functional and social values in the sustained usage of social media. The ongoing scholarly discourse surrounding the prioritization of emotional value (also known as hedonic value in certain investigations) versus functional values (also referred to as utilitarian value in some studies) in different facets of social media usage has attracted considerable attention among researchers (Ahmad & Sun, 2018; Ashraf et al., 2019; Hsiao et al., 2016; Meske, Wilms, & Stieglitz, 2019; Wang, Chen, Ou, & Ren, 2019; Yang, Li, & Ji, 2023). Consistent with the present research, some investigations have found the primacy of functional aspects (Ahmad & Sun, 2018; Akel & Armağan, 2021; Meske et al., 2019).

The research findings unveil a lack of significant association between epistemic value and SMCI ( $\beta = 0.003$ ), suggesting that the perceived value of knowledge acquired through social media may not strongly influence an individual's future usage of these platforms. These findings are consistent with previous studies conducted by Lai and Chong (2023) and Zhang, Guo, et al. (2017). Furthermore, the hypothesis concerning the association between conditional value and SMCI is rejected ( $\beta = 0.007$ ), implying that users intended to use social media even when faced with difficulties finding useful and real-time information to aid them in decision-making, particularly in uncertain circumstances. Social media is not a reliable solution for solving problems, especially in unique or specialized situations, due to the insignificant association between epistemic value, conditional value, and SMCI. This underscores the limitations of social media in meeting users' information needs, emphasizing the importance of seeking more dependable sources when facing specific or critical challenges.

## 6.2. Understanding associations between TCV and ECT

The study's findings imply that functional and social values play pivotal roles in shaping users' expectations and perceptions of social media performance. When a social media platform surpasses users' expectations in terms of both functional and social values, it leads to positive disconfirmation, enhancing post-purchase satisfaction. Conversely, if the platform fails to meet users' expectations in these values, post-purchase satisfaction cannot be compensated by other values, such as emotional or epistemic values.

## 6.3. Understanding associations between TPB and SMCI

The study found that TPB constructs have a significant relationship with users' intention to continue using social media platforms, as illustrated in Table 6 and Fig. 2. These findings emphasize the robust predictive capability of TPB in elucidating users' intentions to continue utilizing social media platforms. The outcomes suggest that PBC exerts the most substantial influence on SMCI ( $\beta = 0.192$ ), followed closely by subjective norms ( $\beta = 0.191$ ) and attitude ( $\beta = 0.155$ ).

Several studies on social media (Al-Debei et al., 2013; Cheung & To, 2016; Chu et al., 2016; Raza et al., 2020) have consistently shown that

PBC has the most significant impact on users' intentions to continue using social media. When users believe they have control over their social media use, they are more motivated to continue using it. This finding highlights the importance of individuals' beliefs and perceptions regarding their ability to control and navigate their behavior on social media platforms. These platforms can improve users' sense of control by offering various security options tailored to their preferences. Furthermore, directing attention towards self-regulation and advocating for responsible and mindful (Jarrahi, Blyth, & Goray, 2023) usage of social media can reinforce users' confidence in their capacity to govern their conduct on these platforms.

The significant influence of subjective norms as a predictor of SMCI underscores the notion that individual behavior on these platforms is not solely driven by personal attitudes and beliefs, but also is influenced by the social context in which individuals are situated. Prior research has found that individuals often adhere to shared beliefs, or those endorsed by influential groups, motivated by the desire to integrate into society and the fear of social exclusion (Kastanakis & Balabanis, 2012; Leary et al., 2013). This phenomenon aligns with the concept of Fear of Missing Out (FoMO), which refers to individuals' apprehension about being excluded from significant events, experiences, and social interactions (Przybylski, Murayama, DeHaan, & Gladwell, 2013; Wegmann, Oberst, Stodt, & Brand, 2017).

The observed weaker correlation between attitude and SMCI, when compared to other constructs of TPB, aligns with previous investigations on social media usage behavior (Cheung & To, 2016; Ding et al., 2022; Hsu et al., 2014; Leung & Jiang, 2018). This finding carries significance, as subjective norms, PBC, and attitude are linked to normative, control and behavioral beliefs. It hints that normative and control beliefs play a role in behavioral beliefs in the context of the intended use of social media. Consequently, if an individual's behavioral beliefs pertaining to the continuance intention of social media diminish, the belief that their social environment approves of social networking or the confidence in their ability to utilize social media platforms effectively may act as substitutes, providing adequate motivation to continuance intention.

