

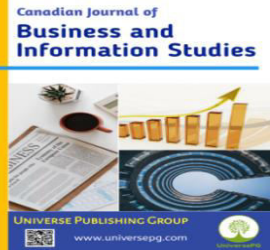


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Factors Affecting Users' Intention to Use Social Networking Sites: A Mediating Role of Social Networking Satisfaction

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ABSTRACT

This research is aimed to identify factors affecting users' Intention to Use (ITU) Social Networking Sites (SNSs) with moderating role of social networking satisfaction. There are considerable research works regarding factors influencing Intention to Use (ITU) Social Networking Sites (SNSs), but no research is conducted on a mediating factor of social networking satisfaction. This research intends to identify the relation of sociability, fashion/ status, perceived entertainment, and perceived benefit with social networking satisfaction and identify the degree to which social networking satisfaction is associated with using SNSs. For this purpose, three hundred eleven data were collected by online survey and in-person interviews from Dhaka city. After that, we analyzed data by smart PLS-SEM. We justified the measurement model to determine whether constructs represent users' ITUSNSs. When data validation was confirmed, we analyzed the structural model by smart PLS 3.3.3. From our analysis, it is revealed that social networking satisfaction partially mediates sociability motivation, fashion/status, and perceived benefit, whereas it completely mediates perceived entertainment. This result will help the practitioners to make decisions on users' social networking satisfaction. Because this factor partially or completely mediates the other factors influencing users' ITUSNSs. There are some limitations to this research. Future researchers should take more sample sizes and consider all age-ranged respondents. They can also conduct the same research based on a different model to justify the present study. They may also take another or multiple mediating variables for this study.

Keywords: Sociability, Perceived Benefit, Social Networking Satisfaction, and Social Networking Sites (SNSs).

INTRODUCTION:

In this fourth industrial revelation age, SNSs play a great role in communication, idea sharing, advertisement, marketing, enjoyment, and so forth (Salleh *et al.*, 2013). There various SNSs like Facebook, Twitter, My-space, Google+, etc. All of these are essential parts of our lives. Registration is required to get an account on those platforms and make a profile of an individual to disseminate information and to be appeared to different groups (Hew, 2011). After logging in, the UniversePG | www.universepg.com

users can post, share, comment, like/dislike, and do many more things. SNSs are a popular and common platform for online social exchange of thoughts and for sharing feelings (Hoadley *et al.*, 2010; Parvez *et al.*, 2010; Rosen & Kluemper, 2008).

Nowadays, SNSs have become the main platform for getting assessment of products/services. 77% of the online Purchasing decision is based on users' reviews on SNSs (Petersen, 2013). More than a million people

go through the product/service review from SNS every week (Baldacci, 2015). According to Kim *et al.* (2015), weak ties collection is certainly associated with sharing information in SNSs. It was also concluded in their study that feeling of enjoyment was proved as influential predictors of sharing activity in SNSs. Various benefits come through SNSs nowadays. E-commerce is often done through SNS like Facebook. Perceived ease of use, perceived usefulness, and subjective norms has a direct relationship with users' on line buying decision-making (Sin *et al.*, 2012). Jairaket *al.* (2010) ascertained that the most influencing elements that have consequences on users' ITU social networking websites are collaborative learning, pleasure, and familiarity. Information sharing has come to be very handy and famous for SNSs, and SNSs have the principal traits of spreading records via social interactions (Savolainen, 1999; Body and Ellison, 2007; Ferguson, 2008; Chen *et al.*, 2012; Shu and Chuang, 2011; Aral and Walker, 2011; Chen *et al.*, 2014; Wang and Vaughan, 2014). SNSs additionally play a vital role in economic development, and many corporations invest billions of euros in advertisement in SNSs (Cha *et al.*, 2009; Bernoff and Li, 2008; Adar and Adamic, 2005 and Gruhl *et al.*, 2004) confirmed that the records proclaimed model had been changed by way of the oral communication effect. Considerable research on the influences of SNSs on firms' overall performance (Scullin *et al.*, 2004; Yang *et al.*, 2012; Luo and Zhang, 2013) and consumers' conduct (Rishika *et al.*, 2013; Goh *et al.*, 2013).

