

GENDER AND MOBILE ACCESS METHOD DIFFERENCES OF MILLENNIALS IN SOCIAL MEDIA EVALUATION AND USAGE: AN EMPIRICAL TEST

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Social media sites have emerged as important communication channels available to firms to reach out and engage with Millennial users. This research study investigated how these Millennial users assessed their experience by testing for gender and mobile access method differences in their evaluation and usage of three types of social media. MANOVA analysis results show significant gender differences in the evaluation of social media sites with females consistently showing higher social media site satisfaction and loyalty than males. In addition, the study found significant differences in social media satisfaction and usage of Twitter and Facebook depending on the mobile access method. Managerial implications and future research directions are discussed.

INTRODUCTION

Social media plays increasingly important roles in marketing communication and customer relationship management as it binds various organizational efforts to reach and engage with individuals (Judson, Devasagayam, & Buff, 2012). The use of online social media sites by firms has grown dramatically as the firms provide product, service, and brand information on these sites (Hanna, Rohm, & Crittenden, 2011). These social media sites have evolved from being a tool solely to facilitate information sharing to being an interactive social tool for communication and collaboration as well as for information and knowledge sharing (Bodendorf & Kaiser, 2009; Singh, Hansen, & Podolny, 2010).

Firms are incorporating social media as a key component in their marketing tactics (Inks, Schetzle, & Avila, 2012; Kaplan, 2012). In addition, firms are promoting their social media sites to their current and potential customers as a critical part of their product and brand strategy. These social media sites have become important interactive virtual communities where customers can share experiences, information, opinions, preferences, and product reviews (Trusov, Bucklin, & Pauwels, 2009).

Firms' online social media sites, then, provide an interactive market space where geographically-dispersed individuals can engage with each other as an interactive virtual community to share common experience, interests, and content about the firms' products, brands, and services. These online social media sites provide individuals with various tools and functionalities to develop virtual social ties or connections with other customers (Boyd & Ellison, 2008; Trusov, Bodapati, & Bucklin, 2010). Firms are utilizing social media applications for brand and customer relationship management by building brand communities and promoting brand tribalism (Taute & Sierra, 2014). Social media sites are providing numerous opportunities for firms and customers to interact with each other (Wilcox & Kim, 2012). As a result, the firms' social media sites can change the very nature of marketing communication by providing new opportunities for firms to reach out to potential and existing customers.

Social media marketing strategies are being designed to encourage or draw prospects and customers to repeatedly visit the firms' social media sites and to become active participants thus, hopefully, remaining loyal to the firm and its brands. To encourage active participation, firms need to provide prospects and customers with the means and tools to facilitate interactions among peers and to make their social media sites of a sufficiently high quality

as perceived by the individuals (Lin, 2007). Many firms are recognizing the importance of incorporating the various social media applications and tools as integral components in their marketing communication strategy. Through various social media sites, firms are utilizing diverse forms of communication including short message service (SMS) and mobile advertising services that are characterized by being contemporary and hip in nature for their target audiences to increase communication effectiveness (Sierra, Heiser, & Torres, 2012). Previous research studies show that Millennials differ significantly from other user groups in embracing new interactive media such as social networking sites, SMS, and mobile services (Bolton, Parasuraman, Hoefnagels, Migchels, Kabadayi, Gruber, Loureiro, & Solnet, 2013; Dunne, Lawlor, & Rowley, 2010; Kilian, Hennigs, & Langner, 2012) and their usage of interactive media (Moore, 2012). Consequently, firms are developing social media marketing programs to manage their online marketing communications to Millennials through social media sites.