## 6.4. Understanding associations between TPB and ECT

Fig. 2 indicates that the study found significant positive associations between PBC ( $\beta = 0.238$ ), subjective norms ( $\beta = 0.210$ ), and attitude ( $\beta = 0.206$ ) with expectation confirmation. Since the TPB constructs are fundamentally derived from beliefs, the high values of Beta coefficients in the relationship between these constructs and the confirmation of expectations indicate the significant impact of beliefs on the confirmation of expectations, as also confirmed in prior studies (Gupta et al., 2020; Thong et al., 2006).

## 6.5. Moderating effect

Based on the empirical findings in Fig. 2, individuals with higher levels of social networking experience are more likely to perceive greater functional value from their social networking usage ( $\beta = 0.12$ ), influencing their intention to continue using social media platforms. This finding suggests that increased familiarity and experience with social media leads to greater recognition and appreciation of its functional benefits, resulting in a higher likelihood of continued usage.

Furthermore, social media experience negatively influences the association between PBC and SMCI ( $\beta = -0.112$ ). This implies that as users gain more social media experience, control beliefs matter less in their decision to continue using the platform. Consequently, individuals with greater social media experience may exhibit increased confidence and competence in navigating the platform, leading them to perceive higher control over their social media usage. Furthermore, data analysis reveals that social media experience negatively impacts the relationship between subjective norms and the confirmation of expectations ( $\beta = -0.152$ ), elucidating that individuals with greater experience tend to