Mouakket, (2015) confirmed in his research that perceived usefulness, satisfaction, habit, enjoyment, and subjective norms are the widespread elements impacting users' ITUSNSs. This paper focuses on how the social satisfaction factor influences intention. No research is available now on this context.

Literature Review

Sociability Motivation, Fashion Status, and ITUSNSs

Jairak *et al.* (2010) concluded that the significantly influencing factors those impact users' ITUSNSs are learning collaboration, pleasure& familiarity. Shao *et al.* (2020) stated that the high experienced users are more interactive, and the low experienced users are negative in SNS. Highly motivated users spent more time on Facebook than those lowly motivated is found

from Ross *et al.* (2009). From an open-ended response, it was exposed that nine motives were influential for usage of Facebook as social networking, and those motives are communication, uploading images/photos, entertainment, planning events, exchanging messages, going through posts of others, knowing people better, finding contact information and self-presentation (Pempek *et al.*, 2009). Some researchers studied explanations and conduct based on weblog writing. Huang *et al.* (2007) recognized 5 motivating elements those influence running a blog nature (i.e., self-expression, existence documentation, comment, neighborhood discussion board engagement, and information searching). Nardi *et al.* (2004) observed 5 causes through realistic interviews, and these factors are documentation of individual life experiences, opinion/ commentary, showing emotions, expressing an idea through written documents, and maintaining community forums. Similarly, Jung *et al.* (2007) found 5 factors for having a private blog comparable to Papacharissi's, (2002) factors for having a private site: amusement, self-expression, knowledge sharing, time passing, and verbal exchange with one's family and close circle. On the other hand, Hsu & Lin, (2008) found from their research that ease of use, enjoyment, and sharing of knowledge were the reasons for blogging in Taiwan. Some researchers studied to identify the motives through readers' points of view. About half of the survey respondents go through blogs for enjoyment and to know their choices. By using the theoretical framework of usage and gratifications on pagers, it was discovered that being fashionable depended on additional motivation over studies (Leung and Wei, 1998). For the above reasons, users of SNSs think that belonging to a specific community of SNSs is their status issues and social identity (Currás *et al.*, 2013). SNSs open a new field for people to share photos, manage their expected self-image, and be updated with recent trends. SNSs help establishes a connection with others (Gruen *et al.*, 2006) and creates attitude. Information exchange in SNSs also changes users' views (Soderlund and Rosegren, 2007). For this reason, Lee *et al.* (2008) found that attitudes of the users depended on other negative comments on SNSs. Another research by Hsu and Lu, (2004) identified that attitudes to using online games were also affected by social factors.

From the above research background and discussion, it is proposed that-

H₁: Sociability Motivation significantly impacts users' ITUSNSs.

H₂: Fashion Status significantly impacts users' ITUSNSs.

Perceived Entertainment and ITUSNSs

Little relation is positively connected to sharing information in SNSs (Kim *et al.*, 2015). Their study similarly acknowledged that enjoyment was a noteworthy factor in sharing information in SNSs. We know many more benefits are gained from SNSs, such as digital marketing, e-commerce, online business, etc. Another research showed that the impact of SNSs on gratification with family time and family contentment differ for various reasons. Using SNSs supported families in building family time entertainable, connecting with members of family, and raising a feeling of belongingness. Unlikely, the uses of SNSs take family time, decrease attention during in-person meetings, and negatively compare (Sharaiyeva & Stodolska, 2017). Moon and Kim, (2001) described enjoyment as the delight the man or woman sense's objective when engaging in a specific conduct or doing work and identified from their study that enjoyment/entertainment is a primary aspect of Internet acceptance. Davis *et al.* (1992) studied intrinsic inspiration in the discussion about Technology Acceptance Model (TAM). They concluded that intrinsic enjoyment greatly affects users' intention for using computer technology. Van der Heijden, (2004) stated that perceived enjoyment is a vital issue influencing users' ITU a method of amusement orientation. Affective exchange, information seeking, amusement, to get bandwagon are the four motives are influential for blogs users (Huanget *al.*, 2008). From the above research background and discussion, it is proposed that

H₃: Perceived Entertainment significantly impacts users' ITUSNSs.