Although there has been significant development in the social media marketing field recently, it is not well understood how Millennial users evaluate and use various types of social media. In developing a targeted social media marketing strategy, it is important to understand user differences in social media evaluation and usage. Understanding user differences in social media usage can help firms develop a customized social media strategy for their targeted user groups especially Millennials. Among various user differences that can influence social media evaluation and usage, understanding the impact of personal traits and behavioral factors such as gender and access method is critical in developing a social media marketing and communication strategy. It is important for marketing managers and firms to assess gender differences in social media evaluation and usage of various types of social media. In addition, it is not clear how the increased usage of mobile devices, such as smartphones, influence the users' evaluation of social media and its usage. With the increased use of mobile devices accessing social media sites, firms are redesigning their social media sites to make them mobile-device friendly, responsive, personalized, and easy to access

using those mobile devices. Firms need to understand how the use of mobile devices would influence their prospects and customers' evaluation and usage of social media sites.

Therefore, the purpose of this research is to provide insights into the mechanism affecting the evaluation and usage of social media sites and to examine how gender and mobile access method of the Millennial users influence evaluation and usage of social media sites. Specifically, this research tests gender and mobile access method differences of the Millennial users' social media evaluation and usage of the three types of social media.

SOCIAL MEDIA USER BEHAVIOR

The firm's various social media sites provide opportunities for prospects and customers to participate online and then to interact and engage with other individuals and the firm. During this interaction and participation, the users evaluate the social media sites potentially leading to continued usage of that particular social media site. The next section identifies and discusses evaluation and usage factors as a response to the firm's social media sites. These evaluation and usage factors are selected for inclusion due to their relevance to the adoption and continued usage of social media.

Social Media Evaluation

Security. In engaging with other customers and sharing information with other participants, users consider security settings of social media sites as an important determinant of usage (Chang & Chen, 2009; Seock & Chen-Yu, 2007). Firms can create trust and secure feelings for the users through the use of safety mechanism on the firm's social media sites (Gefen, Karahanna, & Straub, 2003; Lim, Lim, & Heinrichs, 2005; Sinclair, Simeon, & Wilkes, 2010; Wang, Beatty, & Foxx, 2004). In addition, infrastructural components like third-party certificates, can influence trust and thus influence the perception of security (Lee & Turban, 2001). The security control features can have significant impact on the acceptance and usage of the social media site. Social media sites perceived as secure may provide users with an increased level of confidence thereby leading to increased usage of the social

media sites (Grewal & Levy, 2007; Wakefield & Whitten, 2006).

Social Media Satisfaction. Product satisfaction is influenced by meeting or exceeding consumer's expectation of product and service quality. Further, product satisfaction is positively related to consumer purchase intention and repurchase behavior (Butcher, Sparks, & O'Callaghan, 2002; Gountas & Gountas, 2007; Hellier, Geursen, Carr, & Rickard, 2003; See-To & Ho, 2014; Zboja & Voorhees, 2006). Satisfied customers are more likely to repurchase and customer satisfaction has been shown to have an effect on the performance of a firm (Bernhardt, Donthu, & Kennett, 2000). Social media satisfaction can be considered as whether expected requirements or performance is being met by social media sites. By using the theory of confirmation/disconfirmation (Oliver, 1999), the firm can determine if satisfaction can be achieved when the individual's expectations are met or confirmed. These findings suggest that expectation disconfirmation can be extended to satisfaction and usage behavior of social media sites (Bhattacharjee, 2001; Liao, Chen & Yen, 2007).

Social Media Loyalty. Loyalty can be viewed as the extent to which the user would like to revisit the social media site (Lin & Lu, 2000) as the firm's long-term success is dependent upon loyalty (Kaplan, 2012). Most potential users are more likely to base their loyalty on perceptions thus integrating their personal sense of image of the firm and opinions from the firm's social media sites (Lu, Yao, & Yu, 2005).

Social Media Usage

The number and availability of social media sites and tools have grown to include many online activities such as blogging, chatting, instant messaging, gaming, and webcasting (Boyd & Ellison, 2008). Three prominent social media sites currently available to individuals to share content and comments are Twitter, Facebook, and YouTube. Twitter provides a web-based service that enable users to send 140-character short messages, or to engage in micro-blogging (Twitter, 2010). Facebook, as the most commonly used online

social media tool among adults, allows users to create a profile that they use to interact with other users (Lenhart, Purcell, Smith, & Zickuhr, 2010). YouTube allows users to discover, watch, and share user-generated videos. YouTube provides a distribution platform where users can share user-generated content videos and socialize with other users through social networking.

