

Examining Maslow's Hierarchy Need Theory in the Social Media Adoption

FIB Business Review
8(4) 292–302, 2019
© 2019 Fortune Institute of
International Business
Reprints and permissions:
in.sagepub.com/journals-permissions-india
DOI: 10.1177/2319714519882830
journals.sagepub.com/home/fib



Sanchita Ghatak¹
Surabhi Singh² 

Abstract

Social behavior of customers receives a sideline in social media, and the focus appears to be persistent on lead, conversions, and engagement. The psychology of customers is a significant element in the study of social media adoption. Maslow's theory on the hierarchy of needs describes the urge for strong desires after the individual's lower level is satisfied. The study attempts to examine and map the linkages of the Maslow Hierarchy with Social Media Adoption. The study is quantitative and descriptive. The responses from the sample size of 287 were collected using structured a questionnaire. EFA was performed to identify and map the items relating to each level of the hierarchy. CFA was conducted to find the goodness of fit. The findings suggest that the theory of Maslow's fits well with the proposed social media adoption model. The results revealed that social media adoption follows Maslow's hierarchy of needs theory. The study may be carried out for scale development for evaluating intentions and reasons for social media usage. The companies can make use of the suggested model in the study for launching their various marketing campaigns.

Keywords

Maslow's hierarchy, social media, psychology, engagement

Introduction

Social media platforms give rise to a plethora of opportunities for the individual and the organizations since its emergence in 2001. The past literature review had the mention of consumer behaviour of social media users. There were studies in the past on social media based on values and branding. The study of the history researcher has found that individuals with a high score of sociability would have a more significant amount of Facebook friends (Ross et al., 2009). Social media ensures brand loyalty in customers. The study found the controlled functioning of social web page (Vazire & Gosling, 2004). The owners of web pages have complete control. Social media adoption depends on multiple factors such as customers needs, values it offers, building relationship, customer engagement and conversions. The researchers in the past studied the self-esteem (ES), marketing outcomes and consumption getting influenced by social media. The study undertaken so far fails to address the factors of needs and motivations collectively.

Background of the Study

Social Media

Web 2.0 led to the invention of social media between 2000 and 2010. Internet 2.0 has introduced many two-way platforms such as Facebook, Twitter, WhatsApp and YouTube. The applications of social media or Web 2.0 allow users to interact and share as well as produce content using these platforms at individual and organizational level. The people employed in social relationships with other people have expectations of receiving social rewards from the interaction (Emerson, 1987). Facebook is significant for making the strong association between social capital and Facebook users (Steinfeld, Ellison, & Lampe, 2008). The narrow term in Social media is similar to social networks such as Facebook and Myspace (Tuten, 2008). The article has highlighted growing popularity for social media for consumers and its impact on marketing strategies (Papasolomou & Melanthiou, 2012). The study has findings

¹ Career Groomers, Lucknow, Uttar Pradesh, India.

² Institute of Management Studies Ghaziabad, Ghaziabad, National Capital Region, India.

Corresponding author:

Surabhi Singh, Institute of Management Studies Ghaziabad, G. T. Road, Lal Quan, Ghaziabad, National Capital Region 201009, India.

E-mail: surabhi777@gmail.com

from content analysis of Facebook posts from MAC Cosmetics, Clinique, L'Oréal, Maybelline and the types of social media tools used more frequently by these brands for connecting with their users (Shen & Bissell, 2013). The prime purpose of using social media platforms is 'needs'. These are popularly used to search, maintain and locate network (Hallikainen, 2015). The research has examined consumers' preferences for different social media campaigns and sees the impact of positive and negative word-of-mouth on consumer-campaign identification. The attacks that have negative messages receive contrary word-of-mouth (Denni & Timo, 2017). The study undertaken by Arora and Sanni (2018) provides a review for investigating the usage of social media marketing concepts.

Maslow's Hierarchy of Needs Theory

The motivational needs to have a specific hierarchy in every individual. For finding out the factors that motivate a person to do better in life and work and to understand what encourages the most, psychologist Abraham Maslow in 1934 postulated Maslow's Pyramid or theory of human behaviour. This model describes different levels of fulfilment of needs. This theory is being used as a tool predominantly in HR-related activities in different corporate setups. Maslow classified human necessities into the five-tiered pyramidal structure, that is, 'hierarchy of needs'. According to this pyramidal structure, a higher-level need is significant than the lower levels of obligation. He further emphasized that skipping a degree is not possible at all.

The levels are as follows:

1. Physiological: Food, shelter, getting a salary and so on are considered as basic needs, and these fall under the ambit of 'physiological needs'.
2. Safety: This includes security, safety and stability. For example, a permanent job provides stability and secured life for a person.
3. Love and belonging (LB): This includes close bonds, recognition, compassion for other people and affection. Employees give time to social contacts with colleagues only if they find their jobs to be secure.
4. ES: This includes the need for recognition. Example, apart from salary, praise, confidence and independence are essential motivators for an employee.
5. Self-actualization (AC): This level describes the 'development needs'. Example, individual employees are overtly enthused when they get an opportunity to undergo specific courses or studies, and then they get ample of appreciation for their work and effort.

The virtual technology space plays a significant role in routine life and hierarchy of needs mentioned above holds in case of an online presence as well.

Research Model, Hypotheses and Literature Review

Social Media and Maslow's Hierarchy of Needs Theory

As it is evident that Maslow's hierarchy is psychological and relates to the use of social networking with the mental aspect of human beings. It is better for understanding how it can be used to maximize the use of social networking for marketing function of an organization.

The lowest of the level is 'physiological needs', and it explains the basic needs to survive. It includes all physical needs such as breathing, food and water. If we talk about the physical and psychological demands on social media, it stands nowhere. In a study conducted by Cherry (2018), they found that customers in different cultures may have different needs. This level was not adopted in hypotheses as users do not consider in social media usage as per literature.