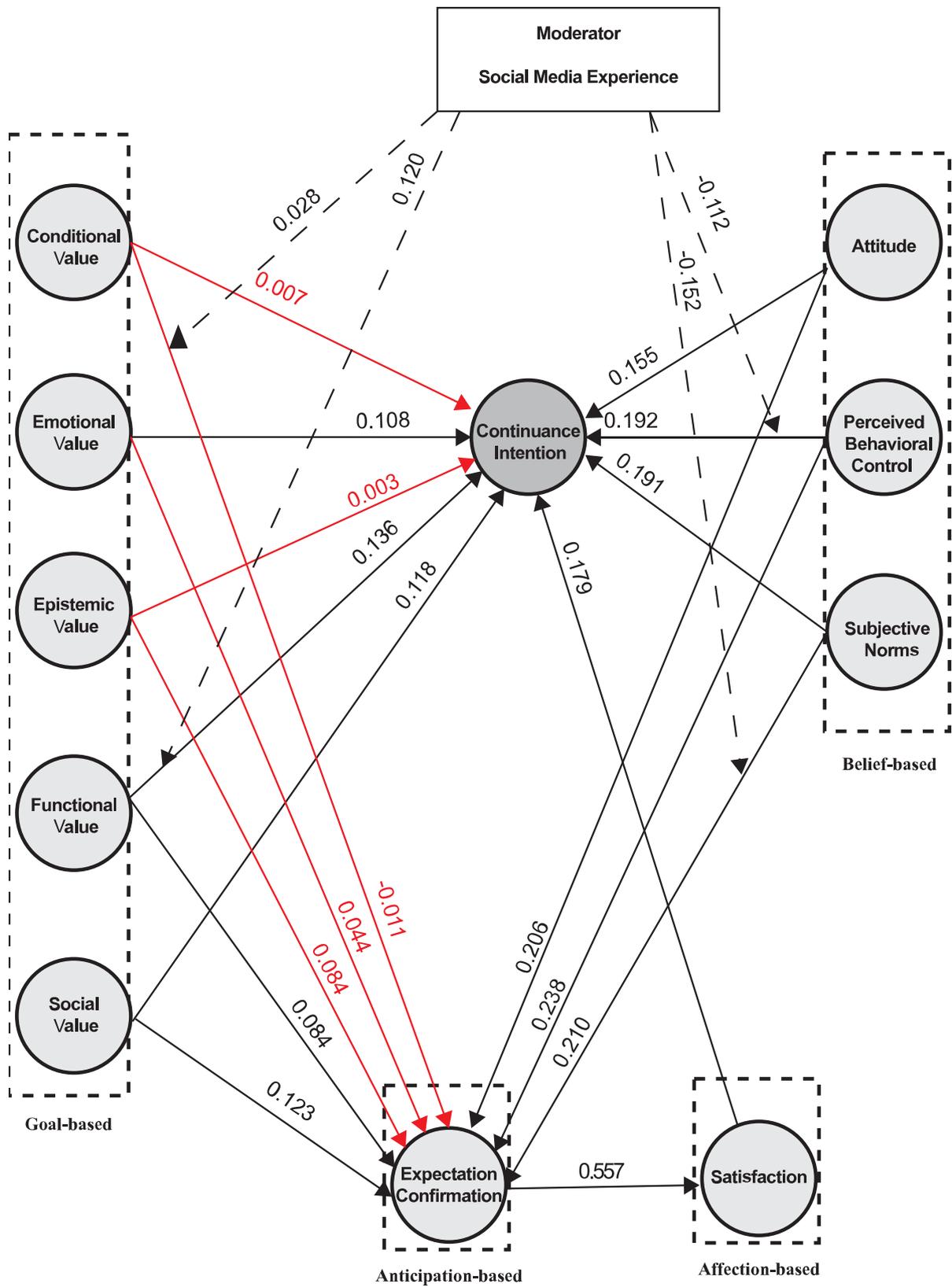


Fig. 2. Results of Structural Modeling Analysis.

Note. The rejected hypotheses are denoted in red. For hypotheses related to the moderating effect, only the supported hypotheses have been displayed, shown by a dashed line.

**Table 7**  
Results of R Square.

Construct	R Square
Continuance Intention	0.756
Expectation Confirmation	0.604
Satisfaction	0.483

prioritize their personal judgment over external norms.

Despite the seemingly insignificant association observed between conditional value and expectation confirmation, identifying a positively moderating effect of social media experience ( $\beta = 0.028$ ) underscores the imperative for a more comprehensive examination. Specifically, an investigation was undertaken to ascertain whether the correlation between conditional value and expectation confirmation varies across different levels of social media experience. To explore this, a contingency analysis (Everitt, 1992; Le Roux & Rouanet, 2010) was conducted on various levels of social media experience. Using contingency analysis allowed for examining the association or dependence between these variables and assessing any significant relationships. A chi-square test was also conducted as part of the contingency analysis (Wickens, 2014). The resulting findings are presented in Table 8.

Table 8 reveals that the relationship between conditional value and expectation confirmation value exhibits variability contingent upon the degree of familiarity with social media. The noteworthy chi-square test statistics observed among users with a higher level of social media experience (105.400, 133.705) indicate that the connection between these variables is likely to be influenced by one's level of social media proficiency. This finding suggests that as users accumulate more experience with social media, their ability to discern the value associated with specific conditions or circumstances intensifies, leading to a more resolute initial confirmation of their expectations.

**7. Conclusions**

In response to the first research question, the findings demonstrate that combining ECT, TCV, and TPB constitutes a robust model capable of effectively predicting SMCI. This assertion is well-supported by the substantial R Square value of 0.756, showing that the model significantly accounts for a considerable proportion of the variance in SMCI. This combined model emphasizes the pivotal role of several fundamental factors that profoundly influence users' intention to sustain their

utilization of social media platforms.

First and foremost, comprehending individuals' beliefs and perceptions concerning social media plays a pivotal role in understanding their motivations and decision-making processes. Second, the alignment of social media usage with functional, social, and emotional values emerges as a vital determinant in nurturing users' engagement and satisfaction. Users derive value from the platform by fulfilling functional needs, forging social connections, and attaining emotional gratification. Furthermore, the confirmation of users' expectations about positive feedback and support is crucial in fostering a positive user experience. When users' expectations are met, they are more inclined to experience satisfaction and exhibit a greater propensity to continue utilizing the

**Table 8**  
Results of Contingency Analysis.

Contingency Analysis Variables	N	DF	LogLike	ChiSquare	Prob > ChiSq
Y (Expectation Confirmation), X (Conditional Value) Where Social Media Experience = 1	6	16	7.9779681	18.000	0.3239
Y (Expectation Confirmation), X (Conditional Value) Where Social Media Experience = 2	47	99	36.025118	107.753	0.2573
Y (Expectation Confirmation), X (Conditional Value) Where Social Media Experience = 3	82	121	54.566090	116.981	0.5864
Y (Expectation Confirmation), X (Conditional Value) Where Social Media Experience = 4	146	63	46.509927	105.400	0.0007*
Y (Expectation Confirmation), X (Conditional Value) Where Social Media Experience = 5	144	99	47.176541	133.705	0.0115*

Note. An asterisk (\*) indicates a statistically significant association at a 0.95 confidence level. The results displayed in the table were obtained utilizing SAS JMP 16 software.