Gender Difference

The gender difference in the use of computers and e-commerce has been well documented in the literature (Colley & Maltby, 2008). As gender differences are embedded in the social interactions in a given culture, culture and social script theory can provide the theoretical backdrop for gender differences in social media evaluation and usage. Social script theory explains how social constructs such as self-concept, social roles, and social relationships influence socially mediated meaningful activities (St. Clair, Thomé-Williams, & Su, 2005). Previous research indicates that females are less satisfied than males with their online experience and females value the utility of online shopping less than males (Rodgers & Harris, 2003). It is expected that females would be less satisfied with their experience of social media sites than males. In evaluating the content and mode of presentation in social media sites, social constructs such as self-identity and social roles can influence the users social media site evaluation and attitude toward other users (Erasmus, Bishoff, & Rousseau, 2002). The ability of the firm's social media sites to invoke curiosity and interest and then to stimulate further viewing was the strongest factor affecting females whereas variety of products and services was the strongest factor for males (Lee & Kozar, 2009; Ozdemir & Kilic, 2011). Social media can provide value to users by satisfying their personal, functional, and social needs (Dunne, et al., 2010). Males and females are using social media for different reasons to satisfy their unique needs. For example, females tend to use social media more to communicate with friends while males may use social media more for product purchases or to voice opinions. Males tend to be more prone to satisfying information attainment and convenience seeking needs compared to females who tend to be more prone to satisfying

uniqueness, assortment seeking, social interaction, and browsing needs (Noble, Griffith, & Adjei, 2006). This can be partially explained by experiential consumption theory that claims that experiential value of social media can be created by consumption experience and provide opportunities for social interaction valued by consumers (Chen & Granitz, 2012; Gainer, 1995; Gentile, Spiller, & Noci, 2007). Thus, it is expected that males would have greater satisfaction, loyalty, and usage for social media sites that offer information and convenience, while females would have greater satisfaction, loyalty and usage for those sites offering social interaction and variety. Further, females tend to show greater risk aversion and less trust in the use of the internet (Sanchez-Franco, Ramos, & Velicia, 2009). Also, males value their ability to post content online, whereas females value responsiveness (Awad & Ragowsky, 2008; See-To & Ho, 2014).

These findings suggest that females put more importance on social media security and trust and use social media sites that offer responsiveness more than males. Males consider social media site security less important and use social media sites that allow content posting more frequently. Females would be sensitive to social media site security and less satisfied with social media usage experience leading to lower intention of using the social media sites. Males would be less sensitive to social media site security and more satisfied with social media sites. Therefore, similar gender differences are expected for the usage of various social media sites that have diverse user interfaces and characteristics. For example, females are more likely to use social media sites, such as Facebook, that promote interaction and socialization than males. Extrapolating these findings, the following hypotheses are presented.

H₁: The users' social media evaluation: (a) perceived security, (b) satisfaction, and (c) loyalty will be higher for females than for males.

H₂: The usage of (a) Twitter, (b) Facebook, and (c) YouTube social media sites will be higher for females than for males.

Mobile Access Method Difference

Mobile devices, that is any tool that permits an individual to access a ubiquitous network beyond one specific access gate (Kaplan, 2012), are increasingly used by individuals to access various social media sites. The usage of the mobile access method can potentially have an impact on the evaluation and usage of the various social media sites (Wakefield & Whitten, 2006). As firms adapt their applications, tools, and websites for mobile access by individuals using tools and technologies such as smartphones or iPads, the value and use of the mobile access method increases substantially (Wang, Lo, & Fang, 2008).

