

SOUTH AFRICAN GENERATION Y STUDENTS' MOTIVES FOR USING FACEBOOK

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Abstract: Facebook remains the largest social networking site, with 2.32 billion active monthly users recorded in 2018. Despite still being dominated by individuals classified under Generation Y, with 83 percent of its users being between 18 and 24 years of age, reports suggest that it is losing popularity amongst members of this generation. Generation Y represents an important current and future market segment across a range of industries and Facebook's continued success, both as a social networking site and a marketing platform for reaching this segment, depends on its marketing management's ability to retain older members of Generation Y and attract its younger members. As such, this study sought to determine Generation Y students' motives for using Facebook.

Survey questionnaires were used to collect data from a convenience sample of 311 Generation Y students registered at four campuses from three South African universities.

The findings infer that Generation Y students' motives for using Facebook is a six-factor model, which exhibits reliability, construct validity and acceptable model fit. Generation Y students' most salient motives for using Facebook include managing long-distance relationships, organising events and active photo-related activities.

If Facebook is to remain relevant to Generation Y, it needs to revisit its initial purpose, namely to be a social networking site. This entails focusing on facilitating the managing of long-distance relationships, organising of events and active photo-related activities.

Key words: Facebook, Generation Y students, motives, marketing management, South Africa

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Introduction

Facebook launched at Harvard University in the United States of America (USA) in February 2004 and rapidly spread to other USA universities and high schools and, by the following year, to universities across the world. In September 2006, it extended its reach beyond educational institutions when it became available to anyone with a valid email address (Phillips, 2007). By April 2008, it had grown into the largest social networking site when it outpaced the two dominant players at the time, namely Friendster and MySpace (Press, 2018). Today, Facebook remains the largest social networking site globally, with 2.32 billion active monthly users recorded in the fourth quarter of 2018 (Statista, 2019). Similarly, Facebook dwarfs other social networking platforms in South Africa, with an estimated 16 million local users or close to a 30 percent penetration rate of the country's population end

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2017, compared to its closest rivals, TWITTER with 8 million local users and Facebook-owned Instagram with 3.8 million local users (Rawlins, 2017).

Despite still being dominated by individuals classified under Generation Y (individuals born between 1986 and 2005) (Markert, 2004), with 83 percent of its users being between 18 and 24 years of age, reports suggest that it is losing popularity amongst members of this generation, and it is predicated that by 2021 this figure may decrease to 81.5 percent (Keach, 2018). While this situation is not in evidence in South Africa, there are concerns of this trend also taking root locally (Bratton, 2018). However, that being said, Facebook in South Africa still enjoys a robust growth rate amongst the youth, with an estimated 9.4 million users between the ages of 13 (the legal age at which an individual may create an account on the site) and 30 years in August 2017, up from 7.9 million in August 2016 (Hunter, 2017).

On the international stage, several reasons have been put forward for Facebook's waning popularity amongst Generation Y. These include the rise in cyberbullying, hate speech and fake news (Mangles, 2018), the increase in the number of so-called 'silver surfers', or older users who are detracting from Facebook's 'cool' factor (Bratton, 2018) and a growing awareness of the permanence of Facebook posts, where indiscriminate self-disclosures on the site can lead to identity theft, privacy invasion and may prejudice university and job applications (Bevan-Dye and Akpojivi, 2016). In addition, Facebook's experimentation with algorithms that manipulate what content appears on a user's newsfeed (Flynn, 2018), the excessive pushing of commercial messages and branded content (Sweeney and De Liz, 2018) and its 2017 private data breach scandal (Larsen, 2018) have diminished trust in the site and served to lessen its appeal amongst Generation Y.

Facebook's continued success, both as a social networking site and a marketing platform, depends on its ability to retain older members of Generation Y and attract its younger members. Doing so, necessitates Facebook revisiting its roots and understanding this generation's motivations for using the site. This is in line with the consumer-oriented principle of the marketing philosophy that stipulates that marketing management needs to focus on understanding and then offering the benefits that targeted segments desire (Schiffman et al., 2010). It appears that Facebook is starting to realise this, with Mark Zuckerberg, the site's co-founder and chief executive officer, announcing in early 2018 that Facebook's new news feed algorithm would prioritise putting the social back into the site's social networking (Wong, 2018). Successfully reclaiming the charm of the original Facebook and making it appealing to both younger and older members of Generation Y requires a clear understanding of their motives for engaging with the site. Such knowledge will help inform the marketing management strategies and tactics Facebook implements to remain relevant to Generation Y.