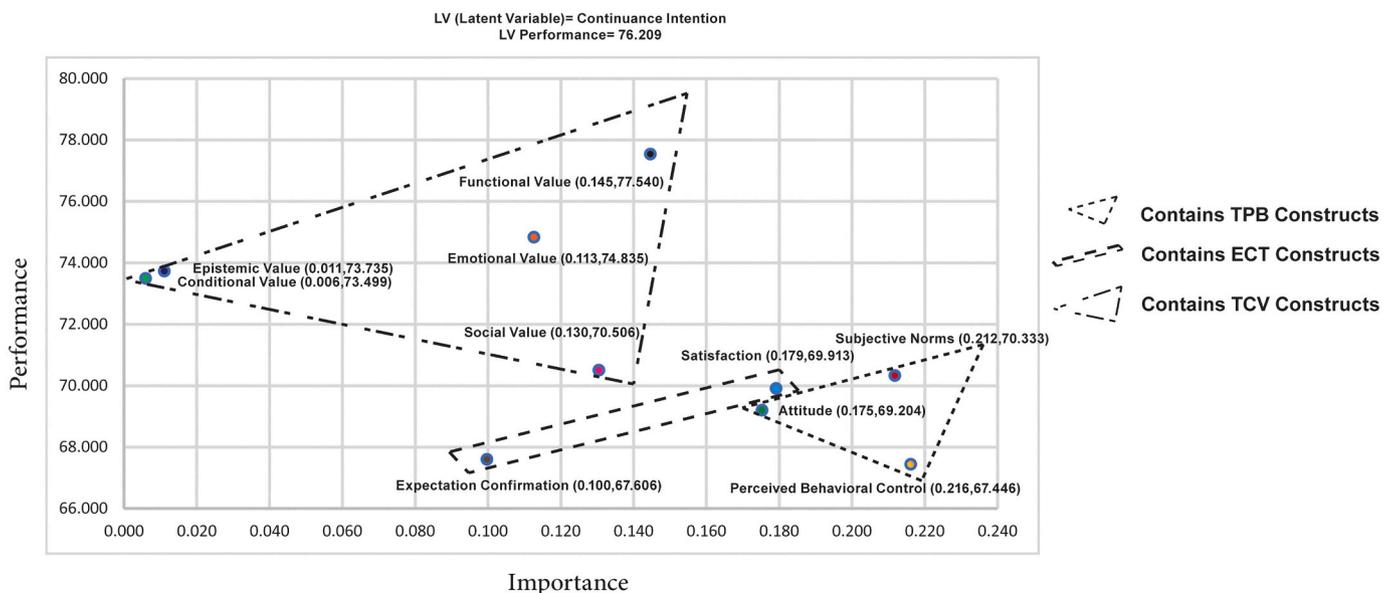


Fig. 3. s.

platform. Moreover, the findings reveal that, apart from different types of beliefs (control, normative, and behavioral beliefs), functional and social values also significantly contribute to the confirmation of expectations, as illustrated in Fig. 2.

In addressing the second research question, it becomes apparent that all TPB constructs associated with beliefs exert a notably stronger influence on SMCI, compared to different consumption values and the confirmation of expectations. Previous research studies support this viewpoint, highlighting the significant influence of beliefs on intention formation in the context of digital businesses (Burr, Cristianini, & Ladyman, 2018; De Cock, Andries, & Clarysse, 2021; Kesharwani, 2020; Solberg, Traavik, & Wong, 2020). These beliefs are derived from direct observations and inferences drawn from existing relationships, which are further strengthened through public relations efforts. It is helpful to continuously identify and monitor digital mindsets for investigating the formation of beliefs (Hanafizadeh & Mehrabioun, 2020; Solberg et al., 2020). The identification of digital mindsets represents a valuable approach for gaining deeper insight into the importance and relevance of these beliefs.

Based on the research findings, PBC emerges as a crucial factor influencing SMCI. People are more likely to keep using social media if they trust that their information is safe and their privacy is respected (Hayes, Cappa, & Le-Khac, 2020). Other than PBC, social norms also affect individuals' intentions as they are influenced by the beliefs of people around them. Social norms arise from the collective anticipation and pursuit of shared regularities within a population (Hawkins, Goodman, & Goldstone, 2019). These norms are established by adhering to the expectations set by specific reference groups, which individuals strive to comprehend and conform to (White, Smith, Terry, Greenslade, & McKimmie, 2009). The influence of social pressure stemming from these norms can impact individuals' intention to continue using social media. Moreover, developers of social media platforms should shape users' attitudes by presenting social media as a source of entertainment, relaxation, or a means to alleviate boredom.