Mobile devices such as iPads, smartphones, kindles, and tablets are becoming both pleasure-oriented and functional-oriented communication devices and are adopted more extensively by Millennial users (Lee, Goh, & Chua, 2010; Moore, 2012). When users access social media sites using mobile devices, their evaluation of social media sites is mainly determined by convenience, immediate access, and responsive interactivity. As a result, security, satisfaction, and loyalty of social media sites are evaluated in a different manner than when using non-mobile devices. In addition, social media sites such as Twitter and Facebook are more likely to be accessed by mobile device users than social media sites like YouTube. Social media sites are accommodating mobile applications as mobile devices have moved to the center of how people are communicating and sharing information with their friends through social media sites (Lipsman, 2010). While these social media sites are being designed to offer the best mobile usage experience, it is expected that those users who access social media sites with mobile devices will have different evaluation and usage patterns of various social media sites when compared to those who access social media sites with non-mobile devices such as desktops, laptops, or notebooks (Woolley & Peterson, 2012). Therefore, the following hypotheses are presented.

H₃: The users' social media evaluation: (a) perceived security, (b) satisfaction, and (c) loyalty will be

higher for the high mobile access usage group than for the low mobile access method usage group.

- H₄:** The usage of (a) Twitter, (b) Facebook, and (c) YouTube social media sites will be higher for the high mobile access usage group than for the low mobile access method usage group.

METHODOLOGY

Subjects and Procedures

This study used a self-administered questionnaire method to obtain data for analysis. A total of 154 questionnaires were completed by business school juniors and seniors from a Midwest university. The data collection was completed in groups of 30 to 60 participants in a classroom setting. Neither monetary nor non-monetary incentives were given to the participants. The data collection began by providing the participants with an overview of the study. Then the participants received a copy of the questionnaire. The participants were asked to answer all the questions on the survey carefully. The completed surveys were then collected.

Construct Measures

The instrument employed in this study contained question items measuring security, social media satisfaction, loyalty, and social media usage. The respondents were asked to consider social media sites such as Facebook, Twitter, and YouTube. In addition, demographics items are included in this study. Security was measured by using a four-item, five-point Likert-type scale adapted from Lim, et al. (2005). Respondents were asked to indicate their feelings regarding the security of the social media sites. The items are, "the social media sites give me the feeling of: confidence, security, protection, and safety." Social media satisfaction was measured by a three-item itemized rating scale capturing the level of satisfaction with the social media usage experience, social media meeting expectations, and the likelihood of recommending social media use to friends and relatives. These social media satisfaction items were adapted from

research conducted by Song and Zinkan (2008). Social media loyalty was captured by a two-item scale measuring whether to say positive things about the site and encourage others to do business with the site. These items were adapted from Zeithaml, Berry, and Parasuraman (1996). Social media usage was captured by the frequency of usage of the three social media sites, Twitter, Facebook, and YouTube, using items adapted from Ryan and Xenos (2011).

To determine the degree of mobile access to various social media sites, respondents were asked to indicate their usage of mobile devices such as smartphones to access various social media sites (Facebook, Twitter, and YouTube) using a five point scale ranging from not at all (1) to quite frequently (5). Those respondents indicating no use or rarely use of mobile devices to access social media sites are classified into the low mobile access method group and those indicating frequent to always use of mobile devices are classified into the high mobile access method group.

ANALYSIS AND RESULTS

Confirmatory Factor Analysis

The measurement properties of users' perceived security, social media satisfaction, and loyalty were assessed in a confirmatory factor analysis (CFA). The fit indices showed fairly good fit of the model to the data ($c^2 = 29.59$ with 24 d.f., Normed Fit Index (NFI) = 0.97, Comparative Fit Index (CFI) = 0.99, Root Mean Square Residual (RMSR) = 0.033).

All the items loaded significantly on the expected constructs indicating convergent validity of the measures. Composite reliabilities were calculated for the three constructs. The composite reliabilities were 0.94, 0.81, and 0.79 for the perceived security, social media satisfaction, and loyalty respectively. The discriminant validity was tested with the procedure suggested by Anderson (1987) and Bagozzi and Phillips (1982). The average variance extracted (AVE) were 0.79, 0.59, and 0.65 for the perceived security, social media satisfaction, and loyalty respectively. The average variance extracted for each construct was higher than the

corresponding shared variance for all possible pairs of constructs. The chi-square difference tests were performed for all possible pairs of constructs. The correlations between constructs ranged from 0.18 to 0.44. In all pairs of constructs, the critical value was exceeded indicating discriminant validity.

