

A Study of Social Media Users' Switching Behavior

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Abstract : Social media has created a change in the way the network community is clustered, especially from the location of the community, from the original virtual space to the intertwined network, and thus the communication between people will change from face to face communication to social media-based communication model. However, social media users who have had a fixed engagement may have an intention to switch to another service provider because of the emergence of new forms of social media. For example, some of Facebook or Twitter users switched to Instagram in 2014 because of social media messages or image overloads, and users may seek simpler and instant social media to become their main social networking tool. This study explores the impact of system features overload, information overload, social monitoring concerns, problematic use and privacy concerns as the antecedents on social media fatigue, dissatisfaction, and alternative attractiveness; further influence social media switching. This study also uses the online questionnaire survey method to recover the sample data, and then confirm the factor analysis, path analysis, model fit analysis and mediating analysis with the structural equation model (SEM). Research findings demonstrated that there were significant effects on multiple paths. Based on the research findings, this study puts forward the implications of theory and practice.

Keywords : social media, switching, social media fatigue, alternative attractiveness

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