Uses And Gratifications In Developing User Satisfaction And Positive Electronic Word Of Mouth (Ewom) On Facebook: A Cross Cultural Study Between South Korea And Tanzania

Kaziro Paul, Mincheol Kang, Tegegne Tesfaye Haile

Abstract: The main purpose of this research is to investigate the role of the uses and gratifications in developing user satisfaction and hence enhance positive electronic word of mouth on Facebook with national culture as a moderator. Data was collected from an online and offline surveys from a total sample size of 285 respondents from both South Korea and Tanzania. The findings reveal that there is a significant difference in the user’s motivation of joining and using social networking sites in the two countries. It is also found that culture is a very important antecedent of determining the user’s gratification of social networking sites. This study offers a vital contribution to understanding the role of culture in SNS use.

Index Terms: Uses and Gratification, Electronic Word of Mouth (eWOM), Social Networking Sites, Culture

1. INTRODUCTION

Over the past few years, social networking sites (SNSs) like Facebook, YouTube, Instagram, Twitter, WhatsApp and so on have been used massively and diversely all over the globe. They have in many ways developed people’s lifestyles but better still different companies have benefitted from them as marketing tools for their products and services hence increasing their sales and returns annually. A survey made by Statista reveals that by 2021 the number of SNS users will have risen to 3.1 billion [40]. It goes on to report that “the region with the highest penetration rate of social networks is North America, where around 70 percent of the population has at least one social media account.” As of 2019, 79 percent of the United States population and 83 percent of South Koreans have social networking profiles. * This paper is a revised version of an academic thesis of Kaziro Paul (the first author) titled “(The) role of uses and gratifications in developing user satisfaction and positive electronic word of mouth (eWOM) on Facebook; A cross cultural study between South Korea and Tanzania”, which was published in 2017 at Graduate School, Ajou University, South Korea. Facebook is the world-leading SNS with 2.23 billion monthly active users followed by YouTube (1.9 billion active users) and Instagram (1 billion active users) [41]. With these figures, the rate at which people use social networking sites daily in particular, Facebook, has risen and is still rising. For example, the Statista [40] report depicts that the number of online users in Asia has risen from 1 billion in 2001 to 2011 to 1.7 billion in 2016 and Africa, as a continent the number rose from 139 million to 339 million users daily.

To date, many researchers have attempted to point out many issues regarding the use of social networking sites but some of the issues have been left out and still sparse. Most literature has been developed on understanding the main reasons why people across the world use social networking sites. In this study, Facebook is chosen as a research subject because it is the most widely used social networking site in the world with figures showing that most people around the world possess Facebook accounts and hence use it daily for different purposes. As of October 2019, Facebook is ranked as the first most popular social network site used globally [40]. The use of Facebook has increased hence being the leading social networking site, with over 70 plus languages with a framework that enables you to translate text, Facebook currently supports different African languages like Kiswahili, Hausa and Arabic just to mention few. According to Statista [40] report, Facebook users have risen by 120 million across the African continent with 80% via mobile from 2014 who were 100 million with Nigeria having the greatest number of users followed by South Africa and then Kenya being 15 million, 12 million and 4.5 million respectively. In Tanzania, the most widely used SNS is Facebook holding 3.7 million users and a 7 percent penetration rate [40]. South Korea on the other hand, as compared to Tanzania, has 17 million Facebook users with a 34.6 penetration rate as of June 2016 has approximately 13 million subscribers more than Tanzania. The difference here is maybe basically due to the difference in technological advancement between the two countries. There is a need to clearly understand why people engage themselves in using social networking sites, what motivates them and the level of satisfaction they get when they use these sites which we believe is very crucial for the business world and the software developers. For example, Yu et al. [77] in their research noted that users are stimulated by the games, competition, and benefits the website offers towards them while in use leading to improved usage of the site. Besides, SNSs create users’ social space where different they can maintain social capital with their counterparts [23]. Therefore, this study intends to find the role uses and gratifications have in enhancing the satisfaction of using an SNS. Also, this study wants to investigate the role culture plays in SNS by exploring and making comparisons of the way different users from two

