

# Factors Affecting Loyalty of Mobile Social Networks' Users

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## ABSTRACT

Increasing world-wide trends of using mobile social networks and the rise of competition between different social applications makes it essential for social network providers and marketers to identify the key factors leading to user loyalty. The purpose of this paper is to identify the key factors that affect the loyalty of mobile social networks users. The proposed model was tested through structural equation modeling techniques and an online survey. The sample consisted of 388 mobile social networks users in Iran. The results indicate that sociability, entertainment and fashion are primary drivers of attitude toward a mobile social network. The results also show the significant role of attitude and satisfaction on consumer loyalty. This study helps both marketers and mobile social network providers know the key drivers of customer loyalty in order to tailor their marketing efforts and communication strategies.

## KEYWORDS

Attitude, Loyalty, Mobile Social Network, Satisfaction, Trust

## INTRODUCTION

Although, in the past, the internet was only a tool for searching for information, rapid development over the past decade has turned it into a source of huge opportunities for users - something far beyond the simple capability of information retrieval. Social networks are not limited to webpages; currently, mobile social networks are available on almost any smartphone.

Social networks allow people with common interests to create their own online societies, and mobile social networks allow users to be in touch anywhere and anytime via a smartphone. The significance of such networks and mobile applications is increasing as they enable people with common interest to interact through exchanging and sharing information, knowledge, experience, interests or needs (Chiang, 2013; Lin and Lu, 2011).

Increasing trends of social networking are observed all over the world, and it is not surprising that brands are engaging in both social media marketing and advertising to reach consumers (Campbell et al., 2014). Therefore, social networks have attracted companies as networks that can improve customer relationships and thus increase company sales and profitability. In fact, social media is an opportunity to communicate with customers via a rich and widely accessible tool (Thackeray et al., 2008) and a mobile social network is an opportunity to have contact with customers anywhere and anytime. In fact, there is a possible linkage between a company's presence on a social network and consumer loyalty (Camilo and Di Pietro, 2014).

The interactive nature of these digital medium allows the exchange and sharing of information between not only vendors and customers but also customers and customers. Via such tools,

companies are capable of turning a one-to-one conversation (i.e., vendor/customer) to a three-sided communication, in which the consumers have a significant relationship with companies and with each other (Lipsman et al., 2012) through electronic word-of-mouth (WOM). Thus, it is important for marketers to know the key drivers of loyalty in mobile social networks; therefore, they can choose the right social network for advertising and engagement.

Researchers have investigated the reasons behind people's use of social networks (Chiang et al., 2011; Lin and Lu, 2011). Previous studies show that attitude toward the social network is a key factor in the analysis of technology acceptance behavior (Davis, 1989; Davis et al., 1989; Kuo and Yen, 2009; Liao et al., 2007; Lu et al., 2009). Additionally, participation in social networks is very beneficial in terms of satisfying social position, sociability, and entertainment needs.

Investigation into the underlying reasons behind the use of social networks is based on the Uses and Gratifications Theory (Anderson and Meyer, 1975). It is a very influential theory for studying social media, as in contrast to other strategies, it leads to a better understanding of communication needs and gratification of the networks' users, including internet users.

The massive adoption of smartphones by internet users and the significant growth in social networks makes mobile social networks an increasingly important concept, especially in the mobile marketing context (Beach et al, 2008). Appearance of different mobile social media networks is a logical response to such a huge demand. There is real competition between different mobile social networks to keep audiences engaged and loyal. In fact, it is easy to move between different mobile applications; that is why keeping customers is important. Our study intends to clarify influencing factors, which can determine consumers' loyalty in this context.

The factors affecting loyalty of mobile social networks users are not only important for marketers, they are also important for mobile social network providers, as building loyalty plays a critical role in the success of a mobile social network. It becomes more important when it is understood that mobile social network providers put great effort and resources into developing and releasing a mobile social network (Gao and Bai, 2014). Considering this significant effort, it is necessary to identify the key factors of customer's loyalty in order to develop popular mobile social networks.

This paper focuses on the interactions between the users and the providers of mobile social networks. Considering the importance of the subject, the research question is: What are the factors affecting loyalty of mobile social networks users?

Based on the literature review, this paper first examines the impact of sociability, fashion, entertainment and trust on attitude towards mobile social networks. Next, the impact of attitude on satisfaction and loyalty is tested. To conclude, this study explains the results.