Next in the hierarchy is 'safety needs', and it is predominantly about safety and security. The article states that without the physical safety and security, people tend to experience personal, financial and mental trauma. Security or privacy is a prime parameter of social media usage (Vanderstraetan, 2018). Several types of research are conducted to provide a high level of protection in social media (Hiatt & Choi, 2016). Thus, users are seen to create multiple accounts, often called as profile cloning (Gupta, Rai, & Sinha, 2013) to hide their presence from the selected audience. Even the social networking sites (SNSs) provide inbuilt features of security of restricted view and blocking unwanted links (Verma, Kshirsagar, & Khan, 2013). The literature states that some users do not care about this aspect of social media usage. They tend to post anything or everything related to their life events (Senthil & Saravanakumar 2016). The two levels physiological and safety needs are excluded in the study.

'LB' are the third in the hierarchy. It explains the need for attachment and love from close ones in life and is also called social needs. Belongingness gives rise to the emotional and empathetic needs in life. These days, people around the world dive into the sea of social media to keep connected with their friends and family. They keep their status updated, and the number of people joining social media is increasing for various reasons identified as relationship building by Quan and Young (2010), Hu, Liu, and Zhang (2008), and Hennig, Gwinner, Walsh, and Gremler (2004). The author states that companies or

celebrities increase fan followings by social media (Glazer, 2011). They also use it for private messaging.

'Esteem or self-esteem' is the second last in the hierarchy. It is a significant way to get motivated to do better work. Although ES comes from within, getting compliments and positive feedback from people around brings in a positive feeling, which in turn brings in increased esteem. The fourth level of the pyramid depicts the same. Muqaddas, Sanobia, and Nawaz (2017) show that ES is amplified best by the use of social media. Instant gratification on Facebook or Instagram raises morale and brings about a positive impact psychologically. It enhances confidence, indicated Sharma and Sahu (2013), by providing a sense of freedom and self-identity (Nyagah, Nyagah, Asatsa, & Mwanja, 2015).

Gallagher (2017) pointed out that teens easily suffer from low ES due to several physical and environmental factors. Social media help them to regain the esteem and be physically and mentally healthy. Raymer (2015), in her study, points out that there is a straight association between ES and social media usage, particularly in the college-goers. The time spent on social networking and ES shows the direct relationship, as stated by Chen and Lee (2013).

Thus looking at the past researches related to the above two aspects of Maslow's hierarchy and social media usage, we propose the following hypothesis for the study:

H₁: LB needs predict ES in social media adoption.

Highest in the hierarchy is 'AC'. According to Maslow, it embodies the development of an individual toward satisfaction of the most top needs. In Maslow's pyramid, the requirements have been depicted to follow a linear growth. Accordingly, when individuals attain the basic needs, the individual reaches a state of AC or self-satisfaction.

Chou and Lim (2010) added that AC or higher levels of happiness is a result of social media usage. Given AC, Sheldon, Elliot, Kim, and Kasser (2001) evaluated Maslow's hierarchy of needs theory and recommended that invigoration of pleasure is one of the 10 initial human needs which is the feeling we get when we receive a plethora of enjoyment and joy instead of feeling jaded. Waterman, Schwartz, and Conti (2008) also suggested that happiness has two philosophies, that is, hedonia and eudaimonia. According to the hedonic view, happiness is possible through the quest of pleasure, amusement and relaxation. In the eudaimonic view, the pursuance to use or develop the best in oneself takes place (Huta & Ryan, 2010).

Further eudaimonia is moving toward self-fulfilment, as stated by Waterman et al. (2008), which is comparable to AC. Huta and Ryan (2010) noted that AC could be associated with more frequent ultimate experiences. Waterman et al. (2008) indicated that philosophically,

activities that lead to eudaimonia also lead to hedonic enjoyment. For this reason, we connect stimulation to happiness as a further basic need to summarize the collective effect of hedonia and eudaimonia.

If we map AC with social media usage pattern, it is exciting to find that some users are engaged in increasing their knowledge and self-development from social media. Thus, only those people tend to come back to social media who find the content engaging. Thus, social media has formed a niche for the talented ones who want to share their experience and knowledge and also for them who want to gain understanding. A study (Brandtz & Heim, 2009) indicated the key intentions, namely information, entertainment, social interaction and personal identity for the usage of the most admired SNSs in Norway. The earlier studies have suggested the values and benefits of social media but the Maslow's hierarchy theory has not been mapped so far in social media adoption.

Reviewing the literature on social media usage intension and also the abstract related to AC, the study proposes the following hypothesis:

H₂: ES predicts AC in social media adoption.

Research by Lize (2017–2018) indicates that social motives and social experience predict the intensity of SNS usage. While another study suggested that the parameters such as performance expectancy, peer support, family support and perceived playfulness predict the social media usage (Ahmed-Al-Azawei, 2018). Further, looking deeply into the past researches, it shows that the intensity and usage intention of social media usage has been predicted mostly by technology acceptance model (Teo, 2016). Summarizing the studies of Chou and Lim (2010), Sheldon et al. (2001), Waterman et al. (2008) and Huta and Ryan (2010), the article concludes that self-actuation leads to happiness, and happiness in social media usage leads to its usage intensity. Thus, it can be found and hypothesized that:

H₃: AC predicts 'usage intensity' in social media adoption.

Demographic variables such as age and gender show a positive relationship in social media usage (Cheng & Watkins, 2010). Although the usage of social media is linked with various professional reasons (Greenwood & Gopal, 2015; Lister, 2017; Phang, Kankanhalli, & Tan, 2015; Statista, 2017), there was no study where the type of profession got linked with social media usage intention. Interestingly in some studies, it was found that social media usage for a professional reason such as general knowledge and job search help leads to a negative impact on behavioural and psychological well-being of a person (Maier, Laumer, Eckhardt, & Weitzel, 2015). The study found that age, gender & profession does affect LB needs, ES needs and AC needs (Ojha & Pramanic, 2009). But it

was not verified to be found in the hierarchical format following Maslow's Law. Thus, this study aims to find linkages of age, gender, profession with LB needs, ES and AC and connect them with social media usage.

H_4 : Age, gender, profession affects LB needs, ES and AC in social media.