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different countries, South Korean and Tanzanian, are motivated in using this SNSs. These two countries per Geert Hofstede’s findings on cultural dimensions report different cultural dimension indexes in all the cultural dimensions measured [20]. Electronic word of mouth (eWOM) on the other hand “is any positive and negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the internet.” [9]. It has gained consideration in the business world recently because of its effectiveness and non-profit characteristic. Most users of SNSs do offer advice to their friends they relate with on the network recommending them to buy certain products that they feel are good and self-sustaining. The increasing use of SNSs has driven consumers within the social network to search for specific products that are not biased and hence allows them to provide good consumption advice to other users leading to more engagement in eWOM activities. This research is therefore aimed to answer the following questions. First, what are the user’s needs and gratifications in adopting social networking sites? Second, is there a significant difference between the users from different countries in their motivations for using SNSs? This paper is organized as follows. The next section will introduce the uses and gratification theory (UGT) and other related literature from previous researchers on SNS use. In the third section, a research model will be presented and various hypotheses developed to achieve the research purpose. More so, the fourth section will describe the research methods used, data collection techniques and measurement of the various variables in question. The fifth will summarize the results from the data analysis. The sixth section is aimed at discussing the study implications and practices and to sum it all up, the paper will conclude by discussing the limitations and what directions are recommended for future researchers in the same field.

2. LITERATURE REVIEW ELECTRONIC WORD OF MOUTH (EWOM) AND SOCIAL NETWORKING SITES

The word “Word of Mouth (WOM)” is being adopted in much previous research. Brown and Reingen [9] described WOM “as the information exchange behavior among consumers and is a powerful source in influencing customers’ intention and behaviors as well as brand awareness, product knowledge, and perceived value.” The evolution of new technology has enhanced the use of WOM in online platforms hence giving rise to eWOM. eWOM, as used in online environments, has led to most researchers like Phelpsh et al. [63] gain massive interest in the role it plays in enhancing social networking usage. Henning-Thutau [31] defined eWOM as “any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and instructions via the internet”. In addition, “eWOM can take place through a variety of forms and means like blogs, review sites, emails and the internet freedom from geographic and time constraints which allows eWOM communication to spread globally and quickly” [17] [26]. Previous research has also found out that customers value a specific firm plus the services they offer through increased use of eWOM [29]. It is therefore understood that eWOM is a very vital tool for marketing products online [26]. The vast use of SNSs globally does offer users a variety of platforms to extensively search for impartial information on a given product but it also allows them to provide advice to those that are engaging in eWOM. In SNSs, those seeking opinions regard their friend’s recommendations as being reliable therefore rely on these networks for product information while conducting online purchases. Chu et al. [17] depict that “a socially extensive environment provides opinion leaders with greater opportunities to share product-related thoughts and opinions with other consumers.” Various consumers around the globe with common interests on a specific product, therefore, share information on the network. SNSs in most cases may act as an effective platform for enhancing eWOM since the users and their contacts are perceived as more credible and reliable. WOM communication is measured by opinion seekers and opinion leaders. On the other hand, eWOM can conceptually be observed in opinion seeking, opinion leaders and opinion passing [25]. As described by Feick et al. [25], “opinion leaders are information generators while opinion seekers are those who desire to obtain advice or opinions from others that help them evaluate products and services for their purchases.” According to Chu and Choi [17], “in SNSs, opinion seekers may regard recommendations by friends or classmates as credible and reliable, and thus may rely on SNSs as a place to obtain information for their purchases. On the other hand, a socially extensive environment provides opinion leaders with greater opportunities to share product-related thoughts and opinions with other consumers.” Opinion passing on the other hand is being an overlooked dimension of eWOM. It is described by Sun et al. [72] and Norman and Russell [56] as “online forwarding/passing is an important behavior consequence of eWOM that facilitates the flow of information.” It is, in most cases, seen in an online setting within a social network. Users can spread the word within just a few mouse clicks globally [18] [17] [56]. Opinion passing, therefore, calls for a careful examination since it’s a new and advanced behavior of eWOM in SNS use. Hence, these three factors are regarded to be important in the way users exchange information across networks in a social networking environment hence enhancing eWOM behavior in SNSs.