Values play a crucial role in determining whether to keep using social media. Although the study results indicate epistemic and conditional values do not exhibit a significant relationship with continuance intention, functional, social, and emotional values have a decisive influence. The concept of functional value, which encompasses utilitarian aspects, typically manifests as more tangible and objective, while emotional value remains subjective, and social value is contingent upon users' social experiences and connections. In prolonged social media usage, this study reveals that individuals tend to prioritize utility over enjoyment. Prior research has consistently demonstrated a robust association between functional value and related constructs, including usefulness and various forms of users' commitment (She, Xu, Wu, Tian, & Tong, 2020; Tran Le Na & Hien, 2021), such as cognitive commitment (Shi, Cao, Chen, & Chow, 2019). If cognitive commitment lacks support from a sense of usefulness, users' engagement declines, resulting in reduced satisfaction and diminished intention to use (Li, Oh, & Wang, 2017; Marino & Presti, 2018).

While beliefs and values represent enduring and foundational aspects of individuals, confirming expectations are more context-specific and subject to change (Bhattacharjee, 2001). PBC, subjective norms, attitude, and social and functional values have a significant impact on confirming social media usage expectations. Among these factors, it is worth noting that emotional value's role in confirming expectations has not been confirmed, despite its influence on SMCI. Moreover, the analysis reveals that social values exert a more significant influence on confirming expectations compared to functional values. On the other hand, functional value exhibits a more pronounced impact on SMCI than social value. Indicates that social values hold greater sway in confirming initial expectations compared to functional values. However, as time progresses, functional value acquires prominence and becomes more influential for users and their continuance intention.

In response to the third research question, the study provides

compelling evidence regarding the positive moderating role of social media experience in the relationship between functional value and SMCI. Furthermore, it demonstrates that social media experience exerts a negative moderating influence on the relationship between PBC and SMCI, suggesting that users with greater experience rely less on control aspects when determining whether to continue using social media. Although the study did not confirm a significant relationship between conditional value and the confirmation of expectations, it uncovered that heightened social media experience enhances the recognition of conditional values and reinforces the confirmation of initial expectations. Furthermore, social media experience negatively influences the association between subjective norms and the confirmation of expectations ( $\beta = -0.152$ ). This suggests that users with greater experience tend to be less affected by external norms when it comes to confirming their expectations about social media usage.

## 8. Implications

### 8.1. Theoretical implications

By combining multiple theoretical perspectives into the study of social media continuous intention, with a specific emphasis on beliefs, values, expectation confirmation, and satisfaction, this study enriches the foundational aspects of digital behavior and offers insights for future research in this domain.

One of the key contributions of this study lies in its empirical analysis of the role of various consumption values in determining post-adoptive intentions and behavior in sustained social media usage. Previous research often assumed these values without empirical validation or examined only a limited subset of consumption values. By comprehensively exploring all types of consumption values in the context of social media use, this study enhances our understanding of their significance. Moreover, this research establishes the substantial impact of functional, social, and emotional values on SMCI, refining our comprehension of their hierarchical influence. This hierarchy provides insights into the varying degrees of influence that different types of values exert on users' intentions to continue using social media, enriching our understanding of the complexities of user motivation. Additionally, the study adopts a multi-theoretical approach by simultaneously examining the effects of beliefs, expectation confirmation, and values on the intention of continuous social media use. Notably, it reveals that TPB constructs associated with beliefs exert a notably stronger influence on SMCI, compared to different consumption values.

One significant gap in the academic landscape pertains to the incomplete consideration of TPB constructs when examining SMCI. In contrast, this research takes a holistic approach by examining all TPB constructs alongside other relevant factors. This comprehensive analysis sheds light on the unique and notable influence of TPB constructs, particularly beliefs, on the formation of intentions to use social media, contributing to a more complete theoretical understanding. Furthermore, the study explores the moderating role of social media experience, uncovering intriguing insights into how familiarity with platforms shapes perceptions of utility and user behavior dynamics. This knowledge deepens our understanding of the evolving nature of user interactions in the digital landscape, acknowledging the importance of user experience in shaping behavior. Lastly, unlike prior studies that narrowly focused on individual platforms, this research took into account the perspectives of users across a range of diverse social media platforms. This approach enhances the generalizability and applicability of the findings.

### 8.2. Methodological implications

This study makes significant methodological contributions to the field of social media research by employing a rigorous and comprehensive approach that combines multiple theoretical models and

advanced statistical techniques. The study employed rigorous methodological techniques to address potential Common Method Variance (CMV) concerns, thereby strengthening the validity of the findings. The Harman single-factor test (Harman, 1976) and VIF analysis (Kock, 2015) revealed no significant CMV or collinearity issues, suggesting that the study's results are not attributable to these biases and can be interpreted with confidence. Additionally, the study employs a rigorous approach to evaluate potential endogeneity concerns. The utilization of Park and Gupta (2012) Gaussian copula approach, coupled with the Kolmogorov–Smirnov test, provides a comprehensive assessment and lays the groundwork for addressing potential endogeneity issues in the model.