To summarize the proposed hypothesis of the study:

H_1 : LB needs predict ES in social media adoption.

H_2 : ES predicts AC in social media adoption.

H_3 : AC predicts usage intensity in social media adoption.

H_4 : Age, gender, profession affects LB needs, ES and AC in social media.

Objectives of the Study

The focus of the research is to map Maslow's hierarchy factors with social media adoption, that is, Facebook. The article further investigates the influence of Maslow's need theory on social media adoption. The study proposes social media adoption model.

Methodology

The article uses the descriptive research design to find out the impetus of using social media, particularly Facebook, by mapping the constructs of Maslow's hierarchy. The different popular social media platforms are Facebook, Twitter, Instagram, WhatsApp and YouTube. Facebook is the leading social media platform with around 2 billion users, and it has users with close relationship. The study has considered Facebook as the social media platform, and the survey instrument was a structured questionnaire.

The framing of items of the survey owes to various researches on social media usage intentions, which had a mention in the review of literature section. The study has three parts: The first section has items related to social media usage concerning Maslow's need hierarchy. The second section is typically consisting of the demographic variables such as age, gender, qualification and profession. The third section has two items to show social networking usage pattern, namely time spent on Facebook.

The items excepting the demographic variables were measured in 5 points Likert's scale. Exploratory factor analysis (EFA) was employed to identify the factors which can be associated with various levels of Maslow's hierarchy. Further, confirmatory factor analysis (CFA) was performed to verify models by structural equation modelling (SEM).

Survey method was used to collect data and the sampling technique used was the judgment sampling, and the primary criteria for getting the responses were asking for the

answers from respondents with an active Facebook account. Interestingly it was found that many individuals do not have a Facebook account for various reasons such as security issue, wastage of time, distraction from work and academics, and even some said that instead of Facebook, they look for social networking on LinkedIn or Instagram. The article has sample data of 287 respondents and the sampling area is North India. The total sample size was 310, but the filled data for analysis was 287. The study has employed SPSS and the techniques are EFA and CFA.

Data Analysis

Demographics of the sample are shown in Table 1.

EFA explained the number or nature of factors explaining the covariation between variables. Another reason for performing EFA was that the researchers did not have concrete and adequate clues to form a hypothesis about the number of factors underlying the data (Bornstedt, 1977; Rattray & Jones, 2007). The items with the Eigen value > 1 is the criteria of the study. Initial Eigenvalues indicated that the first four factors explained 30.467 per cent, 7.141 per cent, 6.650 per cent and 6.278 per cent of the variance, respectively. Total variance explained was 50.536 per cent (Munir, 2015).

Table 1. Descriptive Data of Respondents

	Item	Frequency	Per Cent
Age	18–25	99	34.5
	26–30	78	27.2
	31–35	61	21.3
	36–40	23	8.0
	>40	26	9.1
Gender	Male	102	35.5
	Female	185	64.5
Qualification	Graduate	162	56.4
	PG	121	42.2
	PhD	4	1.4
Profession	Private	13	4.5
	Government	163	56.8
	Business	9	3.1
	Housewife	6	2.1
	Student	96	33.4
Years being on Facebook (FB)	<1	5	1.7
	1–5	78	27.2
	>5	204	71.1
Time spent on FB	<1	178	62.0
	1–3	42	14.6
	>3	11	3.8
	Logged throughout	56	19.5

Source: Analysis of data.

The study had performed Cronbach’s alpha reliability test on the 16-scaled items of the data collected to check the reliability of scales and constancy of items. According to George and Mallery (2003), the following values indicate the nature of the scale: > 0.9: Excellent, > 0.8: Good, > 0.7: Acceptable, > 0.6: Questionable, > 0.5: Poor and < 0.5: Unacceptable.

The value was found to be 0.857 which shows there is the right internal consistency of the items. The score of Kaiser–Meyer–Olkin was 0.886, which is above the commonly recommended value of 0.6, and Bartlett’s test of sphericity was significant 0.000 ($p < 0.05$) and suggested that the sample was adequately factorable. During EFA, principal axis factoring (PAF) was the extraction method employed, and the ‘rotation method’ used was Varimax with Kaiser Normalization. Thus, the PAF identified four distinct factors: factor 1 with four items, factor 2 with six items, factor 3 with five elements and factor 4 with only one thing. The features thus extracted were labelled as they have been grouped earlier according to the literature. Each item signifies each level in Maslow’s hierarchy concerning social media usage.

AC: Factor 1 with three items is AC (Table 2). It is a feeling of achievement by eudemonic activities which give rise to hedonic enjoyment. The details categorized by EFA show pleasure stimulation by the combined effect of hedonic and eudaimonia, as has been discussed in the study by Waterman et al. (2008).

ES: Factor 2 with six items is esteem (Table 2). As mentioned in the literature, esteem comes from instant gratification and thus getting a sense of self-confidence as stated by Sharma and Sahu (2013) and Nyagah et al. (2015).

LB: Factor 3 with five items is LB (Table 2). Studies by Hennig et al. (2004), Hu et al. (2008) and Quan and Young (2010) defined it as a way of relationship building. It is achieved using networking and sometimes private messaging as well.

Table 2. Factor-wise Item Description with Factor Loading

	Factor Loadings
Self-esteem (ES)	
You feel elated when you get more likes or comments on your profile picture	0.643
You keep checking your FB account and notifications now and then	0.691
You are very curious what people say and post on your FB wall	0.642
Staying away from your FB account is very taxing for you	0.588
You feel thrilled when people share your posts	0.481
Love and Belongingness (LB)	
Chatting on FB messenger makes you feel loved and wanted	0.401

(Table 2 Continued)

(Table 2 Continued)

	Factor Loadings
You keep referring your friends to other links on FB to bead to their friend list	0.579
You feel satisfied to see the number of people following you and your friend list	0.588
You can boast off the number of friends you have in your FB	0.555
Self-actualization (AC)	
Do you update your Facebook status on every event that is happening in your life	0.504
Do you share your emotions on your status about how you are feeling	0.47
Do you update your check-ins when you are travelling	0.745

Source: Analysis of data.