This study will help both companies and mobile social network providers to increase their knowledge about consumer preferences and behavior in mobile social networks.

## **LITERATURE REVIEW**

### **Social Networks**

Several definitions have been proposed for social networks. Researchers define social networks as follows: "A content that is created by the audiences, or on-line tools and contexts that allow internet users to create content, share perspectives and experience, and communicate for business or entertainment purposes" (Comm, 2009); or "A set of internet based applications that are developed based on Web 2.0 and allow the generation and exchange of the content created by the users" (Strauss and Frost, 2009, p. 326). These networks increase social interactions (Wang et al., 2010).

Through social networks, the users have access to the opinions of not only their friends, family, and colleagues but also everybody else world-wide who has used a certain product (Pan et al., 2007).

During recent years, several internet services such as short messaging system and social networks have found their way into mobile platforms, attempting to seize power in the potential mobile market. Social networks have gained strong positions in the internet; however, in comparison to web based social networks, mobile social networks have some considerable advantages. For example, easy access from everywhere allows things to get done quickly and allows interaction with friends at any time and any place. These advantages may attract users to mobile social networks and encourage them to increase their networks use (Gao and Bai, 2014).

### **Using Mobile Social Networks for Marketing**

Customers can obtain information from a variety of methods, online or offline (Brodie et al., 2011; Dholakia et al., 2004; Kane et al., 2009; McAlexander et al., 2002). In mobile social network communities, people engage in behaviors such as helping other customers or sharing their experience with them. In addition, many customers participate in non-interactive behaviors, such as reading the comments of others. A reason consumers visit social network pages is they want to learn from the experience of other consumers about a certain product or service (Algesheimer et al., 2005). Using a social network not only benefits its users but also allows companies to obtain information about the interests, demands, needs, consumer behavior and its origin, and gratification/dissatisfaction level of the purchased or used products or services (Lim and Palacio-Marquez, 2011).

Different companies that have been attracted to social networks, due to their rapid development and aggregation of large numbers of actual and potential customers (Dickey and Lewis, 2010), are incrementally using them as a part of their marketing activities and for creating their brands (Gallaughier and Ransbotham, 2010). Yet few companies are comfortable in this new environment, as they feel their conventional tools are not responsive enough for them to be active participants (Kaplan and Haenlein, 2010).

A number of studies have shown that social networks have been used by companies as marketing tools in different countries and these have provided evidence about the positive impact on business of using social networks (Hassan et al., 2015).

Mobile social networks are also a way to create closer connections with customers and to strengthen their loyalty, so investigating social networks is interesting from a marketing perspective.

### **Attitude Towards Mobile Social Network**

Although some researchers consider gratification equal to attitude (Liao et al., 2007; LaTour and Peat, 1979), definitions of satisfaction and attitude differ.

Attitude refers to a person's negative or positive evaluation of, or feelings or responses to, a certain object or behavior (Ajzen, 1991; Fishben and Ajzen, 1975). Attitude is ascribed to the general tendency of a person to exhibit certain behavior, originating from personal beliefs about behavior and its consequence, and the importance of such beliefs. In the study context, attitude can be considered as consumer willingness to use mobile social networks. Studies have demonstrated the impact of attitude on loyalty in banking services (Cho and Hwang, 2001).

### **Motivations of Mobile Social Network Use**

Researchers have studied the underlying reasons of using social networks by deploying some research models based on social influence, use and gratification, social presence, and motivation theories (Cheung et al., 2011; Lin and Lu, 2011a, b). Specifically, gratification factors are considered one of the most influential elements that stimulate continuous use of social networks (Wu et al., 2010). The Uses and Gratifications Theory investigates the function of media from a consumer perspective, making us capable of understanding the application of media (McQual, 1995), and the needs and demands it can meet (Anderson and Meyer, 1975). This approach mainly assumes that people use

media to fulfill part of their needs, which encourages the audience to actively seek out that media to satisfy certain requirements (Anderson and Meyer, 1975; Katz et al., 1974; Zahra et al., 2004).