USES AND GRATIFICATION THEORY (UGT) AND SNS USE

The uses and gratification theory is well thought to be highly dominant in the sociology field which explicates why many users actively select different media to gratify their needs [8]. Its assumption is those different users able to have reasons why they use specific media with a specific targeted goal and valuable judgment over a specific media like its contents. Therefore, users will have the zeal to connect their needs with sought gratifications to the specific media of their choice [8] [74] [38]. Ku et al. [46] noted that “People choose to use a particular computer-mediated communication (CMC) technology, instead of other media choices, to communicate with others to fulfill their particular gratifications needs”. Some previous studies have attempted to use UGT to investigate its role in social marketing in the hotel industry [16], while others investigate the role of UGT in the context of computer-mediated communicating technologies [51] [60] [74]. The UGT is intended to give insight on what motivates different users psychologically to use a chosen social networking site and what gratifications they get after using these sites [44]. This theory does offer exact information that users need, its originality and finally insight on how this specific information
will gratify the users [50]. Other researchers have attempted to draw UGT as a theoretical framework to explain its role in the media, for example, Quan-Haase and Young [65] tested its use in social media platforms comparing Facebook and instant messaging which revealed that “Facebook is all about having fun whereas instant messaging is geared more towards relationship maintenance and development.” Hossain [36] also pointed out that uses and gratifications have a significant direct effect on usage intention. Prior research also reveals that UGT has various categories like content gratification, process gratification, and social gratification in different social media platforms; some of them being “information seeking, enhanced social interaction, entertainment, escapism and so forth” [8] [54] [68]. For the interest of this research, the three most influential UGT factors are identified i.e., hedonic value, information seeking value and social enhancement value. First and foremost, hedonic value as described by Lim and Ang [49] “is an effective benefit that satisfies hedonic needs for sensory pleasure.” Venkatesh et al. [76] also describe hedonic value as “the level of fun or pleasure derived from using mobile banking.” Second, Information seeking is referred to as “the extent to which the website provides resourceful and helpful information” [13]. Finally, Social enhancement is referred to as “the values an individual derives from gaining acceptance and the approval of others as well as enhancing his/her social status within the online network” [15] [71]. These categories have been extensively used in various studies, for example, Lim and Ang [49] adopted the hedonic variable to measure the hedonic and utilitarian consumption of products based on cultural conditioning, while Ifinedo [38] used the social enhancement and entertainment factors to help in investigating how UGT and social presence process would enhance the student’s pervasive adoption of SNSs. Users who were entertained and informed during their search on the web will always have a positive attitude towards it [52]. The four main factors leading to SNS adoption were seen to be hedonism, self-esteem, reciprocity, and belonging [60].

SATISFACTION
“Satisfaction is the post-consumption evaluation based on a comparison between the pre-consumption expected value and the post-consumption value after the purchase or use of a service or product” [59]. Various consumers will associate their likelihood of a certain product with the perception they will attain while consuming the product or service [77]. Therefore, the consumer’s expectation is exceeded when there is a positive disconfirmation and satisfaction. It is therefore proven in previous research that satisfaction influences positive future behavioral intention [59]. For instance, Zeithaml [79] and Zeithaml et al. [80] found out in his investigations on consumer perception and behavioral consequences on service quality that positive WOM and readiness to pay behaviors are important factors of measuring users intention to engage in a certain behavior and hence leading perceived value. Therefore, the focus of this study will be on the continuous use of SNSs concerning the gratification and satisfaction users get and eWOM as another explicit form of behavioral intention.

CULTURE AND SNS USE
Several studies have tempted to use cultural factors as moderators in different research models. It is reported that as “individuals internalize the norms, rules, and values in a society, they come to share perceptions of their environments which in turn results in almost automatic processing of what behaviors are desirable or should be avoided” [33]. Culture is defined as “the transmitted and created contents in patterns of values, ideas and other meaningful symbol systems that are important in human behavior” [7] [45]. Several cultural models have been developed but the most commonly used is the Hofstede model of cultural dimensions which originally contained four dimensions; individualism/collectivism, power distance, uncertainty avoidance, masculinity/femininity and later added Long-term orientation and indulgence/restraint. For the interest of this research, three values are chosen to compare South Korea and Tanzania with totally two different cultural backgrounds to seek the differences in SNS use between the two countries (see Figure 1). The Hofstede index shows that two of the three values have the highest comparisons; hence this study is interested to find out how these two cultures are different in SNS use concerning these factors. First, individualism/collectivism is described as “the degree to which persons are expected to take care of themselves or their family in comparison to being part of social groups in which they are expected to take care of the group’s individuals in exchange of their loyalty.” Second, the long/short-term orientation is referred to as “the future-oriented values such as persistence and thrift able to past and present values such as respect for tradition and fulfilling social obligations” and lastly uncertainty avoidance is “the level of risk accepted by the individual, which can be gleaned by his/her emphasis on rule obedience, ritual behavior, and labor mobility” [34] [70].

Various researchers in the IS field have attempted to conduct studies on how the difference in national culture can determine user’s engagement in SNSs [2] [10] [21] [53] [75]. A vast number of previous researches conducted have been limited to relating SNSs and cultural values in western countries especially the USA and some Asian and Arab Societies and very few on African societies. Few extended the study to the African continent including Baptista and Oliveira [7] who conducted research in Mozambique on understanding mobile banking and examined the role of culture in influencing individual behavioral use. Cardon et al. [10] also extended his
research to eleven countries by examining how different societies use SNSs including Egypt. It is with this limitation that this study decided to further extend the research to the African continent with Tanzania being the center of focus which has never been tackled before.