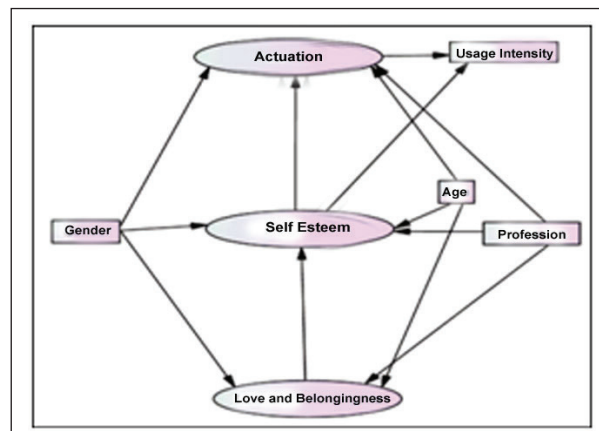


Figure 1. Theoretical Model

Source: Analysis of data.

Model Fit Assessment

SEM is the term we require studying complex variable set. It helps in knowing the underlying associations and the latent variables among the variables. It also serves to determine how the theoretical model represents relevant systems and the data supports them. According to Mulaik et al. (1989), Sugawara and MacCallum (1993), Ding, Velicer, and Harlow (1995) and Schermelleh-Engel and Moosbrugger (2003), this is a way to estimate relationships between the primary constructs.

According to the model, *LB* created by the use of social media lead to *ES* which in turn helps to reach *AC* in terms of the hedonic stimulus (refer to Figure 1). Further, another hypothesis states that *AC* and *ES* predict *usage intensity*. Age, gender and profession impact the three variables.

Amos-20 was used to analyse the ‘model fit’. The first step was to evaluate whether the data fit a theoretical model. Thus, CFA was used. The article considered chi-square/degrees of freedom (χ^2/df), comparative index fit, goodness of fit (GFI), adjusted GFI, Tucker Lewis index, incremental

fit index, parsimony GFI (PGFI), root mean square error of approximation and PGFI to test the fitness of the model. The values of the mentioned parameters show a good fit.

Hypothesized Model

Research Results

Null Hypothesis (H_0): The hypothesized model has a good fit.

The values thus obtained by performing CFA indicates that all the items are above the significant value of 0.5. According to Bollen (1989), the higher value of χ^2 leads to a closer association between the hypothesized model and the model fit. In the test of H_0 , the three-factor structure, as shown in Figure 1, generated a χ^2 value of 116.512 with 87 *df* and a probability of less than 0.0001 ($p < 0.0001$) is suggestive that the fit of the data to the hypothesized model is not adequate. As per the result, χ^2 statistics with $p = 0.000$ does not show a good fit of the model. The study rejects H_0 .

However, studies have proved (Schumaker & Lomax, 1996) that a large sample size of above 200 (287 in this study) can influence χ^2 statistics by displaying a significant probability level ($p = 0.00$). Accordingly, this model is deemed appropriate for further analysis in the GFI measures. Experts (Hair, Anderson, Tatham, & Black, 1998) suggested the statistic $CMIN/df$ as ≤ 5 . As per Table 3, the value for the χ^2/df is 2.51, which is less than the accepted value of ≤ 5 . Rest all the benefits show the GFI of the model (refer to Table 1).

Path Model Fit

Next, the study conducted the structural model using Amos-20 to test the hypotheses formulated, as shown in Figure 2. The SEM is considered, and the premises relate to the pattern of the causal structure linking several variables that bear on the construct of AC. In reviewing the SEM path model, it indicates that ES impacts the AC.

Further, LB influence ES. AC predicts usage intensity. Age, gender and profession act as control variables. All these paths reflect findings in the literature, and Figure 2 indicates the structural portion of the SEM.

Assessing the Structural Model Fitness

The process of forming the structural model's rationality follows guidelines adopted for measuring the model. The article computes new SEM estimated covariance matrix, which is different from the measurement model. The measurement model assumes that all constructs are correlated; in a structural model, the relationships between some constructs are considered to be zero.

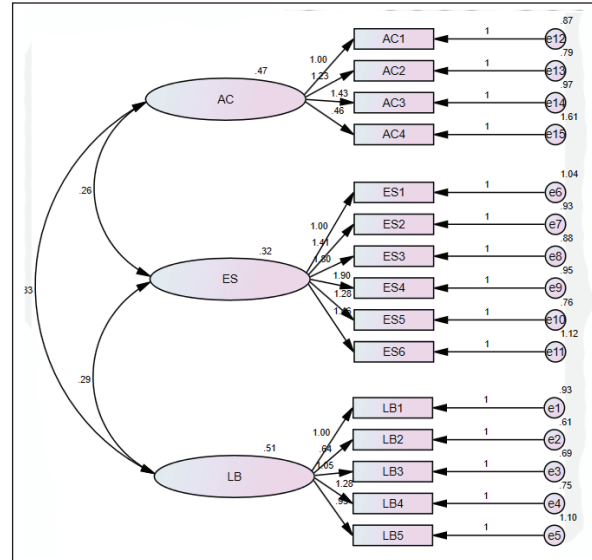


Figure 2. The Structural Model—Confirmatory Factor Analysis

Source: Analysis of data.

The model fit indices also provide a reasonable model fit for the structural model. Hence, the proposed research model fits the data reasonably.

The article undertakes the ‘path analysis’ of the following variables:

1. Observed, exogenous variables:
 - gender
 - age
 - profession
2. Unobserved, endogenous variables:
 - LB
 - ES
 - AC

The hypothesized research model exhibit a good fit with observed data, as mentioned above.

All hypothesized paths are significant (p -value < 0.05), and hence supported. The unstandardized regression weights which correspond to the B coefficients, in the output and result of the hypotheses testing providing support for hypotheses H_1 through H_4 (refer to Table 3).