According to a study by Katz et al. (1973), messages are used to fulfill four needs of their receivers: Social needs, entertainment needs, cognitive needs, and emotional needs. With focus on the internet, Stafford et al. (2004) identify three types of audience gratification:

1. **Content gratification:** This is the content carried by the medium (e.g., entertainment, information, etc.)
2. **Process gratification:** This is the experience of using the media (e.g., experiencing a new technology, etc.)
3. **Social gratification:** This includes interpersonal communications and belonging to a social network

A previous study shows that social networks provide pleasure in the information, entertainment, and socialization areas (Chiang, 2013). Rafaeli (1986) identified a set of motives for using an online academic entertainment bulletin. Then, Eighmey and McCord (1998) studied commercial websites and found that personal significance, information involvement, and entertainment value were the main user incentives. Parker and Plank (2000) identified three factors, namely, companionship and social needs, need for learning, and relaxation and entertainment needs. Lee et al. (2005) emphasized the significant effect of perceived entertainment on existing attitudes towards virtual learning.

Leung and Wei (2000) also discovered fashion motives among social network users. Therefore, those who accept certain innovations consider themselves symbols of social position and identity, which helps users strengthen their sense of community. Users of social networks can have an emotional relationship with other users (Gruen et al., 2006). The exchange of information in social networks also changes participants' attitude (Soderlund and Rosegren, 2007). It can be stated that fashion/social status and being a being member of a socially desirable group affect peoples' attitude towards mobile social networks. Therefore:

**Hypothesis 1.** Sociability motivation affects a person's attitude towards using mobile social networks.

**Hypothesis 2.** Fashion/social status and social desirability affect a person's attitude towards using mobile social networks.

**Hypothesis 3.** Entertainment motive affects a person's attitude towards using mobile social networks.

## Trust

Extensive investigations have examined the concept of trust in different areas, which exclusively considered it a psychological phenomenon (Clark and Payne, 1997). From a psychological standpoint, trust is the hope of a person for the reliability of what another person says (Rotter, 1967). It also refers to the extent one tends to act based on the words, measures, and decisions of others (McAllister, 1995). Generally, trust is the willingness to rely on others, due to having belief in their characteristics and behaviors in the face of a threat (Jevons and Gabbott, 2000). Its definition is not limited to people's normal interactions and trust can exist at an individual or organizational level (Moorman et al., 1993). Therefore, the concept of trust is comprised of two aspects: first, how much one expects he/she can rely on the other's words or promises; and second, how much one has belief in the motivation or good intentions of the other side under risky conditions (Deutsch 1973).

Trust is a very important concept in organization-customer relationships. In marketing literature, trust is regarded as a prerequisite for customer loyalty to an organization (Berry, 1993; Reicheld and Scheffer, 2000). In terms of a trust-loyalty connection, the former has been defined as one's reliance on the reliability and honesty of his/her partner (Morgan and Hunt, 1994; Ranaweera and Prabhu, 2003). Trust builds loyalty and commitment and is the prerequisite for a successful relationship with customers (Morgan and Hunt, 1994; Ranaweera and Prabhu, 2003). Trust has been considered as a critical variable in creation and development of good relationships (Dwyer et al., 1987; Gronroos, 1990;

Hewett and Bearden, 2001) and stimulates positive responses to future use of a product (Brandtzaeg and Heim, 2008; Casalo et al., 2011; Shin, 2010).

The trust of members is highly important in e-business and the success of online social networks is dependent on the growth rate of the social network. However, the nature of this business model can expose networks to security threats. In order to convince users to adopt social network services and have a loyal customer base, it is essential to cultivate brand equity and trust in online social networks (Vannoy et al., 2011).

In the context of social networks, previous research has shown that trust is one of the main predictors of attitude toward social network use (Casalo et al., 2011; Shin, 2010).

Therefore:

**Hypothesis 4.** Trust in the mobile social network positively influences attitude toward that mobile social network.

**Hypothesis 5.** Trust in the mobile social network positively influences loyalty to that mobile social network.

### Consumer Satisfaction

Satisfaction reflects cumulative feelings of customers which are developed during multiple interactions (Gao and Bai, 2014). Consumer satisfaction can be defined as one's evaluation of differences between previous expectations and the ultimate result (Oliver, 1980). In virtual environments, satisfaction is defined as a user's gratification with his/her earlier online activities (Anderson and Srinivasan, 2003, p. 125). Satisfaction is a strong determinant of continuance behavior, and if users are not satisfied with a social network, they may use another social network (Gao and Bai, 2014). Hunt (1977) considers attitude equal to emotion and defines satisfaction as its outcome.