As such, the purpose of this study was to determine South African Generation Y university students' motives for using Facebook. The study focused specifically on university students because as the intellectual elite of their generation they

typically lead social movements (Blakemore, 2018) and play an important role as trend setters amongst the wider Generation Y (Bevan-Dye and Akpojivi, 2016), thereby influencing their consumption trends, including their media consumption trends.

Review of the Literature

Motivation refers to “the driving force within individuals that impels them to action” (Schiffman et al., 2010,p.106). The term is derived from the Latin verb *movere*, which means ‘to move’ and the field of motivation research focuses on understanding what drives people to behave in certain ways (Wilkie, 1990). In the study discipline of consumer behaviour, motivation research is utilised in an attempt to understand the physiological and psychological drivers of consumption-related behaviour (Blackwell et al., 2006), including the consumption of media.

One of the most well-known theories of media consumption is the Uses and Gratifications (U&G) Theory. This theory seeks to explain individuals’ media consumption in terms of why they use certain media and the gratifications they derive from that consumption (Katz et al., 1973). In using the U&G Theory to explain television viewing motives, Rubin (1983) identified five motives, namely pass time/habit, information, entertainment, companionship and escape. Naturally, the online social network environment such as Facebook differs substantially from television viewing. First, at its core, it is a social network made up of a network of ‘friends’. Secondly, with the exception of commercial messages, the content is user-generated. Thirdly, it is an interactive environment that allows for instant feedback to that user-generated content in the form of ‘likes’ and comments. Owing to the difference between traditional mass-media and online social network platforms, several researchers (Tosun, 2012; Smock et al., 2011; Pennington, 2009; Joinson, 2008; Sheldon, 2008) have attempted to isolate the specific motives that explain social network use.

Maintaining existing relationships with people with whom one has befriended offline is considered an important motive for Facebook use (Sheldon, 2008). This motive typically relates to managing long-distance relationships given that it is easy to connect face-to-face with friends who are geographically close (Tosun, 2012), and includes aspects such as finding out what old friends are doing now and reconnecting with people you have not seen for a while (Joinson, 2008). Related to this motive is the motive of meeting new friends (Smock et al., 2011), which involves finding new friends with similar interests in the virtual environment (Shu and Chuang, 2011). The motives for using Facebook not only relate to relationship formation and maintenance, but also to its use for romantic purposes (Tosun, 2012). The romance motive involves aspects such as meeting a new romantic partner, asking someone out on a date or even ending a romantic relationship online (Pennington, 2009). In addition, active photo sharing is a salient motive for Facebook use (Joinson, 2008) and includes uploading and tagging photographs, as well as commenting on other people’s photos (Tosun, 2012). In line with the U&G

Theory, there is also the entertainment motive, which relates to using the site for enjoyment and relaxation (Smock et al., 2011), as well as to play the gaming applications available on Facebook (Tosun, 2012). There is also the organising events motive, which involves using the site to communicate and receive information about events and activities, as well as using it to make arrangements to meet up with friends (Pennington, 2009). In contrast to motives related to more active site participation, there is the passive photo and profile observation motive (Tosun, 2012), which involves viewing the photos and profiles of friends' friends or people on Facebook that you do not know (Joinson, 2008). While popular media suggest that many people engage in this behaviour (McGauley, 2018; Mulroy, 2018; McHugh, 2013; Tosun, 2012), it generally carries the negative connotations of being a lurker or stalker; that is, indulging in voyeurism.

Research Methodology

The study, which used a single cross-sectional sampling approach, followed a descriptive research design.

Sampling method and data collection

The target population for this study was delineated as Generation Y university students between the ages of 18 and 24 years who were registered at public South African HEIs. The sampling frame was limited to HEI campuses located in South Africa's Gauteng and North-West provinces. Using judgement sampling, four HEI campuses were selected for the sampling frame, namely two from a traditional university, one from a university of technology and one from a comprehensive university. Fieldworkers, following the mall-intercept survey method, distributed 400 questionnaires across these four campuses to a convenience sample of students who, upon approach, agreed to participate in the study.