As this study collected data from a single informant using the same survey instrument, the Harman’s single factor test was performed to evaluate the presence of common method bias (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). If method variance is largely responsible for the covariation among the measures, a confirmatory factor analysis should indicate that a single factor fits the data. A one factor model did not fit well ($c^2 = 284.40$ with 27 d.f., GFI = 0.69, NFI = 0.71, RMSR = 0.19). Thus, these results indicate that there is no strong common method bias present in the data.

Table 1 presents the cell means for the social media evaluation and usage measures for the gender and mobile access method groups. The mean values for the three evaluation measures ranged from 2.26 to 3.94. The mean values for the three usage measures ranged from 1.10 to 4.41.

MANOVA Tests

Analysis was performed using the two-way full factorial MANOVA procedure with gender and mobile access method usage group as the

independent factors. Two separate MANOVA analyses were performed for the three evaluation dimension measures and the three usage measures. The MANOVA tests were used to evaluate the differences in perceptions between males and females and between the low and high mobile access method user groups. For the significant MANOVA results of the social media evaluation and social media usage, univariate analysis results were evaluated to determine which dimensions of social media evaluations and which types of social media usage contributed to the significant MANOVA results.

Table 2 shows the results for the two-way MANOVA analysis for the three social media evaluation dimensions. MANOVA analysis was performed for the three social media evaluation measures using gender and mobile access method usage group as the independent factors. Multivariate tests of significance using Wilks’ lambda was reported in Table 2a. Gender main effect was significant at the 0.05 level and the two-way interaction effect was significant at the 0.05 level. The mobile access method main effect is not significant at the 0.05 level. Table 2b shows the univariate analysis results. Figure 1A shows cell means of perceived security, satisfaction, and loyalty for males and females on the y-axis and the low and high mobile access method groups on the x-axis. Perceived security shows a significant gender by mobile access method group interaction effect at the 0.05 level. As the

TABLE 1:
Cell Means for Gender and Two Mobile Access Method Groups (MAMG)

	Males			Females	
	Total (154)	Low MAMG (41)	High MAMG (54)	Low MAMG (32)	High MAMG (27)
Social Media Site Evaluation					
Perceived Security	2.59	2.26	2.67	2.93	2.50
Satisfaction	3.58	3.26	3.59	3.68	3.94
Loyalty	3.54	3.41	3.48	3.69	3.69
Social Media Usage					
Twitter	1.34	1.10	1.46	1.28	1.52
Facebook	4.05	3.78	4.11	4.00	4.41
YouTube	3.65	3.73	3.78	3.47	3.48

Note:
Total N = 154, Males = 95, Females = 59, Low MAMG = 73, High MAMG = 81.

interaction effect is significant, simple main effect tests were performed for the low and high mobile access method groups. Gender simple main effects for perceived security were not significant for the low and high mobile access method groups at the 0.05 level providing no support for H_{1a}. Satisfaction and loyalty show a significant gender main effect at the 0.05 level. Females show much higher satisfaction and loyalty than males. These results provide support for H_{1b} and H_{1c}.

For the mobile access method main effects, satisfaction shows a significant mobile access method main effect at the 0.05 level supporting H_{2b}. The high mobile access method group reports higher satisfaction than the low mobile access method group. Perceived security and loyalty show no significant mobile access method main effect at the 0.05 level. These results provide no support for H_{2a} and H_{2c}.