3. RESEARCH MODEL AND HYPOTHESIS

RESEARCH MODEL

A research model was developed adopting three uses and gratification factors hedonic value, information seeking and social enhancement as having a direct impact on satisfaction and in turn, enhancing positive eWOM on Facebook. This study also considered testing the individual cultural values as moderators influencing the relationship between each variable and the behavioral intention of eWOM. Each variable is discussed in detail followed by their respective hypotheses.

Figure 2. Research Model

USES AND GRATIFICATION FACTORS FOR SNP S COMMERCIAL USE

UGT is an important theory used by many researchers to understand SNS users’ needs and motivations. Five uses and gratification factors were introduced by Katz et al. [42] but other researchers like Eighmey and McCord [22] have identified more factors in their studies associated with internet use [61]. It also noted that Park et al. [62] used four gratification factors of SNSs which are entertainment, self-seeking, socialization and information seeking. Several social networking sites make sure that they sustain their customers by providing them with the right services hence maintaining their relationships but also with the websites that are managed by different companies on their sites. Various studies have been conducted by researchers on what gratification factors motivate SNS users to participate in positive eWOM being in line with this study [7] [15] [16] [49]. This study will, therefore, put more emphasis on the three most important UGT factors i.e., hedonic value, information seeking and social enhancement.

HEDONIC VALUE

As noted above, hedonic value referred to by Venkatesh et al. [76] as “the level of fun or pleasure derived from using mobile banking.” It is seen to be a very vital determinant of users accepting a specific technology. According to Hausman and Siekpe [30], users will highly use a certain website when they are highly entertained while using it. Users are said to increase their level of enjoyment on different websites by engaging more in online games plus watching movies and songs [64]. More so, Zhang et al. [81] concluded in his research that the customers will continue to use a certain product sold online due to the greater entertainment the mobile service brings to them. Therefore, we hypothesize that;

H1: Hedonic value gained while using SNS will positively influence overall satisfaction.

INFORMATION SEEKING

Online information seeking is the degree at which a website will be able to offer vital and obliging information to the intended users [13]. Websites are significantly known for providing insightful information instantly [52]. Most people search the internet to obtain various information hence information seeking seen to be one of the most important gratification factors. Lee and Ma [48] revealed that information seeking will positively influence behavioral intention prompting users to share more news on SNSs. Previous researchers in the IS field have also proven information seeking strongly influences a positive attitude towards the use of a specific website. For example, Chen et al., [14] points out what strongly influences the user’s attitude to use a certain website is an informativeness which in turn leads to user satisfaction [12]. Therefore, with this we also hypothesize that;

H2: Information Seeking on an SNS will positively influence overall satisfaction.

SOCIAL ENHANCEMENT

Social Enhancement as another UGT factor is very vital in SNS usage because it enhances the users’ desire to connect with other users hence promote one’s motives of joining an online social network involvement. Previous studies have shown consistency in finding out social enhancement as one of the most important gratification factors derived from SNSs usage [15] [62] [46] [82]. It should be noted that people will continue using social networking sites because of their desire to socially enhance their lives [69]. Therefore, we decide to hypothesize that;

H3: Social Enhancement of an SNS will positively influence overall satisfaction.

USER SATISFACTION AND ENHANCING EWOM

Customers are said to be satisfied with a service or product when they believe that these products or services acquired to meet their expectations. This, in the long run, will increase their emotions towards the service or product acquired [11]. In relation to behavioral intention and actual behavior, Baker and Crompton [6] and Namkung and Jang [55] depicted that customer satisfaction is widely considered as an antecedent of user behavior. Those users who are satisfied with a given service or product intent to happily share their experience with their fellow friends. Within an online setting, satisfaction positively influences online purchase intention [5]. It is confirmed by previous research that satisfaction indeed will positively influence behavioral intention [35] [43] [16]. Therefore, we hypothesize that;

H4: Satisfaction gained from using an SNS page will positively influence positive eWOM

CULTURE AND SNS USE.

This study adopted the Hofstede cultural dimensions’ framework and selected only three dimensions that could be very vital in affecting social networking practices and not
widely used by many previous researchers. These included individualism/collectivism, uncertainty avoidance, and long-term orientation.