### 8.3. Practical and social implications

In light of the findings of this study, several practical and social implications can be suggested for developers of social media platforms, especially concerning users' consumption values, the constructs of TPB, and the confirmation of users' expectations aimed at enhancing the continuance intention and sustained usage of social media platforms. The study highlights the paramount role of functional values for social media users. Users actively engage in various activities on these platforms, including consumption, contribution, and content creation. Consequently, it becomes imperative for social media platforms to prioritize delivering maximum utility to their users. To achieve this goal, platforms can explore diverse monetization methods (Hanafizadeh, Barkhordari Firouzabadi, & Vu, 2021; Heshmatisafa & Seppänen, 2023; Johnson & Woodcock, 2019; Martínez-López, Li, & Young, 2022). For instance, platforms can consider monetizing live conversations (Woodcock & Johnson, 2021) and enable integrated e-commerce capabilities, similar to TikTok Shopping (Christison, 2022). Furthermore, improving ease of use is crucial, and this can be accomplished by developing services and tools that simplify content creation and scheduling. Leveraging artificial intelligence to expedite content creation processes (Haleem, Javaid, Asim Qadri, Pratap Singh, & Suman, 2022), such as providing auto-generated captions for videos (Malik, 2022), can significantly enhance the functional value offered to users.

The research emphasizes the pivotal role of social values in the context of social media usage. The findings from the data analysis (refer to Appendix 1) reveal that among the social value indicators, the fourteen questions related to the sense of belonging to the community garnered a notably high level of agreement among respondents (Mean = 3.934). This objective can be achieved through various means, such as promoting group collaboration. For instance, features like co-authoring posts and utilizing platforms like Instagram Collabs (Kareem & Venugopal, 2023), as well as enabling real-time interactions through shared music and videos (Nwagwu & Akintoye, 2023), and supporting collaborative audio and video content creation and distribution, can all contribute to fostering a stronger sense of community. Furthermore, enhancing community engagement can be realized by tailoring content and interactions to specific interests, such as gaming and astrology, hosting virtual events, and facilitating collective discourse through activities like Q&A (Question and Answer) and AMA (Ask Me Anything) sessions on Reddit (McCarthy & Bogers, 2023; Moriarty & Mehlenbacher, 2023), and encouraging the formation of social groups and circles through features like community suggestions and sub-group creation within larger groups. These strategies collectively serve to bolster the sense of community and social value within the social media ecosystem.

While emotional values may be slightly less crucial for SMCI, they still significantly influence user engagement. The results of the data analysis (refer to Appendix 1) show that among the emotional value indicators, questions five and six, which addressed playful and relaxed experiences respectively, received a high level of agreement among respondents (Mean = 4.031, Mean = 4.04 for q5 and q6). Therefore, social media platforms can enhance emotional values by introducing playfulness through methods such as the use of diverse and immersive effects.

Implementing time well-spent measures, including reminders for breaks and digital well-being support, can contribute to a more relaxing and emotional user experience (Nguyen, Büchi, & Geber, 2022; Steinert & Dennis, 2022). Furthermore, the study reveals significant relationships between the constructs of the TPB (PBC, Subjective Norms, and Attitude) and SMCI. The results of the data analysis (refer to Appendix 1) show that among the PBC indicators, the nineteen questions that addressed personal control received a high level of agreement among respondents (Mean = 4.155). Platforms should emphasize personal control through features such as daily usage reminders, sensitive content controls, and options for reviewing and managing friend lists. Recognizing the importance of subjective norms suggests that platforms should encourage users to invite and connect with friends and contacts, as positive recommendations from these connections can significantly influence platform adoption. In terms of attitude, the results of the data analysis (refer to Appendix 1) show that among the attitude indicators, the eighteen questions that addressed the attitude towards the appropriateness of social media with users received a high level of agreement among respondents (Mean = 4.092). Platforms can shape users' attitudes towards appropriateness by rewarding appropriate and polite discourse, proactively moderating inappropriate content, implementing user-friendly reporting mechanisms, promoting responsible online behavior and content sharing, supporting digital well-being, and utilizing artificial intelligence to combat the spread of misinformation (Aïmeur, Amri, & Brassard, 2023; Kaur & Gupta, 2023). Additionally, platforms can adapt and introduce features aimed at promoting the creation and sharing of appropriate content while discouraging the dissemination of fake or inappropriate viral content. For example, X platform (formerly known as Twitter) introduced a “read before you retweet” feature, encouraging users to review an article before sharing it (Hatmaker, 2020).