As mentioned above, satisfaction is a general concept, supported by literature analysis. We represented satisfaction with mobile social networks in our survey as being happy in using the mobile social network and willingness to use it again.

Based on what has been mentioned above:

**Hypothesis 6.** Attitude positively affects the use of mobile social networks.

### Consumer Loyalty to Mobile Social Network

The concept of loyalty has received much attention from researchers (Ruiz-Mafe et al., 2014). Different interpretations have been used for describing customer loyalty; for instance, repurchase intentions, relative attitude, willingness to pay, advocacy, and identification (Jones and Taylor, 2007). Loyalty is defined as a deeply held commitment to repurchase a product over time, despite situational or marketing efforts which might have the potential to change behavior (Ruiz-Mafe et al., 2014). It must be considered that user's loyalty is something beyond an emotional state caused by satisfaction and generally has four main aspects (Barraso and Martin, 1999, p. 16): Customer is satisfied, receives value, repurchases and suggests the company to others.

Therefore, loyalty is not a repurchase behavior or a repurchase intention, even though analysis makes them appear to be related (Zeithaml et al., 1996). Additionally, Keller (1993) argues that loyalty is created when upbeat attitudes are displayed towards a brand through repurchase behavior.

According to Zeithaml et al. (1996), WOM communication is a sub-category of loyalty. WOM can be positive or negative, and produced spontaneously or via stimulation or control. In virtual environments, WOM can be the most effective source of communication, due to media distrust. This is especially true when it is expressed by those whom are familiar and trustworthy to a customer (Curras-Perez et al., 2013).

Loyalty to a virtual organization (e-loyalty) is defined as the favorable attitude of a consumer toward a company/product/service or repurchase/reuse behavior (Anderson and Srinivasan, 2003). Following this strategy in this article, loyalty to mobile social networks is defined as a favorable attitude towards them, as expressed through intention for future use and suggesting its use to others.

Loyalty and retention play crucial roles in the success of a mobile social network. Mobile social networks apply a great deal of effort and resources to producing an application, so if they cannot retain users, they will not recover their costs and achieve success (Gao and Bai, 2014).

In fact, for mobile social network providers, it is important to show they have loyal consumers who are really engaged in their application. In this way they can convince e-commerce providers that they have a platform for the providers to do business or place an advertisement.

Therefore:

**Hypothesis 7.** Attitude positively influences intention to recommend future mobile social network use.

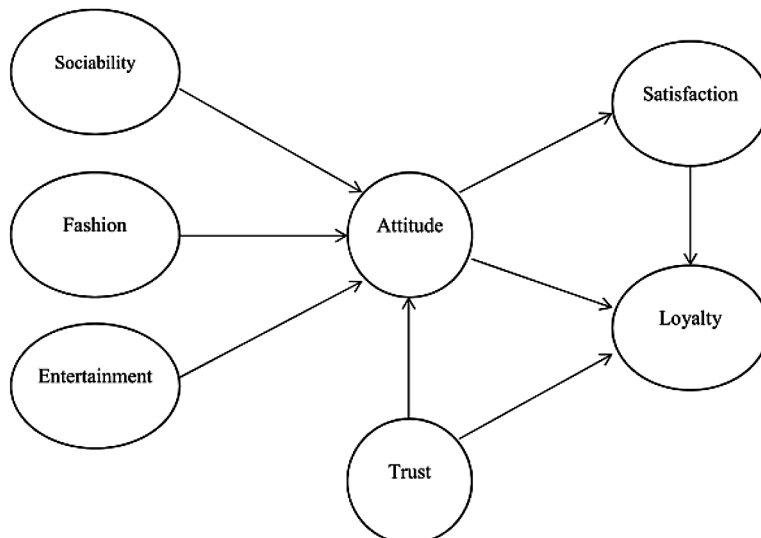
### Satisfaction

Satisfaction has also been defined as a key variable for creation of customer service loyalty. The majority of research has demonstrated that satisfied customers will probably continue their established connection with the service provider both in offline (Hellier et al., 2001) and online environments (Cristobal et al., 2007; Flavian et al., 2006; Rodgers et al., 2005) for a longer period. This relationship is created in more complex virtual environment because finding substitutions for simple services is easier for users (Shankar et al., 2003). Previous studies have suggested that the users' satisfaction of online service providers improves user loyalty (Lubbe, 2007; Shankar et al., 2003). Therefore, we assume the following:

**Hypothesis 8.** Higher satisfaction levels in using mobile social networks are directly and positively related to higher levels of loyalty to them.