**INDIVIDUALISM/COLLECTIVISM**

In collectivist cultures, the people are strongly and cohesively grouped together having very large extended families but as for collectivist cultures, they adopt forming groups that are narrow and closed [2] [73]. Individuals from collectivist cultures are characterized by being abstruse, very open in their way of doing things and very scared of talking to strangers but also possess a high level of social interaction unlike the cultures that are individualistic that possess a lot of trust with a self-promoting attitude and confront strangers without fear. Collectivist cultures have fewer friends that interact for a long period, individualist cultures, on the other hand, do like having a large network of friends on SNSs [21] [53]. South Korea being a collectivist country spends less time on SNS than members of Tanzania who might be more of an individualistic in nature per Hofstede index. They don't believe in spending more time on SNSs as they are less important to them. Members of collectivist cultures are said to invest more time in real relationships [39]. It is different with individualistic countries that spend most of their time on SNSs and believe in having an unlimited number of friends on their SNSs. They do have dispensable friends with greater time invested in self. Dotan and Zaphiris [21] have found out that in terms of SNS usage, members from collectivist and individualistic cultures are not different in the way they communicate. "Information seeking exerts a stronger effect on continuance intention for users of individualistic cultures while collectivist cultures, socialization, and self-representation will have a strong influence on continuance intention" [37]. Therefore, it can be inferred that individuals with individualist cultural values will engage more in SNSs than those from collectivist cultures; hence having a positive moderating effect on both the relations that uses and gratification have with satisfaction and eWOM.

**LONG-TERM ORIENTATION**

Long-term orientation type of societies will strictly be thrift and persistent in relationship building but very oriented towards what lies in the future and the rewards. Long-term oriented type of societies will always tend to actively trail for long-term positions. He also pointed out that the people from long-term oriented societies will tend to build relationships for a long-term cause unlike those from short-term oriented cultures [53]. Therefore, in this study, Tanzania, as compared to South Korea, is a normative and short-term oriented culture with high respect for traditions with a very strong concern of creating absolute truth hence being normative signaling the difference between two countries.

**UNCERTAINTY AVOIDANCE**

Individuals from uncertain cultures incline to be endangered by situations that are uncertain hence leading to a high level of stress and excitement and predict situations through formal rules in their relationships and other organizational structures that they are in [33] [67] [70]. Different societies will, therefore, differ in the way they deal with uncertain situations. For example, Erumban and De Jong 2006 [24] revealed that the strongest significant cultural factor leading to differences in ICT adoption was Uncertainty Avoidance. This is because uncertainty avoidance economies are faced with high economic risks therefore shy away from adopting ICT technologies. On the other hand, uncertainty avoidance was found to have a highly negative impact on users while using the web 2.0 technologies [66]. With social networking sites, users tend to share private information and have informal relations. Therefore, high uncertain cultures like South Korea will always face more risk while using SNSs. So, when they choose to use these SNS, they must deal with future uncertainty and the free actions of other users on the SNSs. This implies that South Korean users as compared to their Tanzania counterparts will always seek information more to avoid unclear situations and in the long run become more discreet in the way they express themselves on a given SNSs [53]. Therefore, we finally conclude, users who are highly uncertain and exited do in most cases avoid disclosing themselves to others and avoid communicating smoothly within their cultures. With these arguments above, we hypothesize that:

H5: National culture moderates the relationship between Satisfaction and eWOM such that the relationship will be stronger for South Korean users than their Tanzanian counterparts.

H6a: National culture moderates the relationship between Hedonic Value and Satisfaction such that the relationship will be stronger for South Korean users than their Tanzanian counterparts.

H6b: National culture moderates the relationship between Information Seeking and Satisfaction such that the relationship will be stronger for South Korean users than their Tanzanian counterparts.

H6c: National culture moderates the relationship between Social Enhancement and Satisfaction such that the relationship will be stronger for South Korean users than their Tanzanian counterparts.

**4. RESEARCH METHODOLOGY**

**DATA COLLECTION**

Being descriptive and quantitative, this study used survey questionnaires that are randomly distributed to target SNSs users. These questionnaires were distributed both online and offline to users from South Korea and Tanzania who have experience in social networking sites, Facebook being the main target. The users with prior experience in using SNSs on either their smartphone or personal computers were carefully singled out. For the case of South Korean users, the questionnaires were translated from English to the Korean language to help users understand the survey questions. The content of the questionnaire was validated by back translating the Korean questionnaires to English to make sure they convey the same meaning before they are distributed to the Korean participants. The measurement items used in the questionnaire are adopted from previous research. Information seeking items was adopted form Babin [3] and Park et al. [62], social enhancement from Cheung et al. [15] and Dholakia et al. [19]; hedonic value and satisfaction from Babin et al. [3] and Yu et al. [77]; electronic word of mouth intention from Chu and Choi [17]. In total, 300 questionnaires were distributed both online and offline with demographic information capturing the user’s experience, level of education and the country, gender, and age. A total of 295 filled questionnaires were received with 10 of them having erroneously filled hence
eliminated remaining with 285. A total of 67% were male and 33% female. The majority of the respondents were between 19 – 29 years of age 76% of them being students with a Bachelor’s degree. A total sample of 175 and 110 were collected from South Korean and Tanzania respectively.