Table 3. Model Fit Indices

Fit Indices	Results	Suggested Values	Studies
Chi-square (χ^2)	116.512	p -value should be > 0.05	
χ^2/df	1.339	≤ 5	Hair, Anderson, Tatham, and Black (1998)

(Table 3 Continued)

(Table 3 Continued)

Fit Indices	Results	Suggested Values	Studies
Comparative index fit (CFI)	0.974	> 0.90	Hu and Bentler (1999)
Goodness of fit (GFI)	0.950	> 0.90	Hair, Anderson, and Tantham (2006)
Adjusted GFI (AGFI)	0.932	>= 0.90	Daire, Joseph, and Michael (2008)
Normated fit index (NFI)	0.907	>= 0.90	Hu and Bentler (1999)
Incremental fit index (IFI)	0.975	Towards 1	
Tucker Lewis index (TLI)	0.969	>= 0.90	Hair, Anderson, Tantham, Black, and Babin (1998)
Root mean square error of approximation (RMSEA)	0.034	< 0.08	Hair, Anderson, and Tantham (2006)

Source: Analysis of data.

Table 4. Select Fit Indices of the Structural Model

Fit Indices	Results
χ^2	243.486
χ^2/df	1.727
CFI	0.930
GFI	0.919
AGFI	0.891
NFI	0.851
IFI	0.931
TLI	0.915
Parsimony GFI (PGFI)	0.682
Parsimony CFI (PCFI)	0.767
RMSEA	0.050

Source: Analysis of data.

Based on the significance value, H_1 , H_2 and H_3 are fully accepted, but the article partially accepted H_4 as age do not have any control over LB ($p = 0.234$, respectively, where $p > 0.05$). Gender does not have any control over ES ($p = 0.063$, where $p > 0.05$). Age, profession and gender and also do not have any control over AC ($p = 0.071$, $p = 0.477$, $p = 0.071$, respectively, where $p > 0.05$; refer to Table 5).

The 'structural model path diagram' further proves the accepted hypothesized model (Table 4).

Discussions

The results of the data analysis reveal some fascinating facts about linking Maslow's theory with social media usage. The items of the factor LB fall in line with Tolstedt and Stokes (1984) who referred 'emotional belonging' to as an intimate feeling between individuals and emotional contact, including contact strength and moral support. Sinclair and Dowdy (2005) have suggested that emotional belonging leads to identifying closeness in a group and develop better interpersonal relationships with others. Ridings and Geffen (2004) proposed that virtual community seeks social support to get motivated to join a SNS. As per the analysis results, age does not impact LB but gender and profession affect LB. The most probable reason for this finding since the study focuses on social media usage: it indicates that most aged people are not seen to be using social media in India. Instead, the working individuals are more into social media due to their constraint on time to link with their friends and peers. Thus, the parameter is hugely impacted by gender and profession and not by age.

The third factor identified is AC. According to Maslow's theory, AC reveals needs for inspired self-development in terms of one's potential toward a goal and a meaning in life (Maslow, 2013). In social media usage, AC relates with particular functional motives that people view as other types of personal fulfilment (i.e., eudaimonic, hedonic and subjective well-being). The current study goes in line with what Kenrick, Griskevicius, Neuberg, and Schaller (2010) described AC. According to them, it is more about status seeking. The items in the factor signify the same. According to the results of the analysis, AC is not impacted by any of the three control variables, namely age, gender and profession. Every individual tends to look for status and well-being irrespective of age profession and gender.

The three factors mentioned above show relationship hierarchy, the fulfilment of ES and AC leads amplification of social media usage. If a person's need for gratification increases, social media usage will also increase. But the negative coefficient value (-0.56) also is suggestive that AC is negatively predicting intensity of social media usage which means higher the status of the person, less will be the social media usage. The article suggests that factors of gratification and status seeking are the two prime factors for intense usage of social media sites.

It also substantiates the finding of Raymer (2015) which says that there is a direct relationship between ES and social media usage ($p = 0.033$; SE-> Reason as per the path model estimates).

Table 5. Hypothesis Testing Based on the Structural Model

			Estimate	Standard Error	Critical Ratio	P (Significance)	Accept/Reject
LB	<---	Age	0.057	0.048	1.190	0.234	Partially accepted H_4
LB	<---	Profession	-0.118	0.042	-2.783	0.005	
LB	<---	Gender	-0.233	0.102	-2.280	0.023	
ES	<---	LB	0.630	0.104	6.075	***	H_1 accepted
ES	<---	Age	0.069	0.032	2.139	0.032	
ES	<---	Profession	0.084	0.029	2.875	0.004	
ES	<---	Gender	0.128	0.069	1.857	0.063	
AC	<---	ES	0.756	0.133	5.684	***	H_2 accepted
AC	<---	Age	0.073	0.040	1.808	0.071	
AC	<---	Profession	0.024	0.034	0.712	0.477	
AC	<---	Gender	0.151	0.083	1.808	0.071	
Time spent on FB	<---	AC	-0.544	0.201	-2.710	0.007	H_3 accepted
Time spent on FB	<---	ES	-0.653	0.309	-2.115	0.034	
Time spent on FB	<---	LB	0.320	0.192	1.663	0.096	

Source: Analysis of data.

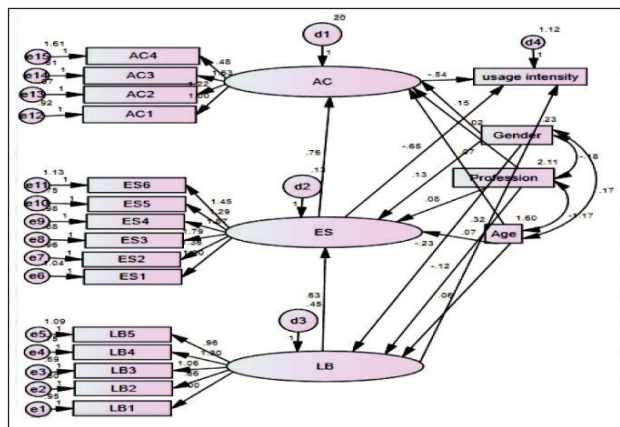


Figure 3. The Structural Model

Source: Analysis of data.

