

# Exploring Motivations and Usage Patterns of Social Media Users

Anita Whiting, [awhiting@clayton.edu](mailto:awhiting@clayton.edu)

## Abstract

Social media is an important aspect of marketing today. According to Hanna et al (2011), social media is not an optional part of marketing strategy but a mandatory component for most companies today. Social media usage is rapidly growing. Facebook, the largest global social network, has over 1.19 billion users with an annual growth rate of eighteen percent (Aichner & Jacob 2015).

Despite the increase in social media usage, many companies today do not fully understand the social media user. Most companies need more information about why consumers use social media, when they use social media, and what they use social media for. Therefore, the purpose of this study is to explore the motivations and usage patterns of social media users. In particular, this study seeks to investigate how often consumers use social media, the duration of visits to social media sites, the motivations for using social media, the utilities gained from visiting social media sites, and the their satisfaction with social media sites.

## References

Aichner, T. & Jacob, F. (2015). Measuring the degree of corporate social media use. *International Journal of Market Research*, 57(2), 257-275.

Hanna, R., Rohm, A. & Crittenden, V.L. (2011). We're all connected: the power of the social media ecosystem. *Business Horizons*, 54(3), 265-273.

**Keywords:** *social media, social media usage, social media duration, motivations for using social media, social media frequency.*

**Relevance to Marketing Educators, Researchers and Practitioners:** Presentation provides information about motivations and usage patterns of social media users. This information should help organizations and especially marketers better understand when and why consumers use social media.

## Author Information:

Anita Whiting is a Professor of Marketing at Clayton State University.

**TRACK: Internet / Social Media Marketing**