<table>
<thead>
<tr>
<th>Table 1. Demographic Information</th>
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<td><strong>Classification</strong></td>
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<tr>
<td><strong>Country</strong></td>
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<td><strong>Gender</strong></td>
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<td><strong>Education Level</strong></td>
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<td><strong>Experience</strong></td>
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**MEASUREMENTS**

First, a pilot study was conducted for structured interviews using a total number of 20 SNS users to check the measurement scales. After the pilot study, it is found that some items in the measurement instruments were irrelevant for this study hence removed and some shortened and rectified. All the items were then measured using a 5-point Likert scale ranging from ‘1 (strongly disagree)’ to ‘5 (strongly Agree)’.

**5. DATA ANALYSIS AND RESULTS**

**DATA ANALYSIS**

This research is aimed at investigating the role of the uses and gratification in developing user satisfaction and hence enhance positive electronic word of mouth on Facebook with national culture as a moderating variable. Hence, data is collected from two different countries Tanzania and South Korea reporting a total of 285 participants. SmartPLS software was used to help in analyzing the collected data and hence test the hypotheses developed. Cronbach’s alpha, confirmatory factor analysis, and structural equation modeling are used to both verify the measurement and structural models.

**RESULTS**

**MEASUREMENT MODEL**

Reliability of the constructs was assessed by finding the composite reliability (CR) values and Cronbach’s alpha with a standard value at the individual level being 0.7 [4] [58]. Table 2 below shows that all CR values and the Cronbach’s alpha of all the measured constructs are greater than 0.7. To confirm the convergent validity and reliability of the constructs, CFA was conducted using SmartPLS and the results reported show that all AVE values are greater than 0.5 which is the standard acceptable value [27]. This shows that convergent validity and reliability of the model was therefore achieved as indicated in table 2 below. Lastly, discriminant validity is measured by checking the square roots of AVE of all the measured constructs. The square root of all the constructs exceeded the inter correlations among the constructs. Therefore, discriminant reliability is achieved as shown in table 3 below.

<table>
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<tr>
<th>Table 2. Validity and Reliability Test</th>
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<tr>
<td>Construct</td>
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<tr>
<td>Hedonic Value</td>
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<tr>
<td>Information Seeking</td>
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<tr>
<td>Social Enhancement</td>
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<tr>
<td>Satisfaction</td>
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<tr>
<td>Electronic word of Mouth</td>
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</table>

**STRUCTURAL MODEL ANALYSIS**

The structural model was analyzed using SmartPLS with the help of the bootstrapping technique to test the model fit and the hypothesis. Missing data values were checked to fulfill the overall assumptions. To improve the model fit, the correlation of error terms was used - a practice recommended by Gerbing and Anderson [28]. Furthermore, a multi-group analysis technique was employed [1] to test if there is a significant difference between users from South Korea and Tanzania in the way they are gratified using the SNS sites. To test the moderating effect of the national culture, the two data were separated using different codes 0 and 1 representing South Korea and Tanzania, respectively. The model was evaluated and passed all the tests and was fit to be analyzed. With the help of the bootstrapping technique, which calculated the t statistics to evaluate the path coefficient differences. Running the model, the results below were generated.
SmartPLS generated a pairwise comparison between the two models for all the path coefficients. In the case of South Korea, hedonic value is seen to be highly significant with a t-value of 11.807 and estimates of 0.868 and 0.907 respectively, which is below the set absolute value of 1.96. In the case of Tanzania, information seeking was seen to be significantly different with a t-value of 2.410 with estimates of 0.263 at a level of p< 0.05 and social enhancement with a non-significant value of 0.987 and estimates of .063 greater than the set value of 0.05. This study is focused on the overall comparison of the two countries to see if there is a statistically significant difference in the way the users are motivated in using SNSs. Hence, PLS multi-group analysis test is performed with the help of the bootstrapping technique. It is found that the relationship between hedonic value, information seeking and social enhancement are not significant reporting a p-Value of 0.082, 0.868 and 0.907, respectively, which is below the set value of 0.95. Henseler et al. [32] reveal that “percentages greater than 0.05 or larger than 0.95 provide evidence that two groups are significantly different the group-specific PLS path coefficients for the relationship selected specific PLS.” But interestingly, it is found that the relationship between satisfaction and eWOM was significant with a p-Value of 0.995 which is above the set value of 0.95. Therefore, there is evidence that national culture will influence the relationship as indicated in table 4 below.