Perceived Benefit and ITUSNSs

According to Godes & Mayzlin, (2004) and Ferguson (2008) a social community is a package that permits a user to correlate, establish communication, content sharing, and community creation. Hawkins *et al.* (2007) mentioned that SNS is the system that allows people to exchange information. On the other hand, UniversePG | www.universepg.com

(Boyd and Ellison, 2008; Zhang and Jastram, 2006; Jiang, 2014) described SNSs are the media that permits customers to post a profile with the system where they have different customers with whom they exchange information and observe what other do thus they create a common interest community or group. It was seen that a constructive association between the perceived usefulness of buying from e-commerce available in SNSs and the intention to purchase through those sites.

If the usefulness of online purchasing increases, the intention to purchase from SNSs or other online media also increases. The study also showed a significant association between ease of use of SNSs and intention to purchase from SNSs. The authors concluded that if the purchasing process, delivery, and payments using online media like SNSs become easier, then the ITUSNSs media for e-commerce increases (sin *et al.*, 2012). A study explored that the financial performance of SMEs gets a substantial constructive impact from Facebook usage. It was likewise uncovered that the nonfinancial performance of SMEs has a constructive effect on Facebook in the arena of minimization of cost, on marketing and client service, enhanced customer relations, and better information nearness. Moreover, it was discovered that Facebook usage among SMEs has significant factors like compatibility, cost-effectiveness, and interactivity (Ainin *et al.*, 2015; Davis, 1989) described usefulness as the user's perception that using specific tools are supportive of improving user's action of the work and then user senses it as positive. Many researchers concluded that a direct association remains between the usefulness of that system and the adaption of that technology/system (Yenet *al.*, 2010; Pontiggia & Virili, 2010; Sledgianowski & Kulviwat, 2009; Zhou & Wang, 2009; Lee, 2009; Wu *et al.*, 2007;). It was exposed by the research that users feel good when the SNSs allow them to efficiently make and continue relation among the systems/ process, which enable new users to become adopt the system (Li & Bernoff, 2008; Pfeil *et al.*, 2009). It was proved by some scholars that SNSs have a profound impact that results to the ITUSNSs. From the above research background and discussion, the following hypothesis can be drawn –

H₄: Perceived Benefits significantly impact users' ITUSNSs

Social Networking Satisfaction and ITUSNSs

Oliver, (1980) defined user satisfaction as one's expected result with the outcomes. Anderson and Srinivasan, (2003) said that user's state of happiness in his/her past online activities is users social networking satisfaction. Hunt, (1977) stated that the frame of mind is emotion, and satisfaction is the assessment of the frame of mind. Similarly Oliver, (1980, 1981) projected that in the case of consumption, gratification was the assessment of attitudes. Users are contented with SNSs with quality information, social presence, and economic value, and ultimately satisfaction with SNSs creates ITUSNSs (Chowet et al., 2015). On SNSs, people get the community to support any time and this support satisfies users in this medium; as a result, users get eager to use SNSs (Oh et al., 2014). Now we can propose the following hypothesis:

H₅: Social Networking Satisfaction significantly impacts users' ITUSNSs.

Sociability Motivation, Fashion Status, Perceived Entertainment, Perceived Benefit, and Social Networking Satisfaction

According to Currás et al. (2013) attitude is one of the influential factors which impact users' satisfaction and loyalty to using SNSs. There are also many factors those impact users' ITUSNSs such as sociability, entertainment gratifications, and perceived risks (psychological, time loss, and social). SNSs influence information sharing, relationship quality, and social life satisfaction. It was discovered likewise that quality of personal attachment is impacted by information disseminating, and finally, it is significantly connected to satisfaction of public life. Finally, it was concluded that the connection between SNSs engagement and relationship quality is completely inclined by sharing of information. Nevertheless, the association between SNSs involvement and community life gratification is negatively affected (Dang, 2021). Now we can propose the following hypothesis:

H₆: Sociability motivation significantly affects Social Networking Satisfaction.