Research instrument

A self-administered questionnaire, comprising a cover letter, a section requesting demographic data and a section containing a scale for measuring Facebook usage motives, was used to gather the required data. The scale for measuring Facebook use motives was the version published by Tosun (2012), which was derived from studies conducted by Joinson (2008), Sheldon (2008) and Pennington (2009). The scale comprises 26 items divided into the seven dimensions. The first dimension of managing long-distance relationships comprises six items, namely I use Facebook 'to reconnect with people I've lost contact with', 'to find out what old friends are doing now', 'to maintain relationships with people that I don't get to see very often', 'to find people that I have not seen for a while', 'to connect to people that I otherwise would have lost contact with' and 'to keep in touch with people who live a long distance away'. The second dimension of passive photo and profile observations, consists of four items, namely I use Facebook 'to look at photo albums of people that I do not know', 'to look at the profiles of other people's friends', 'to look at the photo albums of other people's friends' and 'to look at the profiles of people that I do not know'. The third dimension of initiating/terminating

romantic relationships comprises the four items of I use Facebook 'for online dating', 'to break up with someone', 'to meet new romantic partners' and 'to open up about my romantic feelings to someone that I would not say to in person'. The fourth dimension of establishing new relationships consists of three items, namely I use Facebook 'to meet likeminded people', 'to find new friends' and 'to meet people who are more interesting than the people that I meet face-to-face'. The fifth dimension of active photo-related activities has the three items of I use Facebook 'to share photos', 'to comment on photos' and 'to tag photos'. The sixth dimension is gaming and entertainment and consists of three items, namely I use Facebook 'to distract myself', 'to play games' and 'to have fun'. The last dimension is organising events and includes the three items of I use Facebook 'to organise events and activities', 'to be informed about events and activities that are organised by my friends' and 'to make meeting arrangements with my friends'.

In terms of the psychometric properties of these dimensions, Tosun (2012) reports Cronbach alpha values ranging from 0.69 to 0.86. Responses to these 26 scaled items were recorded on a six-point Likert-type scale, ranging from strongly disagree (1) to strongly agree (6).

Ethical considerations

Prior to data collection, the questionnaire was submitted to the Social and Technological Sciences Research Ethics Committee of the Faculty of Economic Sciences and Information Technology, North-West University (Vaal Triangle Campus). Ethical clearance was subsequently granted. Furthermore, all responses are reported in aggregate and participation in the study was voluntary.

Data analysis

The captured data was analysed using the IBM Statistical Package for Social Sciences (SPSS) and Analysis of Moment Structures (AMOS), Versions 25 for Windows. Data analysis procedures used included frequencies and percentages, principle component analysis using varimax rotation, confirmatory factor analysis using the maximum likelihood method, internal-consistency and composite reliability analysis, construct validity analysis and descriptive statistics. For the confirmatory factor analysis, model fit indices computed included the goodness-of-fit index (GFI), the incremental-fit index (IFI), the Tucker-Lewis index (TLI), the standardised root mean square residual (SRMR) and the root mean square error of approximation (RMSEA), where GFI, IFI and TLI values above 0.90, together with SRMR and RMSEA values below 0.08 are indicative of acceptable model fit (Malhotra, 2010).

Results and Discussion

Following data collection, 311 usable questionnaires of the 400 questionnaires distributed were returned, providing a 78 percent response rate. In terms of the age categories, while each of the seven age categories specified were represented in the sample, the majority of the respondents (54%) were 19 and 20 year olds. Similarly, whilst the sample included participants from each of South Africa's nine provinces,

more than half (51%) indicated Gauteng as their province of origin. In addition, the sample comprised more female (61%) than male participants (39%). Concerning the type of HEI that participants indicated that they were registered at, 48 percent were registered at the traditional university (Traditional A and B), 40 percent at the university of technology (UoT) and 11 percent at the comprehensive university (Comprehensive). A description of the sample's participants is given in Table 1.