### Table 4. PLS Multi-Group Analysis(MGA) Result

<table>
<thead>
<tr>
<th>Relation</th>
<th>p-Value(SK – TZ)</th>
<th>Result</th>
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<tbody>
<tr>
<td>HV -&gt; SAT</td>
<td>0.082</td>
<td>Not Supported</td>
</tr>
<tr>
<td>IFS -&gt; SAT</td>
<td>0.868</td>
<td>Not Supported</td>
</tr>
<tr>
<td>SAT -&gt; eWOM</td>
<td>0.995</td>
<td>Supported</td>
</tr>
<tr>
<td>SOE -&gt; SAT</td>
<td>0.907</td>
<td>Not Supported</td>
</tr>
</tbody>
</table>

Note: HV = Hedonic Value, IFS = Information Seeking, SOE = Social enhancement, SAT = Satisfaction, eWOM = Electronic Word of Mouth

### 6. DISCUSSION

#### RESEARCH FINDINGS

The main objective of this study is basically to investigate the role of uses and gratification in developing user satisfaction and hence enhance positive electronic word of mouth on Facebook with the moderating role of culture. The results from the research reveal that hedonic value has the strongest influence on user satisfaction towards SNSs usage hence strongly influencing eWOM for both South Korea and Tanzanian users. This result is supported by findings from previous researchers like Novak et al. [57] who found out that one of the factors that are vital to increasing technological service use is emotional value. According to Yu et al. [77], during users’ information sharing on location-based SNSs (LBSNS) with their friends, they feel intimated, pleased, and gain interest to use it more and more. This implies that most people are using Facebook specifically for pleasure, fun and intimacy to satisfy their needs and hence engaging more in eWOM. The result might also be attributed to the age characteristics of the survey respondents. The majority of the respondents (76%) were between the age of 19 – 29 years old. It is this age group that is more concerned about having fun and pleasure with SNS services. Information seeking is not a strong antecedent of user satisfaction as a hedonic value but still significant towards user satisfaction in SNS usage for the case of Tanzania but insignificant for the case of South Korea. This implies that Tanzanian users visit Facebook pages to find different information about their interests and hence satisfy their needs, unlike South Korean users who might not see information on Facebook as very vital. This result supports the finding that information seeking and social enhancement were among the gratification factors that significantly influenced user satisfaction on a given social networking site [16] [62] [38]. More so, this research is also in line with that of LaRose and Eastin [47] who found that similar factors entertainment, information seeking, and social needs are significant factors that drive users to use SNSs. The result also reveals, after conducting the multi-group analysis for both countries, that users in different countries will have different gratifications sought which is brought about by the difference in culture. For example, South Korean users have high hedonic value than their Tanzanian counterparts which will, in turn, have an indirect effect on eWOM. Also, information seeking value is not significant with South Korea but significant with Tanzania. This might be because South Korea is advanced in technology and has many social networking sites that users rely on for real-time information other than Facebook, unlike Tanzanians who rely on Facebook for most of their information seeking activity. Hofstede’s cultural index shows that South Korea has a high value of uncertainty avoidance than Tanzania. This implies that South Korean users seek information more on social networking sites to reduce the uncertainty situations that might occur but surprisingly our results are counterintuitive with our hypothesis. A similar situation has been observed by Zaheer and Zaheer [78]. Therefore, it’s recommended that future researchers aim carefully at investigating which kind of cultural dimension will affect this relation. Even though it is believed that people join SNSs to enhance their social life, interestingly social enhancement for both Tanzania and South Korea was not statistically supported. This reveals that social enhancement is not a key factor in motivating users on SNSs as opposed to the findings of most of the previous researches. Hence, this study argues that most users of these two countries prefer to join SNSs either to impress or feel important in the group rather than enhancing their social lives. This result contradicts Greet Hofstede’s cultural dimensions’ findings of the two countries that reveal that South Korea is slightly more of a collectivist country than Tanzania reporting a cultural ranking score value of 18 and 25, respectively. They have a very slight difference in their individualistic index hence they could both be collectivist countries. Users from both countries tend to use SNSs limitedly for enhancing their social lives because they are restricted in sharing information but spend much time on making offline friends as they believe in real friendships. According to Jackson and Wang [39], members of collectivist cultures are said to invest more time in real relationships. Users believe in sharing information between themselves than using Facebook to share the information which enhances their social life. For this reason, there is strong evidence to believe that the results of social enhancement not affecting satisfaction significantly for both South Korea and Tanzania are true. This study suggests that there is a difference in the way different countries are
motivated to use social networking sites. South Korean users are more driven to use Facebook for entertainment while Tanzanian users put more emphasis on both information seeking and entrainment but less on social enhancement. This is basically because both countries have a different cultural dimension index hence answering our second research question.