H₇: Fashion/ Status partially affects Social Networking Satisfaction.

H₈: Perceived Entertainment significantly affects Social Networking Satisfaction.

H₉: Perceived Benefit significantly affects Social Networking Satisfaction.

The Mediating role of Social Networking Satisfaction

Many researchers stated a constructive association between life satisfaction and SNSs utilization intentions, with the rate of SNSs utilization and excessive SNSs utilization (Satici & Uysal, 2015; Rae & Lonborg, 2015; Oliveira & Huertas, 2015). Oliver, (1980) defined user satisfaction as one's justification of the disparity between past desire and outcome. In digital world, satisfaction is described as the user's gratification concerning one's prior online user experience" (Anderson and Srinivasan, 2003, p. 125). Hunt, (1977) stated that the frame of mind is emotion, and satisfaction is the assessment of the frame of mind. Another research displayed that the influence of SNSs on satisfaction with household amusement and household satisfaction differ for various reasons. It was once found that using SNSs supported families in constructing amusing family vacations, connecting with household members, and raising feelings of belongingness. Oppositely, SNSs use takes family time, decreases interest during in-person meetings, and negatively compares (Sharaievska & Stodolska, 2017). Now we can propose the following hypothesis

H₁₀: Social Networking Satisfaction partially mediates the influence of Sociability Motivation on users' ITUSNSs.

H₁₁: Social Networking Satisfaction partially mediates the influence of fashion/status on users' ITUSNSs.

H₁₂: Social Networking Satisfaction partially mediates the influence of Perceived Benefit on users' ITUSNSs.

H₁₃: Social Networking Satisfaction partially mediates the influence of Perceived Entertainment on users' ITUSNSs.

METHODOLOGY:

Measure

These questionnaires we used had been taken earlier research related to our topic and modified these questionnaires based on our purpose. We designed our questionnaire as renowned five-point Likert Scale. We measured sociability motivation, Fashion/status, and

Perceived entertainment with four variables from Curras et al. (2013). The perceived benefit was calculated by three particulars taken from Main et al. (2019) and modified according to our topic. Social

networking satisfaction by four variables was adopted from (Flavian et al., 2006; Janda et al., 2002; Oliver, 1980).

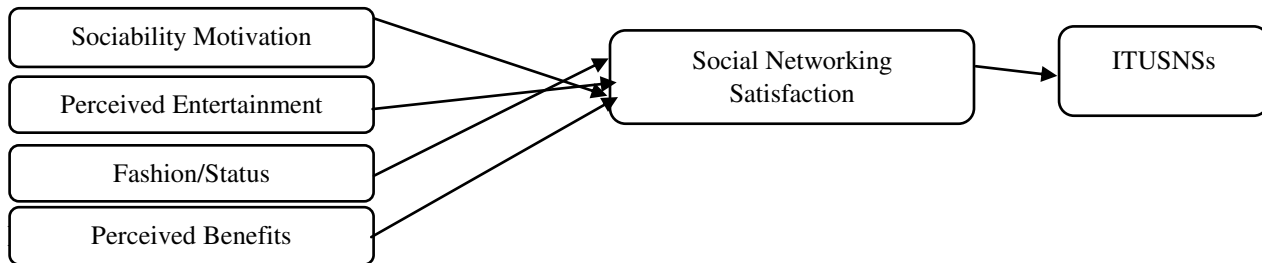


Fig. 1: Conceptual model.

Sampling and data collection

To evaluate our proposed hypothesis, we gathered numerical statistical data. Then those data were used for further analysis. For this stage, we used structured questionnaires for gathering required data. The questionnaires were brought from the previous research; we used structured questionnaires. For the purpose of data collection, we used online and person-to-person direct interviews from Dhaka city. We collected 337 data and from which 26 were proved invalid, so the valid data was 311. Our respondents were from Bangladesh (online respondents), Dhaka (direct interview) and respondents’ ages ranged from 16-more to 55. We collected data from June to July 2022.