Finally, figure 1 shows the proposed model.

Figure 1. Proposed conceptual model



# METHODOLOGY

## Sample Description

To achieve the research objectives and examine the proposed hypotheses, an empirical study was carried out with data gathered via an online survey.

The study population was mobile social network users in Iran. The questionnaire was initially revised by a small sub-sample of the population (a total of 30 mobile social network users) in order to adjust of some of the items in the study context. Data were collected in the month of November 2014 and 376 valid questionnaires were obtained. A total of 12 questionnaires had to be eliminated because they were incorrectly completed. The authors posted the questionnaire in various social networks. Participation in the study was voluntary.

We assumed that the main objectives of using a mobile social network are communication, entertainment, searching for information and doing business. We asked our respondents about their objectives in these four categories as well as “others”.

Tables 1 and 2 show the socio-demographic profile and main characteristics of the sample. Out of the total sample, 75.8% were men and 24.2% were women, almost half the sample was university educated (49.8%) and the majority of them were between 20 and 40 years old.

A significant portion of the sample (38.3%) was people who participate in only one mobile social network. Most of the sample (71.5%) have been users of mobile social networks for less than two years.

## Measurement of the Variables

The scales used in the questionnaire to measure the concepts were chosen from studies in the academic literature, all in the form of five-point Likert scales. The questions focused on user experience on their favorite mobile social network. Thirty percent of the sample responded on the basis of their experience with Viber, 22% with Line, 21% with Whatsapp and 27% with other mobile social networks.

User gratification of social network participation was measured on a scale adapted from Leung and Wei (2000) for mobile telephone use. Sociability (five items), fashion/status (four items) and entertainment (four items) were chosen as the most likely motivations for mobile social network participation. Trust was measured using previous studies by Flavian et al. (2006), adapting the scales to the context of mobile social network use. Attitude was measured on the scales developed by Taylor and Todd (1995) and subsequently applied by Bhattacharjee (2002) and George (2004). Satisfaction

**Table 1. Sample demographics**

Characteristics	%
<i>Gender</i>	
Men	75.8
Female	24.2
<i>Completed studies</i>	
Primary	13.8
Secondary	36.4
University	49.8
<i>Age</i>	
Up to 20	35.9
20-40	62.2
41 and over	1.9

**Table 2. Characteristics of the sample as social network users**

Characteristics	%
<i>Objectives</i>	
Communication	52
Entertainment	21
Searching for Information	14
Business	8
Others	5
<i>Favorite social network</i>	
Viber	
Line	22
WhatsApp	21
Instagram	15
Tango	7
Bee Talk	5
<i>How many social networks do you participate in?</i>	
Only one	38.3
Two	22.3
More than two	39.4
<i>How long have you been participating in social networks?</i>	
Less than 1 year	34.8
Between 1 and 2 years	36.7
Between 2 and 3 years	14.4
Over 3 years	14.1

was measured with reference to the studies by Flavian et al. (2006), Janda et al. (2002) and Oliver (1980). Loyalty was measured on a scale adapted to the study context on the basis of the work by Zeithaml et al. (1996). See Table 3.

### Psychometric Properties of the Measurement Instrument

The relationships considered in the theoretical model were estimated using Partial Least Squares (PLS). The parameters were estimated using Smart-PLS 2.0 (Ringle et al., 2005) and 376 samples were bootstrapped to calculate the significance of the parameters.

Before testing the structural relationships in the theoretical model, it was verified that the measurement model had the necessary conditions of reliability, convergent validity and discriminant validity.

The three indicators used to evaluate measurement instrument reliability were Cronbach's alpha coefficient (Cronbach, 1951; critical acceptance value=0.7), Composite Reliability Index (Fornell and Larcker, 1981; threshold value=0.7) and the Index of Variance Extracted (Fornell and Larcker, 1981; threshold value=0.5). These three reliability indicators exceeded the corresponding thresholds for each of the factors analyzed. Convergent validity is demonstrated by the SmartPLS results which indicate that all item loads on their predicted factors are significant ( $p < 0.01$ ), the standardized loads exceed 0.7 (Carmines and Zeller, 1979) and their averages exceed 0.7 (Hair et al., 2005).