Table 1. Sample description

Age	Percent (%)	Gender	Percent (%)	Institution	Percent (%)	Province	Percent (%)
18	15.4	Male	38.9	UoT	40.5	Gauteng	51.1
19	32.8	Female	61.1	Comprehensive	11.3	Limpopo	14.1
20	21.5			Traditional A	34.4	North West	9.6
21	12.9			Traditional B	13.8	Free State	7.4
22	10.6			Eastern Cape	5.8		
23	2.9			Mpumalanga	4.8		
24	3.9			Kwazulu-Natal	3.9		
		Northern Cape	2.3				
		Western Cape	1.0				

Exploratory principle component analysis using varimax rotation was undertaken to check for any items that cross-loaded. The items of one factor, gaming and entertainment, cross-loaded across three factors. This factor also did not exhibit internal-consistency reliability, with a Cronbach alpha value of only 0.4. As such, this factor was excluded from further analysis. Principle component analysis was then rerun on the remaining items, which resulted in six factors being extracted. This second analysis yielded a Kaiser-Meyer-Olkin (KMO) value of 0.842 and a significant Bartlett's test of sphericity (chi square = 3310.061, 253 dfs, $p \leq 0.01$), suggesting the sampling adequacy and factorability of the data (Field, 2009). In addition, the internal-consistency reliability of the extracted factors was assessed by computing the Cronbach alpha values. In Table 2, the rotated factors, communalities, eigenvalues and Cronbach alphas (α) for each of the extracted factors are provided.

Table 2. Rotated factors and Cronbach alpha values

Items	Factors						Communalities
	1	2	3	4	5	6	
1	.763						.594
2	.715						.551

3	.675						.560
4	.677						.491
5	.772						.657
6	.718						.557
7		.773					.679
8		.863					.802
9		.889					.840
10		.790					.730
11			.809				.724
12			.834				.751
13			.758				.726
14			.764				.691
15					.685		.547
16					.820		.707
17					.795		.713
18				.806			.703
19				.821			.767
20				.832			.789
24						.744	.641
25						.832	.791
26						.780	.710
Eigenvalues	5.68	3.86	1.98	1.67	1.46	1.07	
Cronbach α	0.828	0.890	0.855	0.836	0.737	0.777	

The six factors extracted are in accordance with the literature and explain 68.35 percent of the total variance. The evidence in Table 2 indicates that each item loading exceeded 0.50, thereby suggesting that the loadings are practically significant (Hair et al., 2010). Moreover, with a sample size of 311, these loadings are also deemed statistically significant at $p \leq 0.01$ (Stevens, 2002). With Cronbach alpha values ranging from 0.737 to 0.890, each of the extracted factors also exhibits internal-consistency reliability (Pallant, 2010). An examination of the communalities indicates that with one value close to the 0.50 level and the others all exceeding that level, a sufficient amount of each of the item's variance is accounted for by the factor solution (Hair et al., 2010)

Thereafter, confirmatory factor analysis was performed, whereby a six-factor measurement model was specified comprising managing long-term relationships,

passive photo and profile observations, initiating/terminating romantic relationships, establishing new relationships, active photo-related activities and organising events. For the purpose of model identification, the first loading on each of the these six latent factors was fixed at 1.0 (Byrne, 2010). This resulted in 276 distinct sample moments and 61 distinct parameters to be estimated, which resulted in 215 degrees of freedom (df) based on an over-identified model and a chi-square value of 378.930, with a probability level equal to 0.000. The specified model was assessed to ensure no problematic estimates in the form of negative error variances and/or standardised loading estimates below -1.0 or above 1.0. After which, the model's reliability and construct validity were assessed by computing the composite reliability (CR) and average variance extracted (AVE), considering the estimated standardised factor loadings, and comparing the correlation coefficients with the relevant square root values of the AVE ($\sqrt{\text{AVE}}$). Table 3 reports on the estimates for the measurement model.

Table 3. Estimates for measurement model

Latent factors	Standardised loading	Error variance	CR	AVE	$\sqrt{\text{AVE}}$
Managing long-distance relationships (F1)	0.707	0.499	0.829	0.50	0.71
	0.630	0.397			
	0.643	0.413			
	0.628	0.394			
	0.732	0.536			
Passive photo and profile observations (F2)	0.666	0.444	0.893	0.50	0.71
	0.715	0.512			
	0.879	0.772			
	0.922	0.850			
Initiating/terminating romantic relationships (F3)	0.763	0.580	0.857	0.50	0.71
	0.780	0.608			
	0.762	0.581			
	0.815	0.664			
Establishing new relationships (F6)	0.740	0.547	0.744	0.50	0.71
	0.606	0.367			
	0.691	0.478			
Active photo-related activities (F4)	0.800	0.640	0.840	0.50	0.71
	0.706	0.498			
	0.830	0.688			
Organising events (F5)	0.852	0.726	0.794	0.50	0.71
	0.620	0.384			
	0.876	0.767			
Correlations	0.740	0.548			
	F1↔F2: .035 F2↔F3: .476 F3↔F5: .233 F1↔F3: -.112 F2↔F4: .386	F1↔F4: .283 F2↔F5: .157 F4↔F5: .465 F1↔F5: .443 F2↔F6: .297			F4↔F6: .376 F1↔F6: .150 F3↔F4: .244 F5↔F6: .305