Data Analysis

We used a two-step procedure to evaluate our data if the gathered data were validated or not (Anderson & Gerbing, 1988). This tactic is applied to find if the observed variable represents the latent constructs with a covariance matrix. We used smart PLS 3.3.3 for analyzing the measurement model along with structural model. We first calculated the factor loading, Cronbach Alpha, Composite reliability, and Average variance extracted (AVE) to analyze the measurement model. After that, the structural model was analyzed by 311 data samples with smart PLS 3.3.3.

RESULTS AND DISCUSSION:

From **Table 1**, it is proved that the collected data had a nice combination of males and females. Among the respondents, 55.31% were male and 44.69% female. Respondents were 31.19% of students. Furthermore, sub sequentially 13.18% was govt. Of job holders, 21.54% were private job holders, and 34.08% were

unemployed, and they were the majority portion of the respondent.

Table 1: Respondents (n=311) Demographic information.

Variable	n	Percentage (%)
Gender		
Male (M)	172	55.31
Female (F)	139	44.69
Age (years)		
16-25	109	35.05
26-35	92	35.05
36-45	61	19.61
46-55	29	9.32
55 and above	20	6.43
Profession		
Student	97	31.19
Govt job	41	13.18
Private job	67	21.54
Unemployed	106	34.08
Income		
Less than 20000	203	67.22
20000-30000	41	13.18
30000-40000	37	11.90
40000-50000	21	6.75
More than 50000	9	2.893890675

Table 2 shows that about 84% of respondents liked Facebook as a SNS, and 83% got active on SNSs over three years. Half of the users spent their time twice a day on SNSs (53%), and from them, 31% spent more than three hours per day.

Measurement model

We tested our projected model with a measurement model. This model justifies the validation of the pro-

jected model. Convergent validity, discriminant validity, and internal consistency were tested by this model. The proposed constructs' internal consistency

was justified based on the value of Cronbach Alpha and composite reliability (Hasan et al., 2021).

Table 2: Characteristics of SNSs users.

Characteristics			
Favorite SNS	FB	261	83.92
	Twitter	28	9.00
	Instagram	12	3.86
	Myspace	7	2.25
	Other	3	0.96
Engagement			0.00
	1	285	85.33
	2	37	11.08
	More than 2	12	3.59
Engagement history			
	Less than a year	17	5.47
	One-Two years	16	5.14
	Two-Three years	29	9.32
	more than three years	249	80.06
Activity in a day			
	more than two times a day	178	57.23
	One time in a week	62	19.94
	One time a month	21	6.75
	not sure	50	16.08
Active duration (a day)			
	Lesser than an hour	92	29.58
	One-two hours	73	23.47
	Two-three hours	47	15.11
	more than three hours	99	31.83

From **Table 3**, we can see that Cronbach Alpha values range from 0.784-0.845 and composite reliability values are between 0.841-0.941. Both the values are greater than the accepted value thresholds (Bagozzi and Yi, 1988). **Table 3** also represents that the average variance extracted (AVE) values are higher than 0.5. AVE was calculated to assess the convergent validity

(Hasan et al., 2021). In addition, **Table 4** proves that AVE values are higher than the squared correlation between the related construct and remaining items with discriminant validity. For the structured equation model (SEM) proposed by Fornell & Larcker, (1981), the convergent and discriminant validity was verified earlier.

Table 3: Findings from Measurement model.

Variables	Items	Factor Loading	Cronbach's Alpha (α)	Composite Reliability (CR)	Average Variance Extracted (AVE)
Sociability Motivations			0.845	0.923	0.806
	To get update from my belongings, I like to use my favorite SNSs	0.926			
	To get the updated information I like to use my favorite SNSs	0.931			
	To improve my relationship with my belongings, I like to use my favorite SNSs	0.874			