**Table 3. Measurement of the study variables**

Variables	Item	I use my favorite mobile social network...
Sociability	soc1	to feel closer (involved) with friends/ family
	soc2	to keep up-to-date with the latest news from friends/family
	soc3	so others know I'm concerned about them
	soc4	to improve relations with friends/family
	soc5	to be always available for people who are concerned about me
Fashion/Status	mod1	to look stylish
	mod2	because I think it is a status symbol
	mod3	to be fashionable
	mod4	to be up-to-date
Entertainment	ent1	to escape boredom
	ent2	to have fun
	ent3	to while away the time
Attitude	Au1	It is fun to participate in [FMSN]
	Au2	I think it is a good idea to use [FMSN]
	Au3	It is pleasant to connect to [FMSN]
	Au4	I think it is a positive idea to use [FMSN]
	Au5	I enjoy participating in [FMSN]
Loyalty	Loy1	I intend to continue using [FMSN] in the future
	Loy2	I will probably use [FMSN] next year
	Loy3	I would say positive things about [FMSN] to other people
	Loy4	I would recommend [FMSN] if anyone asked me for advice
Satisfaction	Sat1	I am satisfied with my decision to use [FMSN]
	Sat2	If I had to take the decision to use social networks again, I would continue to use them [FMSN]
	Sat3	My decision to register in [FMSN] was a good one
	Sat4	I am happy that I decided to use the services of [FMSN]
Trust	tru1	I think that the information offered by my [FMSN] is sincere and honest
	tru2	I think that my [FMSN] is concerned with the present and future interests of its customers.

**Note:** FMSN = Interviewee's favorite mobile social network

Finally, the measurement model was checked to confirm discriminant validity. Discriminant validity assessment is essential for analyzing relationships between latent variables. A matrix containing correlations between constructs was calculated and it was verified that the extracted variance for each construct was higher than the square of the correlation between that construct and any other (Table 5).

## ANALYSIS AND DISCUSSION OF THE RESULTS

Table 6 shows the values of the standardized coefficients for the structural relations and the respective levels of significance for their associated t statistic. Figure 1 shows the final estimated model. The model estimation results indicate that two of the four forecast motivations for mobile social network

Table 4. Reliability and convergent validity of measurement model

Convergent validity					Item	Factor
AVE	CR	Cronbach $\alpha$	Mean loadings	Loadings (t Bootstrap)		
0.49	0.83	0.74	0.70	(19.82)	0.72 soc1	Sociability (SOC)
				(14.64)	0.63 soc2	
				(13.81)	0.64 soc3	
				(28.11)	0.78 soc4	
				(20.01)	0.72 soc5	
0.68	0.89	0.84	0.82	(26.35)	0.82 mod1	Fashion/Status (STA)
				(37.87)	0.84 mod2	
				(19.07)	0.82 mod3	
				(23.92)	0.80 mod4	
0.59	0.85	0.76	0.76	(11.34)	0.58 ent1	Entertainment (ENT)
				(30.09)	0.81 ent2	
				(41.23)	0.84 ent3	
				(33.67)	0.81 ent4	
0.62	0.89	0.84	0.78	(14.33)	0.63 Au1	Attitude (ATT)
				(34.76)	0.79 Au2	
				(43.97)	0.83 Au3	
				(47.58)	0.83 Au4	
				(45.12)	0.83 Au5	
0.68	0.89	0.84	0.82	(39.13)	0.86 Loy1	Loyalty (LOY)
				(67.50)	0.77 Loy2	
				(26.60)	0.79 Loy3	
				(34.63)	0.86 Loy4	
0.66	0.88	0.83	0.81	(60.61)	0.82 Sat1	Satisfaction (SAT)
				(27.30)	0.88 Sat2	
				(25.74)	0.76 Sat3	
				(57.45)	0.79 Sat4	
0.80	0.88	0.75	0.89	(33.90)	0.90 tru1	Trust (TRU)
				(31.75)	0.88 tru2	

Note: CR = Composite reliability; AVE = Average variance extracted

participation, seeking greater sociability ( $B = 0.33$ ;  $p < 0.01$ ; H1 accepted) and entertainment ( $B = 0.39$ ;  $p < 0.01$ ; H3 accepted), are powerful antecedents to a better mobile social network attitude. Desire to follow a fashion or achieve a social status are not significant motivation for participating in mobile social networks ( $B = 0.06$ ;  $p < 0.01$ ; H2 rejected).