	F3↔F6: .487		
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According to the results reported in Table 3, composite reliability is evident given that the CR values for each of the latent factors exceeded 0.70. In terms of construct validity, there is evidence of convergent validity, with the CR values above 0.70, standardised loading estimates above 0.50 and AVE values equal to 0.50. In addition, there also appears to be discriminant validity in that the squared root values of the AVE values exceed their relevant correlation coefficients (Malhotra, 2010). Computation of model fit indices indicates good model fit, with a GFI of 0.906, an IFI of 0.949, a TLI of 0.939, a SRMR of 0.055 and a RMSEA of 0.050. This suggests that Generation Y students' motives for using Facebook is a six-factor structure that exhibits internal-consistency reliability, composite reliability, convergent and discriminant validity, and good model fit.

Having confirmed that Generation Y students' motives for using Facebook is a six-factor structure, the next step was to compute the descriptive statistics in order to determine Generation Y university students' predominant motives for using Facebook. The means and standard deviations for the Facebook motives are reported in Table 4.

Table 4. Descriptive statistics

Facebook motives	Means	Standard deviations
Managing long-term relationships	4.62	0.96
Passive photo and profile observations	2.58	1.40
Initiating/terminating romantic relationships	1.67	1.04
Establishing new relationships	3.27	1.28
Active photo-related activities	3.64	1.35
Organising events	3.92	1.36

The results reported in Table 4 indicate that, in the South African context, Generation Y university students' primary motive for using Facebook is to manage long-term relationships (mean = 4.62), followed by organising events (mean = 3.92) and active photo-related activities (mean = 3.64). Tosun (2012) grouped these three motives under facilitating existing life events and routines. The motives that scored the lowest means were initiating/terminating romantic relationships (mean = 1.67), passive photo and profile observations (mean = 2.58) and establishing new relationships (mean = 3.27). Acquisti and Gross (2006) note that university students typically under report on using Facebook for romantic purposes because of the stigma that carries. Of course, the same might apply to the second two motives, with passive observation carrying the negative connotation of lurking/stalking behaviour (Mulroy, 2018) and establishing new relationships using Facebook being associated with neediness and the inability to form friendships offline (Ludden, 2018). Regardless of this caveat, the findings of this study infer that in South Africa, facilitating existing life events and routines is primarily what

drives Generation Y students' use of Facebook – something that Facebook's marketing management needs to bear in mind.

Conclusion

According to the findings of this study, in the South African context, Generation Y students' motives for using Facebook is a six-factor model comprising managing long-distance relationships, passive photo and profile observations, initiating/terminating romantic relationships, establishing new relationships, active photo-related activities and organising events. The model exhibits internal-consistency and composite reliability, convergent and discriminant validity, and acceptable model fit. The evidence in the sample suggests that Generation Y students' most salient motives for using Facebook are managing long-distance relationships, organising events and active photo-related activities, which collectively involve using the site to facilitate existing life events and routines.

The marketing managerial implications of this are that if Facebook is to remain relevant to Generation Y, it needs to revisit its initial purpose, namely to be a social networking site. Many of its features, such as online polls, facilitating the meeting of new friends and/or initiating/terminating romantic relationships and gaming applications, simply do not resonate with this generation. Rather, the focus should be on facilitating managing of long-distance relationships, organising of events and active photo-related activities. Furthermore, Facebook needs to strive to regain the trust of this generation by being more proactive in filtering out fake news and hate speech, as well as being more vigilant in protecting members' personal information. Introducing a setting to compartmentalise 'friends' within friend lists so that members of Generation Y can control their exposure to 'silver surfers' may also contribute to regaining some of the site's 'cool' factor. In addition, while commercial messages and branded content may be a necessary evil, this should be limited so as not to detract from the social characteristic of the site. Moreover, more stringent privacy control setting need to be added, and these should be well-publicised.