	To feel others that I am thinking about them, I like to use my favorite SNSs	0.819			
Fashion/status			0.845	0.941	0.802
	To appear as stylish, I like to use my favorite SNSs	0.884			
	To uphold my status, I like to use my favorite SNSs	0.905			
	To look fashionable, I Like to use my favorite SNSs	0.896			
	To be up-to-date, I like to use my favorite SNSs	0.887			
Perceived Entertainment			0.883	0.915	0.827
	To get rid of boredom, I like to use my favorite SNSs	0.844			
	To make fun, I like to use my favorite SNSs	0.894			
	To pass my time, I like to use my favorite SNSs	0.922			
	To have amusement, I like to use my favorite SNSs	0.901			
Perceived Benefit			0.791	0.842	0.695
	SNSs are helpful in my life	0.821			
	SNSs will improve my life	0.845			
	SNSs will enhance my lifestyle.	0.874			
SNS			0.793	0.841	0.724
	I am satisfied what SNSs I use now.	0.789			
	I will continue using SNSs.	0.925			
	I did a good job getting involved in SNSs.	0.814			
	I am satisfied that I am getting services from SNSs.	0.799			
ITUSNSs			0.784	0.886	0.708
	I have ITUSNSs	0.805			
	I have ITU the SNSs from the next year	0.814			

Structural model

We tested our proposed hypothesis using the structured equation model (SEM) (Fornell & Larcker, 1981). **Table 5** represents coefficient, t-statistics, p-value, and decisions. From **Table 5**, it is shown that the connotation amid sociability motivation and ITUSNSs was identified as significant ($\beta=0.181$, $t=3.383$, $p=.001$) and accepted H1. Fashion/status has an insignificant relationship with the ITUSNSs (H2) ($\beta=0.108$, $t=1.813$, $p=.07$). So, these values do not support the proposed hypothesis, so the decision was to reject this hypothesis. Perceived entertainment has a remarkable influence on the ITUSNSs (H3) ($\beta=0.137$, $t=2.817$,

$p=.001$). These values supported the H3. The perceived benefit was seen as notably associated with the ITUSNSs (H4) ($\beta=0.239$, $t=4.382$, $p=.001$). As a result, these values support H4. Moreover, this hypothesis was accepted. The influence of social networking satisfaction on ITUSNSs (H5) is very noteworthy as the values of $\beta=0.309$, $t=5.808$, $p=0$ thus support H5.

Social networking satisfaction has a constructive influence on sociability motivation (H6) ($\beta=0.282$, $t=4.02$, $p=0$), and the hypothesis (H6) was accepted. Fashion/status has a strong affiliation with social networking satisfaction (H7) ($\beta=0.316$, $t=5.352$, $p=0$), which certainly supports H7.

Table 4: Outcomes of discriminant validity.

	SM	F/S	PE	PB	SNS	ITUSNS
SM	0.8875					
F/S	0.202	0.893				
PE	0.258	0.382	0.89025			
PB	0.171	0.477	0.275	0.846666667		
SNS	0.358	0.487	0.342	0.363	0.83175	
ITUSNS	0.412	0.511	0.405	0.485	0.572	0.8095

Notes: SM=Sociability Motivation, F/S=Fashion/Status, PE=Perceived Entertainment, PB= Perceived Benefit, SNS=Social Networking Satisfaction, ITU SNS=Intention To Use Social Networking Sites.

Table 5: Path-coefficient and testing of Hypothesis.

Hypothesis	Relationships	Beta	T-statistics	P-Values	Decisions
H1	Sociability Motivation> ITUSNSs	0.181	3.383	0.001	Accepted
H2	Fashion/Status> ITU SNSs	0.108	1.813	0.07	Rejected
H3	Perceived Entertainment> ITUSNSs	0.137	2.817	0.001	Accepted
H4	Perceived Benefit> ITUSNSs	0.239	4.382	0.001	Accepted
H5	Social Networking Satisfaction> ITUSNSs	0.309	5.808	0	Accepted
H6	Sociability Motivation>Social Networking Satisfaction	0.282	4.802	0	Accepted
H7	Fashion/Status>Social Networking Satisfaction	0.316	5.352	0	Accepted
H8	Perceived Entertainment>Social Networking Satisfaction	0.118	1.889	0.047	Accepted
H9	Perceived Benefit>Social Networking Satisfaction	0.148	2.597	0.007	Accepted
H10	Sociability Motivation>Social Networking Satisfaction> ITUSNSs	0.089	3.526	0	Accepted
H11	Fashion/Status>Social Networking Satisfaction> ITUSNSs	0.097	3.958	0	Accepted
H12	Perceived Entertainment>Social Networking Satisfaction> ITUSNSs	0.041	1.717	0.088	Rejected
H13	Perceived Benefits>Social Networking Satisfaction> ITU-SNSs	0.039	2.347	0.018	Accepted