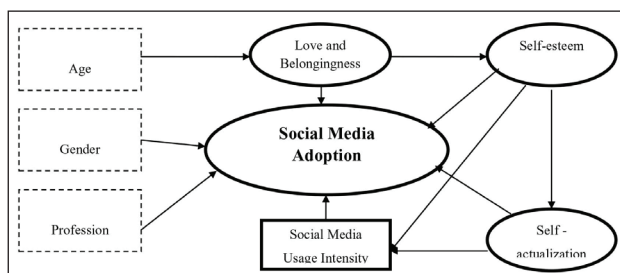


Figure 4. Social Media Adoption Model

Source: Analysis of data.

Social Media Adoption Model

The social media adoption model has been developed based on the ‘structural model’ (Figure 3). Figure 4 depicts

that the more AC need is satisfied, the social media usage becomes less, Wahba and Bridwell (1976) in their study also suggested the same, so the companies who are willing to promote social media adoption must focus more on customers with LB needs and ES needs.

Implications and Limitations

The companies can make use of the suggested model in the study for launching their various marketing campaigns. The proposed model will be useful for e-learning companies to find the right online strategies for their participants.

In the path model, the regression weights of factors are on different scores and provide a significant study for the researchers. The elements of Maslow’s hierarchy have strong linkage with social media adoption. Thus, it offers insights to researchers on consumer psychology concerning social media platforms.

This study also adds a new linkage of Maslow’s theory and social media usage in the pool of literature available to study social media usage. Majorly studies show that there are strong linkages between social media usage and technical acceptance model, extended technical acceptance model, theory of reasoned action and theory of planned behaviour. Thus, this is the first study to take Maslow’s theory into consideration, which is a hierarchical approach to map social media usage, which is a multidimensional approach.

This study was conducted on a limited population to find out what drives to adopt which social media and for what purpose. If the same needs investigation in general, a broader community is taken into account. The study applied on data based on Facebook platform for examining the linkage of Maslow’s hierarchy and social media adoption.

Conclusion

The study concludes the linkages of factors of Maslow's hierarchy need theory with social media usage. The elements of Maslow theory, namely ES, AC and LB act as the motivators and lead the person's willingness to be on social media. The article depicts that the more AC need is satisfied, the social media usage becomes less, Wahba and Bridwell (1976) in their study also suggested the same, so the companies who are willing to promote social media adoption must focus more on customers with LB needs and ES needs. AC is negatively predicting intensity of social media usage which means higher the status of the person, less will be the social media usage. The article suggests that LB and ES are the two prime factors for intense usage of social media sites.

The study further attempts to offer additional insights into the existing literature related to psychological studies, human behaviour and social networking issues. The model is useful in evaluating consumer behaviour in terms of their needs, which are quite helpful in increasing social media usage intensity.

Recommendations for Future Research

This study further suggests for scale development for evaluating intentions and reasons for social media usage. The future scope of this article lies in verifying whether other social media platforms usage follows these three parameters as the primary impetus for their adoption and usage. The updation on Maslow's hierarchy theory can also be taken up for further research in future.

Declaration of Conflicting Interests

The authors declared no potential conflicts of interest with respect to the research, authorship and/or publication of this article.

Funding

The authors received no financial support for the research, authorship and/or publication of his article.

ORCID iD

Surabhi Singh  <https://orcid.org/0000-0002-8565-7348>

References

- Al-Azawei, A. (2018). Predicting the adoption of social media: An integrated model and empirical study on Facebook usage. *Interdisciplinary Journal of Information, Knowledge, and Management*, 13, 233–238.
- Arora, A. S., & Sanni, S. A. (2018). Ten years of social media marketing research in the journal of promotion management: Research synthesis, emerging themes, and new directions. *Journal of Promotion Management*, 1, 24, 1049–6491.
- Bollen, K. A. (1989). *Structural equations with latent variables*. New York, NY: Wiley.
- Bornstedt, G. W. (1977). Reliability and validity in attitude measurement. In G. F. Summers (Ed.), *Attitude measurement* (pp. 80–99). London: Kershaw Publishing Company.
- Brandtz, P. B., & Heim, J. (2009). Why people use social networking sites. In A. A. Ozok & P. Zaphiris (Eds.), *Online communities and social computing* (pp. 143–152). Berlin: Springer.
- Chen, W., & Lee, K. (2013). Sharing, liking, commenting, and distressed? The pathway between Facebook interaction and psychological distress. *Cyberpsychology, Behavior, and Social Networking*, 16(10), 728–734.
- Cheng, H. K., & Watkins, D. (2010). Age and gender invariance of self-concept factor structure: An investigation of a newly developed Chinese self-concept instrument. *International Journal of Psychology*, 35, 186–193.
- Cherry, K. (2018). *Updating Maslow's hierarchy of needs*. Retrieved from <https://www.verywellmind.com/updating-maslows-hierarchy-of-needs-2795269>.
- Chou, A. Y., & Lim, B. B. L. (2010). A framework for measuring happiness in online social networks. *Issues in Information Systems*, 11(1), 198–203.
- Daire, H., Joseph, C., & Michael, M. (2008). Structural equation modelling: Guidelines for determining model fit. *Electronic Journal of Business Research Methods*, 6(1), 53–60.
- Denni, A., & Timo, D. (2017). Can social media campaigns backfire? Exploring consumers' attitudes and word-of-mouth toward four social media campaigns and its implications on consumer-campaign identification. *Journal of Promotion Management*, 23(6), 834–850.
- Ding, L., Velicer, W. F., & Harlow, L. L. (1995). Effects of estimation methods, number of indicators per factor, and improper solutions on structural equation modeling fit indices. *Structural Equation Modeling: A Multidisciplinary Journal*, 2(2), 119–143.
- Emerson, R. M. (1987). Toward a theory of value in social exchange. In K. S. Cook (Ed.), *Social exchange theory*. Newbury Park, CA: Sage.
- Gallagher, S. M. (2017). *The influence of social media on teens' self-esteem* (Master's thesis 2438). Retrieved from <http://rdw.rowan.edu/etd/2438>.
- George, D., & Mallery, P. (2003). *SPSS for windows step by step: A simple guide and reference. 11.0 update* (4th ed.). Boston: Allyn & Bacon.
- Glazer, E. (2011, February 7). Fund firms cautiously tweet their way into a new world. *The Wall Street Journal*. Retrieved from <https://www.wsj.com/articles/SB10001424052748703909904576051991054593486>
- Greenwood, B. N., & Gopal, A. (2015). Research note—Tigerblood: Newspapers, blogs, and the founding of information technology firms. *Information Systems Research*, 26(4), 812–828.
- Gupta, S. K., Rai, A. K., & Sinha, S. (2013). Social networking sites and their security issues. *International Journal of Scientific and Research Publications*, 3(4).
- Hair, J. F., Anderson, R. E., & Tatham, R. L. (2006). *Multivariate data analysis* (10th ed.). New Jersey, NJ: Prentice Hall.
- Malek AL- Majali, NikKamariahNik Mat (2011). Modeling