Table 3a shows the results for the two-way MANOVA analysis for the three social media usage measures. MANOVA analysis was performed for the three social media usage

measures using gender and mobile access method group as the independent factors. Multivariate tests of significance using Wilks' lambda was reported in table 3a. Gender main effect is not significant while mobile access method main effect is significant at the 0.05 level. The two-way interaction effect is not significant at the 0.05 level. Table 3b shows the univariate analysis results. Figure 1B shows cell means of the usage of Twitter, Facebook, and YouTube sites for males and females on the y-axis and the low and high mobile access method groups on the x-axis. All three types of social media usage show a non-significant gender main effect at the 0.05 level. These results do not provide support for H_{3a}, H_{3b}, and H_{3c}. Twitter and Facebook usage shows a significant mobile access method main effect at the 0.05 level while YouTube usage shows a non-significant mobile access method main effect at the 0.05 level. The high mobile user group reported much higher mean usage of Twitter and Facebook than the low mobile user group. These results provide support for H_{4a} and H_{4b} but no support for H_{4c}.

**TABLE 2:
MANOVA Results for Social Media Evaluation**

Table 2A: Two-way MANOVA Results for Social Media Evaluation

	Wilks' Lambda	F-Value	Significance
Main Effects			
Gender	0.928	3.80**	0.01
Mobile Access Method	0.960	2.05	0.11
Interaction Effect			
Gender x Mobile Access Method	0.950	2.60*	0.05

* p < 0.05; ** p < 0.01.

Table 2B: Univariate Analysis Results

	Social Media Evaluation		
	Perceived Security	Satisfaction	Loyalty
Main Effects			
Gender	2.82	3.90*	9.60**
Mobile Access Method	0.01	5.61*	0.08
Interaction Effect			
Gender x Mobile Access Method	7.82**	0.09	0.07

F-Values are presented in the table.

* p < 0.05; ** p < 0.01.

TABLE 3:
MANOVA Results for Social Media Usage

Table 3A: Two-way MANOVA Results for Social Media Usage

	Wilks' Lambda	F-Value	Significance
Main Effects			
Gender	0.954	2.39	0.07
Mobile Access Method	0.934	3.47*	0.02
Interaction Effect			
Gender x Mobile Access Method	0.998	0.08	0.96

* $p < 0.05$; ** $p < 0.01$.

Table 3B: Univariate Analysis Results

	Social Media Usage		
	Twitter	Facebook	YouTube
Main Effects			
Gender	0.73	2.44	2.81
Mobile Access Method	3.27*	4.90*	0.03
Interaction Effect			
Gender x Mobile Access Method	0.21	0.05	0.01

F-Values are presented in the table.

* $p < 0.05$; ** $p < 0.01$.

DISCUSSION

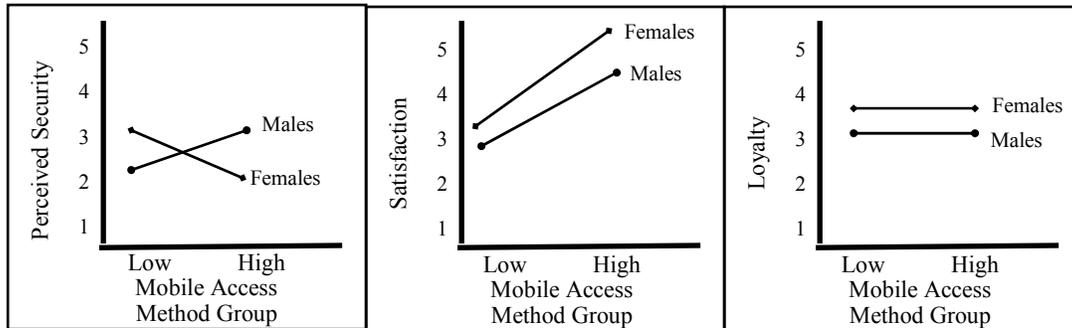
This study explores the effects of gender and the mobile access method used on the social media evaluation dimensions of perceived security, satisfaction, loyalty, and social media usage of the three types of social media. The results of the study show that there exist significant gender differences in evaluation of social media sites. Females consistently show much higher satisfaction and loyalty of the social media sites than males. For the high mobile access method usage group, males show higher perceived security than females but the difference is not significant at the 0.05 level. For the low mobile access method usage group, females show slightly higher perceived security than males. These findings are somewhat contradictory to previous research showing that females tend to be less satisfied, less loyal, and less secure in e-shopping and e-commerce activities. These interesting and unexpected findings may be due to the unique aspects of social media that allow non-task oriented interaction and socialization among participants supporting the notion of social script theory (St. Clair, et al., 2005; Lee, et al., 2010; Sierra, et al., 2012). In addition, the findings suggest that

females derive different experiential values from social media than males leading to higher evaluation and usage of social media (Chen & Granitz, 2012; Gentile, et al., 2007). These results can have significant managerial implications. The implication is that firms need to develop customized social media strategies considering their primary target users of the sites.