In interpreting the findings of this study, certain salient limitations should be noted. First, the study made use of a self-reporting instrument rather than observations, which may have resulted in a certain degree of misrepresentation on the part of the sample participants. Secondly, this study followed a single cross-sectional approach, representing only a snapshot in time. Trends can change rapidly in the digital environment and, as such, should be continuously monitored. Thirdly, the study utilised the convenience sampling technique, which means that generalising the findings to the target population should be done with due care. The findings of this study contribute towards creating better insight into Generation Y individuals' real motives for using Facebook. In order to remain relevant to members of this generation, it is essential that Facebook devote their energies on developing and improving the site's tools that facilitate members' ability to manage long-distance relationships, organise events and share, comment on and tag photographs and

videos. As virtual and augmented reality develop, there may also be an opportunity to use such advances to create a more realistic online social networking experience. Future research needs to be at the forefront of such technological advances, focusing on how virtual and augmented reality can be best applied in the Facebook environment to create a social networking experience to appeal to Generation Y, as well as the next generation of Youth, namely Generation Z.

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MOTYWY STUDENTÓW POŁUDNIOWO-AFRYKAŃSKICH GENERACJI Y DO UŻYWANIA FACEBOOKA

Streszczenie: Facebook pozostaje największym portalem społecznościowym, z 2.32 miliardem aktywnych użytkowników zarejestrowanych miesięcznie w 2018 r. Mimo, że nadal jest zdominowany przez osoby zaklasyfikowane do Generacji Y, z 83% użytkowników w wieku od 18 do 24 lat, raporty sugerują, że traci popularność wśród członków tego pokolenia. Generacja Y reprezentuje ważny obecny i przyszły segment rynku w wielu gałęziach przemysłu, a ciągły sukces Facebooka, zarówno jako serwisu społecznościowego, jak i platformy marketingowej do osiągnięcia tego segmentu, zależy od zdolności kierownictwa marketingu do zatrzymania starszych członków Generacji Y i przyciągnięcia jego młodszych członków. W związku z tym, celem tego badania było określenie motywów uczniów Generacji Y do korzystania z Facebooka. Kwestionariusze ankiet zostały wykorzystane do zebrania danych z próby 311 studentów pokolenia Y studiujących w czterech kampusach z trzech południowoafrykańskich uniwersytetów. Wyniki wskazują, że motyw uczniów Generacji Y do korzystania z Facebooka są modelem sześcioczynnikowym, który wykazuje wiarygodność, trafność konstrukcji i akceptowalne dopasowanie modelu. Najważniejsze motyw uczniów pokolenia Y do korzystania z Facebooka obejmują zarządzanie relacjami na odległość, organizowanie wydarzeń i aktywne działania związane z fotografią. Jeśli Facebook ma pozostać istotny dla Generacji Y, musi powrócić do pierwotnego celu, jakim jest portal społecznościowy. Obejmuje to skupienie się na ułatwianiu zarządzania relacjami na odległość, organizowaniu wydarzeń i aktywnej działalności związanej z fotografią.

Słowa kluczowe: Facebook, uczniowie pokolenia Y, motyw, zarządzanie marketingowe,

南非一代Y学生使用FACEBOOK的动机

摘要: Facebook仍然是最大的社交网站, 2018年有每月活跃用户23.2亿。尽管仍属于Y一代的个人主导, 其中83%的用户年龄介于18至24岁之间, 但报告显示它在这一代的成员中失去了人气。Y代表了一系列行业当前和未来的重要细分市场, Facebook作为一个社交网站和达到这一细分市场的营销平台, 继续取得成功, 取决于其营销管理能否留住Y世代的老成员并吸引它的年轻成员。因此, 本研究旨在确定Y一代学生使用Facebook的动机。

调查问卷用于收集来自三所南非大学四个校区的311名Y一代学生的便利样本数据。

调查结果表明, Y一代学生使用Facebook的动机是一个六因素模型, 它表现出可靠性, 结构有效性和可接受的模型拟合。

Y一代学生使用Facebook最突出的动机包括管理远程关系, 组织活动和积极的照片相关活动。

如果Facebook要与Y一代保持相关, 那么它需要重新审视其最初目的, 即成为一个社交网站。这需要注重促进长距离关系的管理, 活动的组织和与照片有关的活动。

关键词: Facebook, Y一代学生, 动机, 营销管理, 南非