Perceived entertainment and social networking satisfaction have remarkable association, and the values ($\beta=0.118$, $t=1.889$, $p=.047$) support H8. Values represents ($\beta=0.148$, $t=2.597$, $p=.007$), perceived benefit strongly correlates with social networking satisfaction, thus supporting H9. From **Table 5**, we can see that except fashion/status, all the variables sociability motivation, perceived entertainment, perceived benefit, and social networking satisfaction notably influenced ITU SNSs. But, sociability motivation, fashion/ status, perceived entertainment, and perceived benefit had a noteworthy effect on social networking satisfaction. According to **Table 5**, we also see from the findings of mediating role of social networking satisfaction. Sociability motivation with social networking satisfaction affected ITUSNSs (H10) ($\beta=0.089$, $t=3.526$, $p=0$). These results proved partial mediation. A strong

association between fashion/status with social networking satisfaction and ITU SNSs is seen (H11) ($\beta=0.097$, $t=3.958$, $p=0$), which showed partial mediation. Whereas perceived entertainment with social networking satisfaction has an insignificant impact on ITUSNSs (H12) ($\beta=0.041$, $t=1.717$, $p=0.88$), and these values proved that complete mediation occurred in this case. Last, an insignificant impact was found on perceived benefits, including social networking satisfaction and ITUSNSs (H13) ($\beta=0.039$, $t=2.347$, $p=0.018$). Thus, it means a partial mediation.

CONCLUSION AND RECOMMENDATIONS:

This research revealed a strong connotation amid sociability motivation and ITUSNSs. This research result supports the earlier study by Currás *et al.*, 2013. Practitioners may get help from this result as they

understand what factors force users to use SNSs. Fashion/status has an insignificant relationship with ITUSNSs. This finding is the opposite of (Currás et al., 2013). This specifies that fashion/status is dis-similar from one country to another and one region to another regarding ITUSNSs. Reactionaries may get an idea not to promote SNSs focusing on fashion/status issues regarding as same all over the world. This research showed that perceived entertainment has a notable effect on ITUSNSs. This result supports the findings(Currás et al., 2013). Perceived benefit and social networking satisfaction having a robust association with ITUSNSs. Moreover, we took a mediating variable to show how the mediating variable impacts the existing model. We took social networking satisfaction as a mediating variable. From our analytical section, we can see that, social networking satisfaction partially mediates sociability motivation, fashion/status, and perceived benefit on ITUSNSs. It also completely mediates perceived entertainment on ITUSNSs. This mediatingrole indicates that not only sociability motivation, fashion/status, perceived entertainment, and perceived benefit impact on ITUSNSs, but also social networking satisfaction has a great impact on users' ITUSNSs. Practitioners should consider social networking satisfaction as a vitalaspect for analyzing users' ITUSNSs. Moreover, practitioners should consider the prominence on making users satisfied while using SNSs; otherwise, users get demotivated toward using SNSs. Though our research is significant for implications in the practical field, some limitations have to be addressed for future study scope.

Firstly, we collected our raw data in a short time frame, which indicates a business of data. So, future researchers should collect data over a long-time period.

Secondly, we collected data from Bangladesh; the collected data volume was 311, which is very poor. To get more accurate results, future researchers should collect much more data. Thirdly, we conducted our survey for collecting data from online and face-to-face interview methods from people older than 15. Future researchers should consider those below 16 aged people as their respondents. Fourthly, our research mainly focused on the mediating role of social networking satisfaction on ITUSNSs. Researchers may take any variable as the mediating factor.

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CONFLICTS OF INTEREST:

We declared that we don't have any conflicts of interest to publish the present work.

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