### 9. Limitations and possible avenues for future research

The present study offers valuable insights into the factors that influence users' intentions to continue using social media. However, it is crucial to acknowledge its limitations and consider avenues for future research. The study primarily focuses on a combined model of ECT, TPB, and TCV. Future research could explore the incorporation of additional theoretical frameworks or constructs to further enhance our understanding of users' intentions and behaviors in sustained social media usage. Including relevant factors like flow experience, privacy concerns, or perceived risks may offer a more comprehensive understanding of users' decision-making processes.

Additionally, the study underscores the significance of beliefs, values, and expectation confirmation in shaping users' intentions. Nevertheless, it is essential to recognize that these factors can vary across diverse cultural contexts or user segments. Subsequent research could investigate the role of cultural factors, such as individualism versus collectivism or power distance, in shaping users' intentions and behaviors on social media platforms.

While the study provides valuable insights into the impact of social media experience on users' intentions, further research is required to uncover the underlying mechanisms. Examining specific components of social media experience, such as duration of use, frequency of interactions, or types of activities engaged in, may yield a more detailed understanding of how experience influences users' intentions and behaviors. The research findings underscore the significance of user behavior control in the context of social media usage, as evidenced by the results related to PBC. Therefore, ensuring users' responsible and proper engagement with these platforms emerges as a critical concern within the realm of social media utilization. In this regard, the incorporation of theories like the Self-Determination theory could serve as a valuable complement to the theories employed in this study. Finally, the study employs a quantitative approach to data collection and analysis. Future research could employ qualitative methods, such as interviews or

focus groups, to gain a deeper understanding of users' experiences, motivations, and decision-making processes. This qualitative exploration would provide richer insights and complement the quantitative findings obtained in this study.

**CRedit authorship contribution statement**

**Mohammad Mehrabioun:** Conceptualization, Data curation, Formal analysis, Methodology, Project administration, Resources, Validation, Visualization, Writing – original draft, Writing – review & editing.

**Declaration of Competing Interest**

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

**Data availability**

Data will be made available on request.

**Appendix 1**

**Table A**  
1: Instrument.

Construct	Definition	Item	References	Mean	Standard deviation	Loadings	VIFs
Conditional Value	The perceived utility acquired by an alternative as the result of the specific situation or set of circumstances facing the choice maker. An alternative acquires conditional value in the presence of antecedent physical or social contingencies that enhance its functional or social value. Conditional value is measured on a profile of choice contingencies (Sheth et al., 1991, p. 162).	Q1: When I am in uncertain circumstances and need more information to facilitate a decision, this social media App can provide related real-time information (e.g., health, lifestyle, stocks) to help me make the decision.	(Derawi et al., 2023; Kummer, Ryschka, & Bick, 2018)	3.929	1.123	0.856	1.898
		Q2: No matter the time or place, using this social media App can assist me in completing the things I want to do.		3.941	1.044	0.883	2.135
		Q3: I value this social media App because it helps me get what I need in certain situations.		3.948	1.094	0.871	1.949
Emotional Value	The perceived utility acquired from an alternative's capacity to arouse feelings or affective states. An alternative acquires emotional value when associated with specific feelings or when precipitating or perpetuating those feelings. Emotional value is measured on a profile of feelings associated with the alternative (Sheth et al., 1991, p. 161).	Q4: Using this social media App makes me feel good.	(Derawi et al., 2023; Doshi et al., 2023)	3.913	1.158	0.899	2.425
		Q5: Using this social media App gives me pleasure.		4.031	1.165	0.907	2.394
Epistemic Value	The perceived utility acquired from an alternative's capacity to arouse curiosity, provide novelty, and/or satisfy a desire for knowledge. An alternative acquires epistemic value by questionnaire items referring to curiosity, novelty, and knowledge (Sheth et al., 1991, p. 162).	Q6: Using this social media App makes me feel relaxed.	(Liu, Meng-Lewis, et al., 2021; Zhang, Guo, et al., 2017)	4.04	1.119	0.803	1.650
		Q7: I accumulate knowledge through users' shared information on this social media App.		3.904	1.181	0.902	2.475
		Q8: I believe using this social media App is a good opportunity for me to learn new things.		4.099	1.123	0.886	2.475
Functional Value	The perceived utility acquired from an alternative's capacity for functional, utilitarian, or physical performance. An alternative acquires functional value through the possession of salient functional, utilitarian, or physical attributes. Functional value is measured on a profile of choice attributes (Sheth et al., 1991, p. 160).	Q9: I use this social media App to seek advice on practical issues.	(Derawi et al., 2023; Hsu et al., 2014; Yoon & Rolland, 2015)	3.866	1.203	0.92	2.705
		Q10: This social media App meets an acceptable standard of quality.		4.059	1.234	0.913	2.672
		Q11: If I use this social media App, my ability to communicate conveniently with others will be increased.		4.148	1.084	0.929	3.031
Social Value	The perceived utility acquired from an alternative's association with one or more specific social groups. An alternative acquires social value through association with positively or negatively stereotyped demographic, socioeconomic, and cultural-ethnic groups. Social value is measured on a profile of choice imagery (Sheth et al., 1991, p. 161).	Q12: Using this social media App enables me to communicate more quickly with others.	(Gvili, Kol, & Levy, 2020; Kaur et al., 2018)	4.087	1.204	0.865	2.252
		Q13: The information I receive from this social media App helps me be useful to others.		3.713	1.116	0.849	1.648
		Q14: Attending this social media App makes me feel like I belong to a greater community.		3.934	1.008	0.789	1.499
Attitude	The degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question (Ajzen, 1991, p. 188).	Q15: Attending this social media App helps me feel accepted by other people.	(Al-Debei et al., 2013)	3.821	1.054	0.839	1.573
		Q16: I have a positive opinion of this social media App.		3.661	1.014	0.919	3.187
		Q17: I think the continuous usage of this social media App is good for me.		3.539	0.994	0.905	3.111
		Q18: I think the continuous usage of this social media App is appropriate for me.		4.092	1.101	0.822	1.460