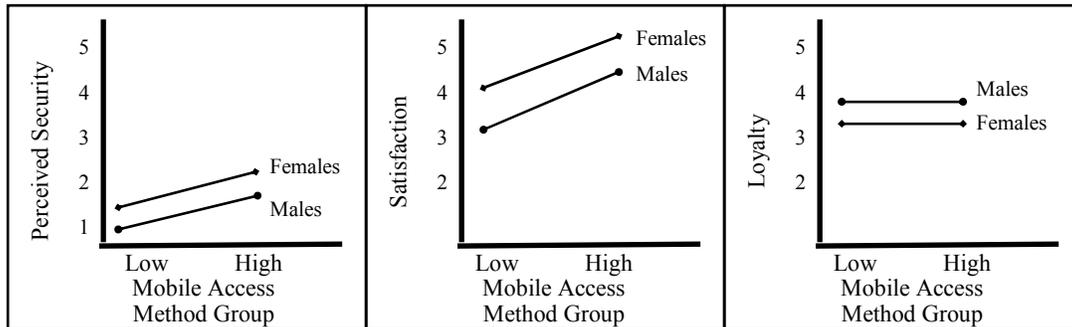
This study also found significant difference in satisfaction and usage of Twitter and Facebook depending on the use of the mobile access method. Interestingly, the high mobile access method group reports higher satisfaction than the low mobile access method group. The high mobile access method group shows higher usage of Twitter and Facebook than the low mobile access method group. For the YouTube usage, there is no significant difference between the low and high mobile access method group. As the mobile devices are being adopted by more users, social media sites should modify the design and layout of their social media sites so that they are easy-to-use and can be displayed properly to users of mobile devices (Moss, Gunn, & Heller, 2006). Firms interested in using social media

FIGURE 1:
Graph of Marginal Means for the Gender and Mobile Access Method Groups

1A. Social Media Evaluation



1B. Social Media Usage



marketing and social media tools should promote and develop strategies to accommodate more mobile device users. Given the expanding power and availability of mobile devices, firms must consider the mobile user foremost in managing social media sites. When developing mobile services for social media, firms should pay attention to all aspects of feeling and enjoyment, especially for experiential services (Nysveen, Pedersen, & Thorbjørnsen, 2005). This study examined how individuals assess their experience to create, use, and share information and knowledge using various social media sites through mobile and non-mobile access methods.

In interpreting the findings of this study, care should be given. A potential limitation is that the Millennial respondents do not represent a diverse enough audience. The generalizability of the results from this study is limited as to the nature of the sample. Future research should

address these limitations by using diverse samples to validate this study’s findings. The findings show no significant gender differences in social media usage. This result may be due to the Millennial sample used in this study. As the Millennials are active users and embrace new media (Bolton, et al., 2013; Moore, 2012), the gender gap may not be as strong as expected. Future research should test gender differences in social media evaluation and usage using other sample groups. In addition, future research needs to identify additional personal and behavioral factors and evaluate their influence on social media evaluation and usage. Additional characteristics of the individual, such as their mobile expertise, social media knowledge, goal orientation, and other demographic factors should be investigated. While this study evaluated the usage of the three major types of social media, future research should be conducted to test the influence of personal and behavioral factors

including gender and access method on users' evaluation and usage of other social media types such as game sites. The social media usage measure used in this study was self-reported. Future research should utilize actual measures of social media usage activity and responses obtained from different types of social media sites of a specific firm.

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