It is important to consider why fashion is not a significant factor that affects attitude. One explanation is that the respondents adopt a more hedonistic approach to social networks (i.e., they wish to have fun and socialize), while being fashionable requires a more complex effort and developing

**Table 5. Discriminant validity of measurement model**

	SOC	STA	ENT	ATT	SAT	LOY	TRU
SOC	1						
STA	0.18	1					
ENT	-0.08	0.18	1				
ATT	0.29	0.41	-0.00	1			
SAT	0.46	0.26	-0.17	0.51	1		
LOY	0.42	0.14	-0.23	0.25	0.67	1	
TRU	0.44	0.10	-0.25	0.29	0.64	0.78	1

**Note:** Diagonal represents the AVE; below the diagonal, squared correlations are reported.

**Table 6. Hypothesis testing**

	Structural relationship	$\beta$	t Bootstrap	Contrast
H1	Sociability → Attitude	0.32	6.10	Accepted
H2	Fashion/Status → Attitude	0.06	1.58	Rejected
H3	Entertainment → Attitude	0.39	7.99	Accepted
H4	Trust → Attitude	0.15	3.77	Accepted
H5	Trust → Loyalty	0.07	2.46	Accepted
H6	Attitude → Satisfaction	0.67	20.40	Accepted
H7	Attitude → Loyalty	0.20	4.61	Accepted
H8	Satisfaction → Loyalty	0.63	14.11	Accepted

**Note:** FMSN = Interviewee's favorite mobile social network

good taste. A different explanation may be linked to the perception of the brands on the preferred social network.

Attitude is reinforced by trust in the mobile social network ( $B = 0.15$ ;  $p < 0.01$ ; H4 accepted). Trust also directly and positively influences loyalty to the mobile social network ( $B = 0.07$ ;  $p < 0.01$ ; H5 accepted). However, the impact of trust on attitude and loyalty is not very significant, as the younger generation has a very positive attitude towards mobile social networks and does not recognize the privacy risks of social media.

Finally, positive attitude towards the mobile social network is a powerful predictor of satisfaction with the mobile social network ( $B = 0.67$ ;  $p < 0.01$ ; H6 accepted), and less intensively, of user loyalty towards the mobile social network ( $B = 0.20$ ;  $p < 0.01$ ; H7 accepted). Likewise, satisfactory experience of mobile social network use is an important antecedent of willingness to continue to use and recommend that mobile social network ( $B = 0.63$ ;  $p < 0.01$ ; H8 accepted) to friends and others.

## CONCLUSION

Over the past decade, rapid evolution of the internet provides users with new opportunities. Other than using search engines to find information and make connections, social networks have made the expression of feelings and beliefs possible, and mobile social networks are now available to users everywhere via a smartphone. Given the current growth of mobile social networks, it is critical to understand the key factors that lead customers to use a mobile social network. These factors are

important for companies and mobile social network providers, as using mobile social networks for business purposes is becoming more common.

This paper highlights the significant role of attitude and satisfaction on consumer loyalty. Trust also has a positive effect on attitude and loyalty, but the relationship is not very significant.

To conclude, mobile social networks users access these applications in order to develop social relationships with their friends, to have fun and, to a lesser extent, to follow a fashion.

It can also be stated that application providers should reinforce attitudes towards mobile social networks in order to increase satisfaction and loyalty of customers. They have to make it easy for customers to participate and have fun by designing the customer interface to attract more users. It is also important that the role of fashion is not very significant in attracting users.

These motivations must be considered when designing a service or advertising in a mobile social network. Additionally, business owners can choose the right mobile social network to use by considering the factors mentioned above.

As for the limitations of the study, it should be noted that the speed of change in the study context is very high and it restricts the validity of results to a given period of time. A possible line of future research would be to apply the proposed model to a sample of users from other cultures with different degrees of individualism/collectivism and compare the findings.

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