(continued on next page)

Table A (continued)

Construct	Definition	Item	References	Mean	Standard deviation	Loadings	VIFs
Perceived Behavioral Control	People's perception of the ease or difficulty of performing the behavior of interest (Ajzen, 1991, p. 183).	Q19: How much personal control do you feel you have over the continuous usage of this social media App? (Very little control/Complete control)	(Al-Debei et al., 2013; Hansen, Saridakis, & Benson, 2018)	4.155	0.97	0.873	1.473
		Q20: To what extent do you perceive your ability to control your continued usage of this social media App? (Completely beyond my control/Completely under my control)		3.348	1.004	0.811	1.559
		Q21: I ensure this social media App is secure before filling out information.		3.233	1.152	0.727	1.396
Subjective Norms	The perceived social pressure to perform or not to perform the behavior (Ajzen, 1991, p. 188).	Q22: People important to me think it is a good idea to use this social media App.	(Al-Debei et al., 2013; Yoon & Rolland, 2015)	4.165	1.052	0.886	2.225
		Q23: People important to me would use this social media App.		3.929	1.117	0.925	2.510
		Q24: People important to me think I should use this social media App.		3.108	1.012	0.693	1.370
Expectation Confirmation	Users' perception of the congruence between expectation of [a system] use and its actual performance (Bhattacharjee, 2001, p. 359).	Q25: My experience using this social media App was better than expected.	(Bhattacharjee, 2001; Yoon & Rolland, 2015)	3.729	1.148	0.866	2.150
		Q26: The service level provided by this social media App was better than what I expected.		3.725	1.126	0.911	2.541
		Q27: Overall, most of my expectations from using this social media App were confirmed.		3.664	1.059	0.873	2.019
Satisfaction	Users' affect with (feelings about) prior [system] use (Bhattacharjee, 2001, p. 359).	Q28: I think I made the correct decision in using this social App.	(Bhattacharjee, 2001; Cao et al., 2022; Hsiao et al., 2016)	3.696	1.027	0.819	1.629
		Q29: My experience of using this social media App has been satisfactory.		3.819	1.005	0.849	1.515
		Q30: How do you feel about the overall experience of using this social media App? (Very frustrated/Very contented).		4.188	1.073	0.808	1.572
Continuance Intention	Users' intention to continue using [system] (Bhattacharjee, 2001, p. 359).	Q31: I will always try to use this social media App in my daily life.	(Bhattacharjee, 2001; Kaur et al., 2018)	4.122	1.158	0.885	2.227
		Q32: I plan to continue using this social media App frequently.		4.064	1.12	0.883	2.168
		Q33: I want to continue taking part in this social media App rather than discontinuing its use.		3.962	1.127	0.897	2.389
Social Media Experience		Q34: Rate your social media experience (Less than 2 years/More than 2 years and less than 5 years/More than 5 years and less than 7 years/Between 7 and 10 years/More than 10 years).		3.967	0.952		

Note. The respondent has been requested to answer questions or express their agreement with the statement, considering their preferred social media application.

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