The Effect of Intrinsic and Extrinsic Motivations on Social Media Engagement and Customer Likelihood to Share Content on Facebook

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ABSTRACT

The aim of the current study is to understand the motivations that lead to social media engagement and customers sharing intention on social media. A theoretical model is developed including six independent variables, which are community culture, altruism, fear of missing out, entertainment, informativeness, and social media engagement and likelihood to share as dependent variables. A quantitative methodology is used, where an online survey with close-ended questions is distributed, and then the data was analyzed. The results of the data analysis found that four of the independent variables have a positive influence on customers' likelihood to share, and social media engagement has the highest value. However, entertainment and informativeness had no impact on the likelihood to share viral content. Furthermore, it outlines key elements to create viral content and guides, marketers, to effective communication with online consumers.

KEYWORDS

Facebook, Intrinsic and Extrinsic Motivations, Likelihood to Share, Social Media Engagement

1. INTRODUCTION

Nowadays, there are vast amounts of online active users on different social networking sites and consumers are now more aware of the marketing efforts directed towards them. The ways these users addressed require change due to the evolution of the Internet and the progressive advancements of Web 2.0, which led to drastic changes in the ways consumers exchange information (Hirvijärvi & Mildén, 2017). When it comes to firms, social media is being utilized as an effective tactic to enhance

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customer involvement and communication (Filo et al., 2015) and as a means of delivering accurate and timely information, services, and other types of content (Al Khasawneh et al., 2021a; Breitsohl, Kunz, & Dowell, 2015; Simon & Tossan, 2018). From the perspective of users, social media allows users to interact (Alalwan et al., 2016; Zhu & Chen, 2015) and freely obtain the information they require at any given time, thus, strengthening the affinity between themselves and marketers (Abu Hashesh et al., 2019; Hirvijärvi & Mildén, 2017).

As a result of the recent signs of progress in technology and social media, a new type of marketing communications flourished, one that is known as viral marketing. Viral marketing is an expansion of Word-of-Mouth (Al Khasawneh et al., 2021b; Racik & Racik, 2014) that has the utmost advantage of being able to "diffuse information from a single node to the whole network, like the propagation of viruses." (Fan, Leng, Yang & He, 2018, p.1). According to Racik and Racik (2014), Facebook, having a vast network of users, is considered a highly appealing platform for firms to practice viral marketing activities which may, in turn, encourage consumers to share content within their circle of friends and colleagues (Mills, 2012) as viral marketing content shapes the way consumers judge certain content. In addition, viral marketing is appealing to firms as it enables them to quickly disseminate messages at a lower cost than in traditional marketing and allows for greater targeting. Facebook is the most widely used social networking site by consumers (Schultz, 2016; Hutter et al., 2013) and business owners and it is considered as the world's biggest social networking service (SNS), both in terms of active users per month and geographical reach. As of August, 2021, Facebook had 2.89 billion monthly active users worldwide, which represents an increase of 300 million users from the previous year (Facebook, 2021).

Lastly, limited studies have examined the motivational factors leading content to go viral on SNSs. Therefore, the current research aims to determine the most important factors; intrinsic (Altruism and Fear of missing out) and extrinsic (Informativeness, Entertainment, and Community Culture); that motivate users to be engaged with social media and their likelihood to share content. Zhao, Z., and Renad, D. (2021) players who perceive more playfulness tend to increase their game forwarding and personal data sharing behaviors. The perceived value of prizes also relates positively to game forwarding but not to personal data sharing. Finally, the results show that prior brand attitudes moderate the effect of the perceived value of prizes on game forwarding behavior.

The focal point of this research is to highlight and examine the motivations of individuals in the process of sharing content on Facebook and to be able to enhance researchers understanding of such a behavior, it is essential to develop and comprehend several independent variables, which may influence social media engagement, and consequently, the likelihood to share. To be able to do so, the relationship will be studied by adopting and testing seven variables. While several researchers have studied intrinsic or extrinsic motivations and their effect on social media engagement (e.g. Al Khasawneh et al., 2021a; Oudeyer, 2007; Tang, Zhao, X., & Liu, S., 2016), yet, the current research's purpose is to elaborate on that by establishing a theoretical model that contains both types of motivations, intrinsic and extrinsic and their impact not solely on the act of social media engagement, but also on the likelihood to share, resulting a marketing campaign going viral.

2. LITERATURE REVIEW

Most of the social media literature focused on the motivational theory which discusses how intrinsic and extrinsic motivations affect the way people interact over social networks (Al Khasawneh et al., 2021c; Lee et al., 2005; Lin & Lu, 2011; Tang, Zhao & Liu, 2016). For example, Cavaliere, Giustiniano, and Lombardi (2015) highlighted that self-efficacy and self-enjoyment are considered as the main intrinsic motivators for individuals to share on SNSs with no consideration of extrinsic motivations. In contrast, Tang et al., (2016) found that socializing and sense of self-worth mainly affect intrinsic motivations of an individual's intention to share on SNSs, while reciprocity acts as the primary extrinsic motivator. Whereas Feng, Fu, and Qin (2016) conclude that consumer innovativeness

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