- the antecedents of internet banking service adoption (IBSA) in Jordan: A structural equation modeling (SEM) approach. *Journal of Internet Banking and Commerce*, 16(1): 8–13.
- Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1998). *Multivariate data analysis*. Upper Saddle River, NJ: Prentice Hall. In Marcin Pont & Lisa McQuilken (2002). *Testing the fit of the BANKSERV model to BANKPERF data* (ANZMAG conference proceedings 865).
- Hair, J. F., Anderson, R. E., Tatham, R. L., Black, W. C., & Babin, B. J. (1998). *Multivariate data analysis* (pp. 734–735; 6th ed.). New Delhi: Pearson Education.
- Hallikainen, P. (2015). Why people use social media platform: Exploring the motivations and consequences of use. In L. Mola, F. Pennarola & S. Za (eds.), *From information to smart society, lecture notes in information systems and organisation 5*. Retrieved from https://books.google.co.in/books?id=afzYBAAAQBAJ&pg=PA8&lpg=PA8&dq=DOI+10.1007/978-3-319-09450-2_2&source=bl&ots=YThwbfM4ge&sig=ACfU3U0SQm92JPITeYJH-0-QC3gd6Ys6Pg&hl=en&sa=X&ved=2ahUKewjDyeu4nILIAhUD26QKHV1ABm8Q6AEwA3oECAkQAQ#v=onepage&q&f=false
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the internet? *Journal of Interactive Marketing*, 18(1), 38–52.
- Hiatt, D., & Choi, Y. B. (2016). Role of security in social networking. *International Journal of Advanced Computer Science and Applications*, 7(2).
- Hu, L., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, 6(1).
- Hu, N., Liu, L., & Zhang, J. J. (2008, March 11). Do online reviews affect product sales? The role of reviewer characteristics and temporal effects. *Information Technology and Management*, 9(3), 201–214. doi:10.1007/s10799-008-0041-2
- Huta, V., & Ryan, R. M. (2010). Pursuing pleasure or virtue: the differential and overlapping well-being benefits of hedonic and eudaimonic motives. *Journal of Happiness Studies*, 11(6), 735–762.
- Kenrick, D. T., Griskevicius, V., Neuberg, S. L., & Schaller, M. (2010). Renovating the pyramid of needs: Contemporary extensions built upon ancient foundations. *Perspectives on Psychological Science*, 5(3), 292–314
- Kumar, A., Gupta, S. K., Rai, A. K., & Sinha, S. (2013). Social networking sites and their security issues. *International Journal of Scientific and Research Publications*, 3(4), 3.
- Lister, M. (2017). *40 Essential social media marketing statistics for 2017*. Retrieved from <http://www.wordstream.com/blog/ws/2017/01/05/social-media-marketing-statistics>.
- Maier, C., Laumer, S., Eckhardt, A., & Weitzel, T. (2015). Giving too much social support: Social overload on social networking sites. *European Journal of Information Systems*, 24(5), 447–464
- Mark, J., & Joel, L. (1983). Self-esteem, need gratification, and work satisfaction: A test of competing explanations from consistency theory and self-enhancement theory. *Journal of Vocational Behavior*, 22(3), 303–311.
- Maslow, A. H. (2013). *A theory of human motivation*. New York, NY: Start Publishing, LLC.
- Mulaik, S. A., James, L. R., Van Alstine, J., Bennett, N., Lind, S., & Stilwell, C. D. (1989). Evaluation of goodness-of-fit indices for structural equation models. *Psychological Bulletin*, 105, 430–445.
- Munir, M. (2015). Eigenvalues-theory and applications. doi:10.13140/RG.2.2.15926.91201
- Muqaddas, J., Sanobia, A. S., & Nawaz, A. (2017). Impact of social media on self-esteem. *European Scientific Journal*, 13(23), 329–341.
- Nyagah, S., Nyagah, V., Asatsa, S., & Mwanja, M. J. (2015). Social networking sites and their influence on the self-esteem of adolescents in Embu County, Kenya. *Journal of Educational Policy and Entrepreneurial Research*, 2(1), 87–92.
- Ojha, H., & Pramanick, M. (2009, January). Effects of age on intensity and priority of life needs. *Journal of the Indian Academy of Applied Psychology*, 35(1), 131–136.
- Papasolomou, I., & Melanthiou, Y. (2012). Social media: Marketing public relations' new best friend. *Journal of Promotion Management*, 18, 319–328.
- Phang, C. W., Kankanhalli, A., & Tan, B. C. (2015). What motivates contributors vs. lurkers? An investigation of online feedback forums. *Information Systems Research*, 26(4), 773–792.
- Quan-Haase, A., & Young, A. L. (2010). Uses and gratifications of social media: A comparison of Facebook and instant messaging. *Bulletin of Science, Technology & Society*, 30(5), 350–361.
- Rattray, J. C., & Jones, M. C. (2007). Essential elements of questionnaire design and development. *Journal of Clinical Nursing*, 16, 234–243.
- Raymer, K. (2015). *The effects of social media sites on self-esteem* (Master's thesis 284). Retrieved from <http://rdw.rowan.edu/etd/28>
- Ridings, C. M., & Gefen, D. (2004). Virtual community attraction: Why people hang out online. *Journal of Computer-mediated Communication*, 10(1). Retrieved from <https://doi.org/10.1111/j.1083-6101.2004.tb00229.x>
- Ross, C., Orr, E. S., Siscic, M., Arseneault, J. M., Simmering, M. G., & Orr, R. R. (2009). Personality and motivations associated with Facebook use. *Computers in Human Behavior*, 25, 578–586.
- Schermelleh-Engel, K., & Moosbrugger, H. (2003). Evaluating the fit of structural equation models: tests of significance and descriptive goodness-of-fit measures. *Methods of Psychological Research Online*, 8(2), 23–74.
- Schumaker, R. E., & Lomax, R. G. (1996). *A beginner's guide to structural equation modeling*. Mahwah, NJ: Lawrence Erlbaum Associates.
- Senthil, K. N., & Saravanakumar, D. K. (2016). Privacy and security in social media—A comprehensive study. *Procedia Computer Science*, 78, 114–119.
- Sharma, S., & Sahu, D. (2013). Effect of social networking sites on self confidence. *International Journal of Information and Computation Technology*, 3(11), 1211–1216.
- Sheldon, K. M., Elliot, A. J., Kim, Y., & Kasser, T. (2001). What is satisfying about satisfying events? Testing 10 candidate psychological needs. *Journal of Personality and Social Psychology*, 80(2), 325–339.