THEORETICAL IMPLICATIONS
This study is aimed to investigate the role of uses and gratification in developing user satisfaction and hence enhance positive eWOM on Facebook. First, this study is one of the few studies that have been conducted examining which factors affect user satisfaction and eWOM. It does expand the uses and gratification to the SNSs that have turned out to be popular among users all over the world, most especially the youths, and extends it to test the effect of national culture on social networking adoption. Second, this study does provide an extension of the hedonic and information seeking to have a positive significant influence on user satisfaction hence increasing eWOM usage on the Facebook page used by people within different cultures having different motivations of joining SNSs. This implies that cultural differences are very vital in determining SNS use. For example, it is revealed that South Korean users’ level of satisfaction is highly attained on Facebook hedonically unlike their Tanzanian counterparts who rely on information seeking and entertainment to become satisfied while using Facebook hence a positively engage in eWOM. The result of this research, therefore, opens an avenue for future studies that should be directed to include cultural dimensions to have a better framework to enhance better results. Also, countries with large cultures in Africa like Nigeria should be considered. Finally, this study presented an interesting result which shows that social enhancement does not motivate users to engage in using Facebook, hence another contribution of this research. This result is different from most of the previous researchers who have conducted the same research but in a different setting. This implies that users from these two countries don’t rely on social enhancement to attain satisfaction when using Facebook. This will provide another avenue for future research in another setting.

PRACTICAL IMPLICATIONS
Information seeking gratification factor reported being a significant factor for commercial SNS usage and a very vital factor of user satisfaction with Facebook usage for Tanzanian users. It can be said that many Tanzanian users visit different pages on Facebook to seek reliable information related to a certain product or service than visiting a company’s website page. It is therefore vital for Tanzanian companies having Facebook pages to have the right information about various products and services offered to encourage more users to share their feelings on those products or services and in turn become satisfied and feel more attached to these pages. The results reveal that hedonic value is a key determinant of user satisfaction, therefore, we recommend that SNSs software providers should improve user satisfaction by coming up with different tactics of increasing their fun, utility, and self-concept while using these sites. We recommend more user entertaining icons should be included in the SNS page since the hedonic value is seen to be the greatest significant gratification sought to enhance user’s satisfaction gained.

Exciting videos, discounted promotions, and adverts need to be added to the companies Facebook pages to enhance the users’ need to visit these pages often hence increase their satisfaction and in the long run, promote eWOM. This will, in turn, provide a good marketing platform for different companies to their targeted consumers hence increase their market initiatives.

7. CONCLUSION
RESEARCH SUMMARY
The objective of this study is basically to investigate the role of the uses and gratification in developing user satisfaction and hence enhance positive eWOM on Facebook but also testing the effect of national culture on SNSs usage. The research model that was created does portray a clear understanding of how users and gratification factors do influence user satisfaction and hence further future behavioral intention in SNSs usage. It is noted that hedonic value is the most significant factor that will influence user technology adoption reporting the strongest relationship with both user satisfaction and eWOM. Therefore, the findings of this study do provide attention to companies to make use of social networking sites. This is because many users who in one way or the other get satisfied while using these pages will be willing to stay and in turn share this information to other users on the network increasing the fun base hence yielding more returns in the future.

LIMITATIONS AND FURTHER STUDIES
It should not be forgotten this study has a few limitations even though it consists of some meaningful findings which in turn will help direct future research. First, the samples collected were restricted to two countries one which is advanced in technology and the other a developing country with unbalanced data samples collected from each country which might have restricted the generalizability of our research findings. Future research, therefore, would look at investigating more countries with diverse cultures and a well-developed platform of technology to enhance the survey both online and offline. Additionally, future studies should balance the age group of participants to avoid age bias. Second, this research also only focused on Facebook users with the findings very difficult to generalize to other SNSs because of the different functionality of each SNS. For example, due to this limitation, it was found out that some users mostly from South Korea did not spend much time on Facebook or even some don’t have a Facebook account but prefer using other SNSs like KakaoTalk, WhatsApp, YouTube, etc. This made it very difficult to collect real-time data in such a setting so future researchers should direct their study using a comparative study of maybe two or three social networking sites. In addition to the above, this study used a self-reporting method hence there are suspicions of common method bias. Therefore, we recommend that future research should be aim at considering adopting different multi-method procedures to reduce this bias.

REFERENCES