- Shen, B., & Bissell, K. (2013). Social media, social me: A content analysis of beauty companies' use of Facebook in marketing and branding. *Journal of Promotion Management*, 19(5), 629–651.
- Sinclair, V. G., & Sharon, W. D. (2005). Development and validation of the emotional intimacy scale. *Journal of Nursing Measurement*, 13(3), 193–206
- Statista. (2017). *Most famous social network sites worldwide as of April 2017, Ranked by number of active users (in millions)*. Retrieved from <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users>.
- Steinfeld, C., Ellison, N., & Lampe, C. (2008). Social capital, self-esteem, and use of online social network sites: A longitudinal analysis. *Journal of Applied Developmental Psychology*, 29(6), 434–445.
- Sugawara, H. M., & MacCallum, R. C. (1993). Effect of estimation method on incremental fit indexes for covariance structure models. *Applied Psychological Measurement*, 17(4), 365–377.
- Teo, T. (2016). Modelling Facebook usage among university students in Thailand: The role of emotional attachment in an extended technology acceptance model. *Interactive Learning Environments*, 24(4), 745–757.
- Tolstedt, B. E., & Stokes, J. P. (1984). Self-disclosure, intimacy, and the penetration process. *Journal of Personality and Social Psychology*, 46(1), 84–90.
- Tuten, T. L. (2008). *Advertising 2.0*. Westport, CT: Praeger.
- Vanderstraeten, L. (2018). *Deconstructing the usage intensity of popular social networking sites motives, social experience and privacy concerns* (Master's thesis). Belgium: Gent University.
- Vazire, S., & Gosling, S. D. (2004). E-perceptions: Personality impressions based on personal websites. *Journal of Personality and Social Psychology*, 87, 123–132.
- Verma, A., Kshirsagar, D., & Khan, S. (2013). Privacy and security: Online social networking. *International Journal of Advanced Computer Research*, 3(8), 310–315.
- Wahba, M., & Bridwell, L. (1976). Maslow reconsidered: A review of research on the need hierarchy theory. *Organizational Behaviour and Human Performance*, 15(2), 212–240.
- Waterman, A. S., Schwartz, S. J., & Conti, R. (2008). The implications of two conceptions of happiness (hedonic enjoyment and eudaimonia) for the understanding of intrinsic motivation. *Journal of Happiness Studies*, 9(1), 41–79.

About the Authors



Sanchita Ghatak has completed her doctoral studies from Lucknow University from Department of Psychology. She is a Postgraduate in computer application (MCA) from Maharshi Dayanad University, Rohtak and PGDM(IS) from AIMA-CME, New Delhi. She has 16 years of teaching experience in management at UG and PG levels and 6 years of corporate experience. She is certified in digital marketing (certified by IAMAI), Platinum certified in data analytics (certified by AcadGild.) and certified in cognitive psychology with A++ grade (batch topper) from Guidance City. She is an empanelled instructor for digital marketing with Tata Institute of Social Sciences. She is a life member of Indian Society of Training and Development, Lucknow Chapter. Her areas of expertise include advanced managerial excel, descriptive and predictive analytics, data analysis using SPSS, digital marketing, graphic designing, data analytics using SPSS/R and AMOS. She has conducted trainings in many reputed organizations and educational institutions. She has been invited for talks on 'alternate career options' by Gaon Connection and India Awadh Centre, Hope Initiative, Doordarshan Uttar Pradesh and Live Today. She can be reached at sanghatak2011@gmail.com



Surabhi Singh is PhD from AMU, ADIM, PGDBA-marketing, MCA and MCOM and international certifications in marketing analytics, digital marketing and neuromarketing. With an experience of more than 18 years in academics, research, teaching, training and consultancy, she is currently associated with IMS Ghaziabad as Associate Professor of Marketing. She was the recipient of the Second Best Case Award from UK-based Case Centre for case writing in 2014. She also received Second Best Paper Award in National Conference in India in 2011, Women Achiever Award for Excellence in Marketing Education at Indian Women Convention on 29 April 2017, Second Prize trophy by ICHRIE Johnson and Wales Case Study Competition, the USA. At Barcelona, Spain, she received Best Woman Researcher from Ms Shabana Azmi at Women Leadership Conclave in 2018. She has recently completed the research project of AIM and SHETH foundation on September 2019. She can be reached at surabhi777@gmail.com

Reproduced with permission of copyright owner. Further reproduction prohibited without permission.